



The Plumb Club Becomes First Trade Association to Require its Members to Join the Responsible Jewellery Council

Vote from The Plumb Club members demonstrates importance of RJC membership in building consumer confidence

Sept. 19, 2019 - NEW YORK – The Plumb Club announced that its members overwhelmingly voted to require all new and existing Plumb Club members to become Certified Members of the Responsible Jewellery Council (RJC). The Plumb Club, a current RJC association member, is the first organization of its kind to require its members to follow the RJC Code of Practices.

The new requirement underscores The Plumb Club’s purpose to “connect its members and their customers and help shape the future of the jewelry industry.”

The RJC will collaborate with current and future Plumb Club members to ensure they adopt the RJC Code of Practices and effectively communicate their RJC membership status to their customers and business partners.

“Our new By-Law confirms The Plumb Club’s vision of being a responsible supply side organization recognized for leadership, adding value, and positively impacting the jewelry industry,” said Michael Lerche, Plumb Club President. “We strongly believe that any jewelry retailer who buys product from a non-RJC member is taking a very serious and unnecessary risk. Buying product from a Plumb Club member will greatly mitigate that risk.”

“The Plumb Club’s actions set a clear leadership example for other trade associations and member organizations within the jewelry industry. The Plumb Club’s model of cascading RJC membership through its members is a model for other associations to confidently follow,” explained David Bouffard, Chair of the Responsible Jewellery Council. “At the RJC, we believe that building consumer confidence is not only important for the future of our industry, but is also an imperative that can be acted on today by joining the RJC.”

Both Lerche and Bouffard called for all current and perspective RJC association members to cascade RJC membership throughout their organizations.

“Having a standardized universal code of practices throughout our industry that the retailer, consumer and even our government, can rely upon to guarantee that these products are the most responsibly sourced and ethically produced in the marketplace is critical. Today, we call on the entire jewelry industry to support the Responsible Jewellery Council and work with us in finding a way for every supplier and retailer in our industry to become a member,” said Lerche.

“As Chair of the RJC, I ask other trade associations within our industry to follow the leadership of The Plumb Club: require your members to join the RJC,” exclaimed Bouffard. “The RJC has a team ready and willing to help your organization develop its own model of cascading RJC membership.”

All certified members of the RJC are able to point their customers and business partners to the RJC’s publicly available Code of Practices to validate how the products they buy and sell are responsibly sourced. The RJC verifies its Code of Practices through full membership of the ISEAL Alliance. RJC members must become certified against the Code of Practices through a third party, independent, certification process. The RJC Code is aligned with international standards from the Organisation of Economic Co-Operation and Development and the United Nations Sustainable Development Goals.

For more information about The Plumb Club, visit <https://plumbclub.com/>. For more information about the Responsible Jewellery Council, visit <https://www.responsiblejewellery.com/>.

About The Plumb Club

Founded in 1983 by a small group of distinguished manufacturers as a social club, The Plumb Club has evolved into one of the jewelry industry’s leading supplier organizations. Today, The Plumb Club is a unique coalition of leading, responsible and important suppliers spanning all facets of the jewelry, diamond and watch industries. The purpose of the organization is to connect its members and their customers and help shape the future of the jewelry industry. The Plumb Club’s membership accounts for a significant percentage of the domestic fine jewelry market.

About Responsible Jewellery Council

The Responsible Jewellery Council is an international not-for-profit standards and certification organization. It has more than 1,200 member companies that span the jewelry 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, platinum group metals, silver, and coloured gemstones. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewelry 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 <https://www.responsiblejewellery.com/>.

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