



## NEWS RELEASE

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### RESPONSIBLE JEWELLERY COUNCIL CERTIFIES SALANITRO SA, SERTI -CONCEPT SA, SERTIS CREATIONS SA

LONDON - The Responsible Jewellery Council (RJC) announced today that Salanitro SA, Serti-Concept SA, Sertis Creations SA, the jewellery and watch manufacturer based in Geneva, Switzerland, has achieved certification by meeting the highest ethical, social and environmental standards established by the RJC's Member Certification system.

"RJC warmly congratulates Salanitro SA, Serti-Concept SA, Sertis Creations SA on its certification. The 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.

"Salanitro SA, Serti-Concept SA, Sertis Creations SA demonstrates through this commitment, the desire for continuous improvement and development of a company working for the future. Our certification is a guarantee of security for our customers as our companies share the values and principles of the RJC .

During our time in business, we have established a charter, internal rules and training for our staff based on our values. We ask our trading partners to share these values. It is our wish to be socially, ethically and financially responsible. Formal certification highlights that on an international level. We warmly recommend to all our peers to share these values and to join the RJC", says Pierre Salanitro, CEO of Salanitro SA, Serti-Concept SA, Sertis Creations SA.

For further information please contact:

Madalina Grigorie, Communications and Membership Coordinator, Responsible Jewellery Council  
Telephone +44(0)207 8366376, [madalina.grigorie@responsiblejewellery.com](mailto:madalina.grigorie@responsiblejewellery.com)

#### About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 400 member companies. 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)

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### **About Salanitro SA, Serti-Concept SA, Sertis Creations SA**

The Salanitro SA enterprise was founded by Mr Pierre Salanitro, in 1990, in Geneva. Nowadays, it comprises of three distinct entities : Salanitro SA, Serti-Concept SA and Sertis Créations SA. In 22 years of activity, the business has acquired an outstanding reputation with the leading brands in the watch making industry.

Thanks to the wide-ranging expertise of Salanitro SA, Serti-Concept SA, Sertis Creations SA, the company is today well-known all over the world for the management of comprehensive and ambitious projects entrusted by clients who wish the creation of their product to be achieved with utmost care. For more information visit [www.salanitro.com](http://www.salanitro.com)

### **[RJC Certification Information – Salanitro SA, Serti-Concept SA, Sertis Creations SA](#)**

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

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

The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.  
The Council for Responsible Jewellery Practices Ltd, First Floor, Dudley House, 34-38 Southampton Street, London, UK, WC2E 7HF.  
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