



NEWS RELEASE

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RJC CERTIFIES BLUE PEACOCK DIAMONDS LTD.

LONDON - RJC announced today that Blue Peacock Diamonds Ltd. achieved Certification against the new 2013 Code of Practices (COP) at its diamond trading facility in Zurich. The new 2013 COP was released in November 2013.

“It is a pleasure to announce Blue Peacock Diamonds Ltd. as the fifth Swiss Member to be certified against the 2013 COP. The new provisions under the 2013 COP address important issues for our Members and their supply chain. We are thrilled to see Members achieving these early Certifications against the new standard and warmly congratulate Blue Peacock Diamonds Ltd.,” says Ashish Deo, RJC’s Chief Executive Officer.

The successful verification assessment was led by Maaïke Wycisk-Timpert from Bureau Veritas Italia, one of the independent third-party auditing firms accredited by the RJC.

“At Blue Peacock Diamonds Ltd., we are happy to have achieved RJC Certified Status after our initial membership period. The Certification comes as a confirmation of our company’s core values of integrity, long lasting customer and supplier-relationships and ethical behaviour. We hope that our involvement with the RJC will help convey these core values to all our stakeholders, not only in Switzerland, but also in other countries,” says Balz Blumer, CEO, Blue Peacock Diamonds Ltd.

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About RJC

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 500 Member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC’s Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a [Full Member of the ISEAL Alliance](#) – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com

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The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.
The Council for Responsible Jewellery Practices Ltd, 9 Whitehall, First Floor Front, SW1A 2DD, London, UK.
The Council for Responsible Jewellery Practices Ltd is registered in England and Wales with company number 05449042.

About Blue Peacock Diamonds Ltd.

Blue Peacock Diamonds Ltd. is an independent diamond wholesaler specialised in the trading of polished diamonds. The company is based in Zürich, Switzerland. Over the last few decades, the Blue Peacock brand has become a well-known brand name in the trading of top-quality cut diamonds. The worldwide leaders in the watch and jewellery industry, as well as renowned jewellers all over Switzerland, are among Blue Peacock Diamonds' clients.

[RJC Certification Information – Blue Peacock Diamonds Ltd.](#)**[RJC Certified Members](#)**

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