



## NEWS RELEASE

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### LE PETIT-FILS DE L.-U. CHOPARD & CIE SA – RE-CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

LONDON - The Responsible Jewellery Council (RJC) announced today that Le Petit-Fils de L.-U. Chopard & Cie SA, the watch and jewellery manufacturer, has achieved re-certification by meeting the highest ethical, social and environmental standards established by the RJC's Member Certification System.

"RJC congratulates Le Petit-Fils de L.-U. Chopard & Cie SA on achieving re-certification. After a Member has become RJC Certified for the first time, independent verification is required at the end of each certification period to ensure continued conformance and to maintain Certified Member status. The successful verification assessment was conducted by Michel Mooser from SGS, one of the independent third-party auditing firms accredited to the RJC's Member Certification system," says Michael Rae, RJC's Chief Executive Officer.

"The Chopard Group is a proud certified member of the Responsible Jewellery Council. We are very pleased to be awarded this recognition for our continuous efforts in further enhancing our social responsibilities and applying industry "best practices" in our daily business relations. The certification process helped us to take a critical look at existing processes & policies and implement various environmental initiatives. Our staff members were fully involved in this process and were highly motivated by the preparation work. We were happy to see how the certification provided a positive dynamic amongst them! Our company's guiding principle being "Passion for excellence", we feel that this certification reflects very well our values," says Karl-Friedrich Scheufele, Co-President of Chopard.

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#### About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 420 members. RJC and its Members are 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. This commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum metals jewellery products. The RJC has developed the RJC Member Certification system which applies to all Members' businesses that contribute to the diamond, gold and platinum metals jewellery supply chain. All Certified Members of the RJC are audited by accredited, third party auditors to verify their conformance with the RJC's Code of Practices. A voluntary Chain-of-Custody Standard has also been developed for gold and platinum group metals. 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 the Chopard Group

Louis-Ulysse Chopard founded his own workshop in 1860 in Sonvillier, the Swiss Jura. Since 1963 Chopard is owned by the Scheufele family and its headquarters are located in Geneva. Internationally renowned for its watch and jewellery creations, the Group today employs more than 1950 people worldwide. It is independent and vertically very integrated, controlling the entire process from design to distribution through 1500 point of sales and 140 dedicated boutiques. Over

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30 different crafts are practised in 4 manufacturing sites with a strong emphasis on in-house training. Chopard has built its reputation on iconic collections such as "Happy Sport" and "Mille Miglia". The firm is also highly recognized for its High Jewellery creations and five watchmaking and manufacture expertise, expressed in the L.U.C collection. According to two of its fundamental values, respect and social responsibility, Chopard is strongly committed to various philanthropic projects. Long-term partnerships tie the company to the WWF, the José Carreras International Leukaemia Foundation and the Elton John AIDS Foundation. Last but not least, Chopard is a faithful partner of the Cannes International Film Festival and legendary classic car events, such as the Mille Miglia in Italy and the Grand Prix de Monaco Historique. More information on [www.chopard.com](http://www.chopard.com)

**RJC Certification Information – Le Petit-Fils de L.-U. Chopard & Cie SA**

**RJC Certified Members**