



NEWS RELEASE

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RJC CERTIFIES DIAMOND DIRECT

LONDON - RJC announced today that Diamond Direct LLC has achieved Certification against the new 2013 Code of Practices (COP) at its jewellery manufacturing facility in New York, USA. The new 2013 COP was released in November 2013.

"It is a pleasure to announce Diamond Direct LLC 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 thrilled to see Members achieving these early Certifications against the new standard and warmly congratulate Diamond Direct LLC," says Ashish Deo, RJC's Chief Executive Officer.

The successful verification assessment was led by UL Responsible Sourcing, one of the independent third-party auditing firms accredited by the RJC.

"We are very proud to have achieved RJC Code of Practices certification. As an engaged partner to our customers and the community around us, we want to continue to grow and demonstrate our commitment to transparent, ethical and responsible business practices." said Baiju Bhansali, CEO at Diamond Direct LLC.

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 500 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

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The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.
The Council for Responsible Jewellery Practices Ltd, 9 Whitehall, First Floor Front, SW1A 2DD, London, UK.
The Council for Responsible Jewellery Practices Ltd is registered in England and Wales with company number 05449042.

About Diamond Direct LLC

Diamond Direct LLC is a NYC based jewelry wholesaler, founded in 1996, serving the mass market retail jewelers, department stores, and dotcoms. With a dedicated team including in house designers and model makers we strive to go above and beyond to understand and serve our customers.

[RJC Certification Information – Diamond Direct LLC](#)

[RJC Certified Members](#)

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