



DON'T BE CAUGHT OUT!

TRADING STANDARDS CHECKS ARE BEING CARRIED OUT ON JEWELLERY STORES NATIONWIDE TO MAKE SURE GOLD JEWELLERY ITEMS ARE PROPERLY HALLMARKED.

This scheme follows an investigation of a number of stores in Southall and Birmingham where spot checks showed that eight out of 10 items were not hallmarked.

THE BIRMINGHAM ASSAY OFFICE IS HERE TO HELP

OUR FAST AND EFFICIENT HALLMARKING SERVICE HELPS TRADERS MEET THEIR LEGAL OBLIGATIONS AND PROVIDES VITAL REASSURANCE TO THEIR CUSTOMERS.





HALLMARKING - THE LAW

**IN THE UK ANY ITEM OF
GOLD WEIGHING OVER 1
GRAM MUST BE HALLMARKED.**

Stores are also required to display a DEALERS NOTICE which explains to consumers what a hallmark is and what they should look for.

Stores in contravention of the law may be prosecuted and traders could face fines of up to **£5000** for each unmarked item or a maximum of **TWO YEARS IN PRISON.**

The Birmingham Assay Office provides a fast, efficient and cost effective hallmarking service for all precious metal items.

Urgent items can be turned round in 24 hours. Dealers Notices can also be obtained from The Birmingham Assay Office.

Registration for hallmarking is simple.



VISIT WWW.THEASSAYOFFICE.CO.UK FOR
MORE INFORMATION, EMAIL US AT
GEM@THEASSAYOFFICE.CO.UK OR CALL US ON 0121 236 6951