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Synchrony and Jewelers Mutual® Collaborate on Innovative New Sponsorship Agreement, Combining Finance and Insurance Marketing Efforts

Synchrony Financing Solutions Will Be Offered in Jewelers Mutual Marketing Materials and in Zing Marketplace

STAMFORD, Conn., May 28, 2025 /PRNewswire/ -- [Synchrony](#) (NYSE: SYF), a premier consumer financial services company, and [Jewelers Mutual](#)®, an insurer dedicated to protecting jewelry and jewelry businesses for over a century, today announced a new sponsorship agreement to co-market both services to jewelry merchants looking to make customers aware of both financing and insurance coverage options.



"Through this new sponsorship agreement with Jewelers Mutual, we are extending the value Synchrony brings to retailers around the country," said Darrell Owens, CEO, Lifestyle, Synchrony. "Jewelry merchants can now present their customers with financing options that make purchases more affordable, while making their customers aware of the option to protect their jewelry, which is often among a customer's most cherished possessions."

As part of the agreement, Jewelers Mutual will showcase Synchrony financing solutions in its marketing materials as well as [Zing® Marketplace](#), a comprehensive online platform created for its member retailers. Zing Marketplace features essential tools to help merchants best serve their customers, including jeweler web pages, diamond marketplace, a jewelry appraisal solution and, now, financing offerings from Synchrony.

Synchrony will also feature offers directly from Jewelers Mutual to merchants and consumers through select marketing materials as well as on [Synchrony Marketplace](#), a shopping destination for consumers to find special offers from Synchrony partners. As a result, Synchrony will help elevate awareness of Jewelers Mutual and its insurance services, which are used by over one million customers throughout the United States and Canada.

"As a leader in consumer financing, we're excited about the added value our collaboration with Synchrony will bring to jewelers and their customers," said Mike Alexander, Chief Operating Officer, Jewelers Mutual. "Together, we are committed to supporting jewelers in delivering seamless customer experiences while helping protect the pieces they will treasure for a lifetime."

Synchrony financing is currently used by more than 4,000 jewelry retailers nationwide. Synchrony is committed to offering financing options for small and medium-sized businesses across the country to help them grow their business and offer customers greater purchasing power to meet their needs.

About Jewelers Mutual Group

Jewelers Mutual® was founded in 1913 by a group of Wisconsin jewelers to meet their unique insurance needs. Later, consumers began putting their trust in Jewelers Mutual to protect their jewelry and the special memories each piece holds. Today, Jewelers Mutual continues to support and move the industry forward by listening to jewelers and consumers and offering products and services to meet their evolving needs. Beyond insurance, Jewelers Mutual's powerful suite of innovative solutions and digital technology offerings help jewelers strengthen and grow their businesses, mitigate risk, and bring them closer to their customers. The Group insurers' strong financial position is reflected in their 38 consecutive "A+ Superior" ratings from AM Best Company, as of November 2024. Policyholders of the Group insurers are members of Jewelers Mutual Holding Company. Jewelers Mutual is headquartered in Neenah, Wisconsin, with other Group offices in Dallas, Texas, Miami, Florida and Raleigh, North Carolina. To learn more, visit [JewelersMutual.com](https://www.jewelersmutual.com).

About Synchrony

Synchrony (NYSE: SYF) is a leading consumer financing company at the heart of American commerce and opportunity. From health to home, auto to retail, our Synchrony products have been serving the needs of people and businesses for nearly 100 years. We provide responsible access to credit and banking products to support healthier financial lives for tens of millions of people, enabling them to access the things that matter to them. Additionally, through our innovative products and experiences, we support the growth and operations of some of the country's most respected brands, as well as more than 400,000 small and midsize businesses and health and wellness providers that Americans rely on. Synchrony is proud to be ranked as the country's #2 Best Company to Work For® by Fortune magazine and Great Place to Work®. For more information, visit www.synchrony.com.

Contact:

Lauren Devilbiss
Synchrony
lauren.devilbiss@syf.com
240-814-5825



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