



Responsible Jewellery Council

NEWS RELEASE

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RESPONSIBLE JEWELLERY COUNCIL ANNOUNCES AV10 AS NEW CERTIFIED MEMBER

LONDON – The Responsible Jewellery Council (RJC) today announced that AV10, the French jewellery manufacturer headquartered in Paris, has achieved certification against the ethical, human rights, social and environmental standards as established by the RJC's Member Certification System.

The successful verification assessment of AV10 was conducted by Laurent Lhopitallier from Deloitte France, one of the independent third party auditing firms accredited to the RJC's Member Certification System.

"The RJC warmly congratulates AV10 on becoming the second RJC manufacturer and, at the same time, the fifth French Member to be certified. AV10 joined RJC in March 2010 and went through its certification process with great dispatch," says Michael Rae, RJC's Chief Executive Officer.

"We are indeed delighted to have achieved this important certification and, as a single unit, proud to be an example to the small and medium scale industry. We believe that the entire jewellery industry should be united and commit to responsible business practices in order to cultivate future generations of ethical business leaders," says Noel Temelsiz, Director General, AV10.

Established in 1985, AV10 is composed of 11 highly qualified artisans with more than 35 years of experience. Its jewellery has respect for excellent French tradition, while remaining at the cutting edge of technology. Located in Paris, AV10's mastery of the profession has allowed its workshops to supply the most prestigious brands.

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About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 280 member companies committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum metals jewellery products. The Council has developed the RJC Member Certification System, a certification system – which will apply to all Members’ businesses that contribute to the diamond, gold and platinum metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third party auditors to verify their conformance with the RJC’s Code of Practices and become certified under the RJC Member Certification System. A full list of its Members can be found on the web at www.responsiblejewellery.com

RJC Certified Members	
Gay Frères	http://www.responsiblejewellery.com/downloads/certification/Certification_Gay_Freres.pdf
Cartier	http://www.responsiblejewellery.com/downloads/Certification_Info_Cartier.pdf
Raymond Bloch SA	http://www.responsiblejewellery.com/members/documents/CertificationInformation-RAYMONDBLOCHSA.pdf
Metalor Technologies SA	http://www.responsiblejewellery.com/members/documents/CertificationInformation-MetalorTechnologiesSA.pdf
Rubel & Méнасché	http://www.responsiblejewellery.com/members/documents/CertificationInformation-RubelandMenasche.pdf
Fred Meyer Jewelers and Littman Jewelers	http://www.responsiblejewellery.com/downloads/Certification_Information_Fred_Meyer.pdf
AV10	Soon available on http://www.responsiblejewellery.com/members/jewel_manu_wholesale.html

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