



## *Building a responsible diamond, gold and platinum metals supply chain from mine to customer.*

The Responsible Jewellery Council is an international, not-for-profit organisation established to reinforce consumer confidence in the jewellery industry by advancing responsible business practices throughout the diamond, gold and platinum group metals jewellery supply chain.



### **Salanitro SA-Serti-Concept SA-Sertis Créations SA - Why we joined the Responsible Jewellery Council (RJC) - From Mr Pierre Salanitro**

Salanitro SA-Serti-Concept SA-Sertis Créations SA demonstrates, through this commitment to achieve RJC Certification, a desire for continuous improvement and the development of a company working for the future. Our membership application, which was totally spontaneous, is a guarantee of security for our customers and we wanted to be the first to have begun this process in our area of activity.

We joined RJC to further communicate our commitment to responsible business practices. We know we provide state-of-the-art craftsmanship, creativity and service to our clients. However, aligning with RJC's code of practices will allow us to separate and outdistance ourselves from our keen competitors.

We looked at RJC membership as a gateway to evidence our superb business practices, but we are also prepared to learn from this journey to achieve RJC certification. Learn what? We want to find out if our compliance practices are in good order and if we track every aspect of our businesses responsibly. This two year process will be a viable checkpoint for us and we are well underway with our Self Assessment preparation. We have heard from fellow industry members that RJC is a worthwhile and productive exercise. Above all else, the competitive edge we feel Salanitro will gain, in addition to the respect and attention of our industry in joining this high ethical standard, only puts us in good stead for future business growth.

Finally, we like RJC's member benefits, through this membership we can -

- Enhance and preserve our strong brand reputation
- Join a community of confidence with a mine to retail initiative unique to the jewellery and watch industry worldwide
- Participate in the work of an industry standard that covers the jewellery supply chain and actively contributes to sustainable development
- Involve ourselves in RJC Committee work
- Enjoy free RJC training delivered by online webinars and online workshops at main Trade Fairs

RJC Website: [www.responsiblejewellery.com](http://www.responsiblejewellery.com)

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