



## Responsible Jewellery Council

### NEWS RELEASE

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### PLATINUM GUILD INTERNATIONAL JOINS RESPONSIBLE JEWELLERY COUNCIL

LONDON – The Responsible Jewellery Council (RJC) today announced that Platinum Guild International (PGI), which is responsible for global platinum jewellery development, on behalf of the South African producers, has joined the Council's membership.

"I am delighted that Platinum Guild International is a new Member of the Responsible Jewellery Council. Platinum group metals were the first new materials added to the RJC system original scope of diamonds and gold. We greatly respect PGI's leading commitment to responsible business practices and we are very pleased about its support for the RJC," says Michael Rae, Chief Executive Officer, RJC.

"RJC Members have a universally understood mechanism to demonstrate responsible practices. We have joined the RJC because we believe those we work with share these goals and will consider RJC certification an essential step to clearly demonstrate their commitment to responsible business practices" says James Courage, Chief Executive Officer, Platinum Guild International.

Platinum Guild International (PGI) is funded by the leading South African platinum producers and leading fabricators. Founded in 1975, PGI has been supporting the development of platinum jewellery by providing information, marketing support and training to the jewellery trade for over 35 years. In addition to its headquarters in London, PGI has offices in China, Germany, India, Italy, Japan, the UK and the USA.

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### **About RJC**

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 260 member companies 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. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum metals jewellery products.

The Council has developed the RJC Member Certification System, a certification system – which will apply to all Members’ businesses that contribute to the diamond, gold and platinum metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third party auditors to verify their conformance with the RJC’s Code of Practices and become certified under the RJC Member Certification System. A full list of its Members can be found on the web at [www.responsiblejewellery.com](http://www.responsiblejewellery.com)

### **About PGI**

Platinum Guild International (PGI) is an organisation dedicated to inspiring a passion for platinum that ensures it is the precious jewellery of choice. We supply information, practical advice and expertise to help jewellery buyers make informed and inspired decisions. We also offer the jewellery trade specialist knowledge and resources, with the aim of providing customers a high level of help and advice in store.

Since the mid 1990s the platinum jewellery market has expanded rapidly. In 1995 PGI had offices in 4 markets with Japan alone accounting for 81% of platinum jewellery off take. An office was established in China in 1997 and since then China has become the largest market accounting for over 60% of consumer sales of platinum jewellery. Currently jewellery off take accounts for 40% of total platinum usage yearly. More information on [www.platinumguild.com](http://www.platinumguild.com)

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