



ANCHORCERT®

INDEPENDENT DIAMOND CERTIFICATION

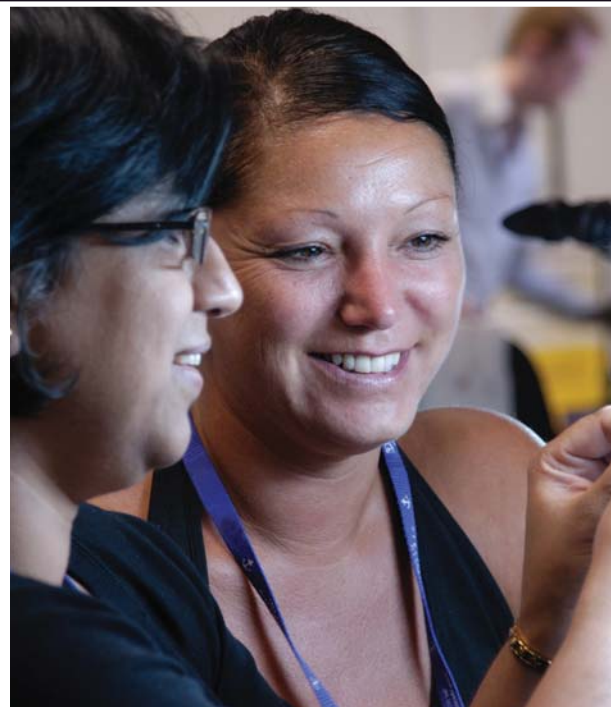


ANCHORCERT® IS UNIQUE IN THE UNITED KINGDOM

Specialising in independent testing, grading and certification, AnchorCert is equipped with state-of-the-art facilities that can identify synthetic and treated diamonds. It is the only provider in the UK able to identify HPHT treated diamonds.

AnchorCert is operated by The Birmingham Assay Office, a not-for-profit organisation founded by Act of Parliament in 1773 to provide protection to consumers and to traders and manufacturers involved in the jewellery and precious metal industry. The Birmingham Assay Office is an established international centre of excellence with a proven reputation for its integrity and honesty. When it comes to the question of 'Is it real?' in relation to jewellery, gems or precious metals, The Birmingham Assay Office delivers the answers.

AnchorCert is a service that has been developed to meet a growing demand from consumers for reassurance that they are buying natural and untreated diamonds.



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PROTECTING YOUR CREDIBILITY

Independent AnchorCert Diamond Certification provides rock solid reassurance. It tells consumers unequivocally, the quality of the stone they are buying - making the sale – or an 'up sell' – that is much easier for the retailer.

AnchorCert Birmingham is the first UK laboratory to receive accreditation to ISO 17025 from UKAS for both loose and mounted diamonds. UKAS accreditation underscores the competence, impartiality and sustainable performance of the AnchorCert team.

The AnchorCert service is fast and efficient. It is provided by a team of highly qualified and experienced gemmologists and diamond graders

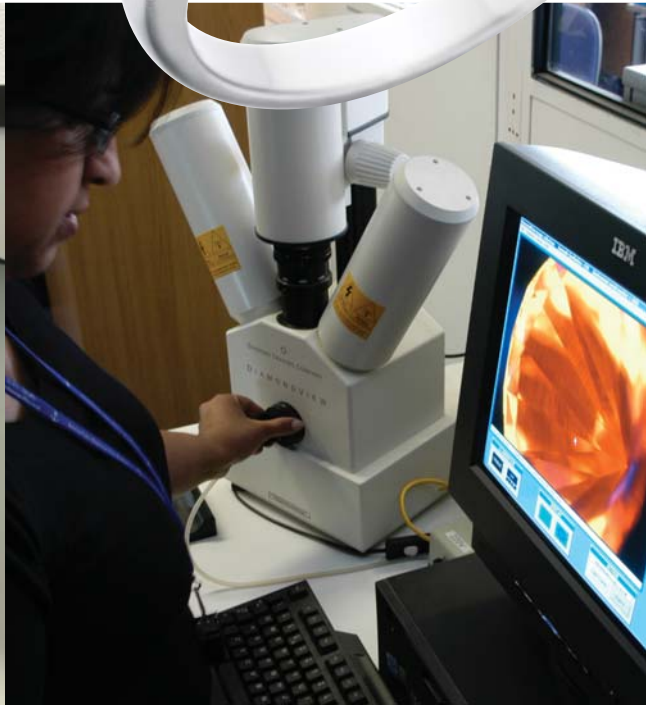


who combine their expertise with state-of-the-art equipment to deliver fair and accurate diamond reports. The equipment includes DiamondSure and DiamondView instruments which are specifically designed to screen for, and positively identify, synthetic diamonds. AnchorCert inspects for fracture filling and laser treatments using high power magnification.

The AnchorCert Laboratory has a wide range of highly sophisticated equipment which means that treatments and synthetics can be accurately detected by experts using the latest technology. A combination of results from the Raman Spectroscope, FTIR (Fourier Transform InfraRed), UV-Vis and XRF are considered, in order to reach a final decision.



PROTECTING TRADERS
& CUSTOMERS
FOR OVER 230 YEARS



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COLOURED GEMSTONES & PEARL REPORTS



In addition to diamond certification, AnchorCert provides a range of services covering both coloured gemstones and pearls.

These services include:

- Identification of natural gems and synthetic and imitation stones
- Identification of heat treatment and glassy 'residues' in heated rubies and sapphires
- Identification of fissure filling in emeralds
- Determination of 'country of origin' of emeralds, rubies and sapphires.
- Unique Tanzanite grading system

As one of the major testers of natural pearls in Europe, the AnchorCert Gemmological Office is able to identify:

- Natural pearls
- Nucleated cultured pearls (eg 'Akoya', 'South Sea' and 'Tahiti')
- Non-nucleated cultured pearls (ie 'Freshwater')
- Imitation pearls



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RARE & PRECIOUS

The Tanzanite Gemstone has been steadily growing in popularity.

Following customer demand AnchorCert is the first UK laboratory to develop a straightforward Tanzanite grading system which both manufacturers and retailers can use to help their customers understand the variation in quality and price of this rare and precious gemstone.



Photograph courtesy of Stephen Webster



ROCK SOLID REASSURANCE

Independent Certification is the most important factor when buying a diamond. Consumers want reassurance that their chosen diamond is natural and untreated.

Anchorcert provides the rock solid reassurance these customers need.

The service is the only one of its kind in the UK and we can offer the UK trade an unmatched level of service.



Holographic Security Mark

A CHOICE OF REPORTS

THE ANCHORCERT® CERTIFICATION SERVICE PROVIDES A CHOICE OF DIAMOND REPORTS



AnchorCert Mini Reports

AnchorCert Full Report

The Full Report, suitable for loose stones, is a comprehensive technical document, which presents detailed information and expert opinion about all facets of the diamond, including its weight, shape and cut, colour and clarity, cut grade, accurate measurements, symmetry, fluorescence and girdle.

The Full Report also includes a complete facet diagram with any inclusions and other features plotted – a virtual fingerprint of the diamond – plus a diagrammatic view showing measurements and facet angles.

Each report carries a unique number and a holographic Anchor, symbol of The Birmingham Assay Office, to prevent forgery and copying.

The Mini Report is suitable for both loose and set stones and multi-stone jewellery and presents the important quality details in a simple format. The information provided includes the weight, shape and cut, measurements, clarity and colour, together with any specific comments.



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LASER INSCRIPTION

Laser inscription of diamonds is yet another "added value" service provided by AnchorCert. These very accurate and delicate inscriptions can be applied without any damage to the girdle of the diamond and whilst the inscription will be invisible to the naked eye, it can be easily seen under x10 magnification.

Inscribing the AnchorCert report number on the girdle of a diamond provides added security, but this is not the only potential use of laser inscription. Manufacturers or retailers can, for example, add their own branding or logos and they can also offer their customers the opportunity to have a special or romantic message inscribed.



MARKETING SUPPORT

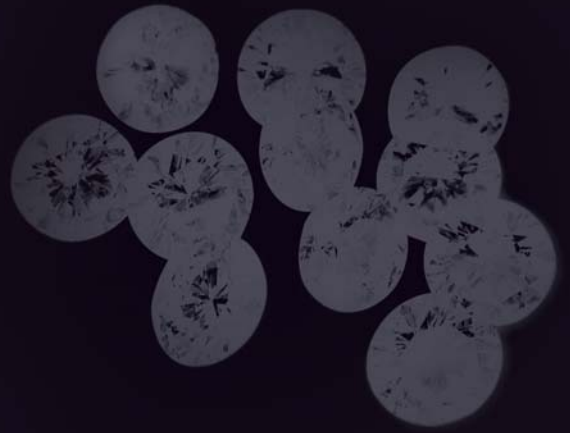
AnchorCert is a service directed, in the final analysis, at the consumer, but there is little point in providing the service if customers don't know about it or understand what it means.

To support manufacturers and retailers who provide the service, AnchorCert produces high-quality, customer focussed marketing materials.

These include the 'Splinters from the Stars' booklet - a consumer guide to origins of diamonds and the 5C's – carat, clarity, colour, cut – and certification.

A beautifully produced counter-top display which extols the virtues of certificated diamonds and a leaflet and counter-top display covering the new Tanzanite grading system are also available.





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