



## NEWS RELEASE

Embargoed until Thursday 15 December 2016

### RJC CERTIFIES AJAY DIAM SA

LONDON - RJC announced today that Ajay Diam SA has achieved Certification against the 2013 Code of Practices (COP) at its trading facility in Bienne, Switzerland.

“It is a pleasure to announce Ajay Diam SA has been certified against the 2013 COP. The new provisions under the 2013 COP address important issues for our Members and their supply chain. We are delighted to see Members achieving Certification against the standard and warmly congratulate Ajay Diam SA,” says Andrew Bone, RJC’s Executive Director.

The successful verification assessment was led by Michel Mooser from SGS United Kingdom Limited, one of the independent third-party auditing firms accredited by the RJC.

“Ajay Diam SA is proud to have achieved RJC certification and be a part of the RJC community. It endorses our commitment to upholding the core principles of the global diamond industry in relation to responsible and ethical business practices. We feel strengthened by our membership and look forward to doing business with fellow members sharing the same core values. We welcome RJC’s initiative that enforces the highest industry standards,” says Roy Kesel, Director at Ajay Diam SA.

For further information please contact:

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#### About RJC

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 900 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](http://www.responsiblejewellery.com)

#### About Ajay Diam SA

Ajay Diam SA was established in 2014 with a view to support the Hong Kong headquartered Ajay Diam Ltd expand its customer base in Switzerland and Europe and for logistical support. Like the group focus, Ajay Diam SA focusses on the

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The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.  
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small size polished diamonds supplying mainly to luxury watchmakers, fine jewellery manufacturers and traders and within a short span has acquired an impressive list of customers. All our polished diamonds are 100% checked for synthetics.

The Hong Kong headquartered Ajay Diam Ltd, which has also obtained RJC Certification, supplies 99% of polished diamonds with 100% checked for synthetics and in sealed containers and are only opened by (or in front of) the clients of Ajay Diam SA.

Website: [www.ajaydiam.swiss](http://www.ajaydiam.swiss) (Undergoing modification)

YouTube: <http://tinyurl.com/ajaydiam>

**[RJC Certification Information – Ajay Diam SA](#)**

**[RJC Certified Members](#)**

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