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Jewelers Mutual® Group acquires the personal jewelry business of Jewelry Insurance Brokerage of North America (JIBNA)



by [Jessica VandenHouten](#)
Jul 10, 2025 12:00PM



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The acquisition allows the Group to extend premier service and reliable coverage to new personal jewelry customers across the country.

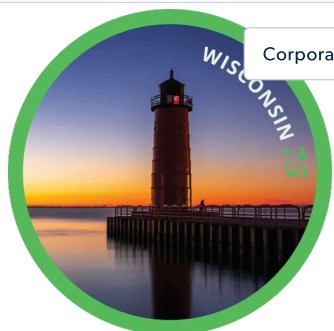
NEENAH, Wis. (July 10, 2025) – Jewelers Mutual® Group, the insurance and business solutions provider dedicated to the jewelry industry since 1913, recently announced its acquisition of the personal jewelry business of Jewelry Insurance Brokerage of North America (JIBNA), a leading personal jewelry insurance provider.

JIBNA has provided specialized personal jewelry insurance coverage to customers across the United States since 2007. With this acquisition, Jewelers Mutual is committed to maintaining uninterrupted coverage and continuing the same high level of service JIBNA customers have come to expect, now backed by over 110 years of jewelry-focused expertise.

“Expanding our reach through this acquisition allows us to bring our trusted protection to even more personal jewelry owners,” said Mike Alexander, Chief Operating Officer at Jewelers Mutual. “We are thrilled to extend Jewelers Mutual’s trusted coverage and unparalleled benefits to JIBNA’s valued personal jewelry customers.”

Jewelers Mutual is dedicated to ensuring a seamless transition for JIBNA’s valued clients, with uninterrupted coverage and the same excellent customer experience they have come to expect. Every JIBNA policyholder will continue to receive specialized protection for their personal jewelry, backed by Jewelers Mutual’s century-long reputation for excellence and reliability.

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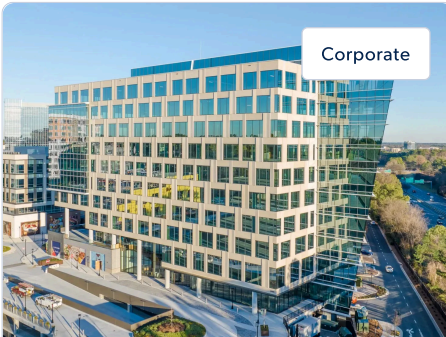
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Jewelers Mutual was founded in 1913 by a group of Wisconsin jewelers to meet their unique insurance needs. Later, consumers began putting their trust in Jewelers Mutual to protect their jewelry and the special memories each piece holds. Today, Jewelers 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,

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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, Miami, and Raleigh, North Carolina. To learn more, visit JewelersMutual.com.



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Insurance coverage is offered by a member insurer of the Jewelers Mutual Group, either Jewelers Mutual Insurance Company, SI (a stock insurer) or JM Specialty Insurance Company, or otherwise via other carriers through JM Insurance Agency Partners, Inc. Policyholders of Jewelers Mutual Insurance Company, SI and JM Specialty Insurance Company are members of Jewelers Mutual Holding Company.