



## NEWS RELEASE

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### RESPONSIBLE JEWELLERY COUNCIL CERTIFIES TROLLBEADS A/S

LONDON - The Responsible Jewellery Council (RJC) announced today that Trollbeads A/S, the Copenhagen - based jewellery manufacturer, has achieved certification by meeting the ethical, social and environmental standards established by the RJC's Member Certification system.

"RJC warmly congratulates Trollbeads A/S on its certification. The successful verification assessment was conducted by Roshini Wickramasinghe 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.

"Since the birth of Trollbeads in 1976 we have grown based on our strong values, convictions and designer driven concept. Constantly striving to communicate the originality and heritage of our brand, as well as keeping strong focus and commitment to promote responsibility, ethics, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry, from the mine to the retailers. Our commitment aims to reinforce consumer and stakeholder confidence in jewelry products. The RJC certification and acknowledgement is a strong affirmation that the strength within our foundations as a brand is healthy and strong for the future," says Jan Stig Andersen – CEO Trollbeads A/S.

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#### About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 415 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)

#### About Trollbeads A/S

The company behind Trollbeads, Trollbeads A/S is a family business, and the creators of the original "bead-on bracelet" concept. Designed by Soren Nielsen in 1976, the very first Trollbeads were quirky silver charms with a hole through their core that could be strung on a piece of leather. As the collection grew the beads became more and more popular and the collection slowly grew and diversified. Gold and pearl beads were introduced and new locks were designed making it possible for the customers to add or remove beads and experiment with different combinations themselves.

In 2002, the first glass beads entered the Trollbeads collection and since then, demand has grown exponentially. It is the combination of original creativity, good business sense and a love for quirkiness that sets Trollbeads apart. Trollbeads products take their inspiration from mythology, astrology, fairy tales, fauna, flora, cultural diversity and the familiar things of everyday life. No two Trollbeads are alike. Women in more than 50 countries have discovered this original jewelry that

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manages to meet their demands for high quality, yet still satisfies individual tastes and preferences. For more information visit [www.trollbeadsuniverse.com](http://www.trollbeadsuniverse.com)

## **[RJC Certification Information Trollbeads A/S](#)**

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