

# Use Independent Gem Lab Reports to Increase Buyer Confidence



## ICA CONGRESS 2007

### Third-party certification builds confidence

At the ICA Congress, key people from the world's leading gemmological laboratories emphasised the importance of third-party certification, which will help increase consumer confidence in buying gemstones.

"There are two main things consumers want to know: that what they are buying is what is represented as being; and that they are paying a fair price for it," said Shane McClure of the GIA Laboratory. "If they are assured of these two things, then they have the confidence to buy."

Vincent Pardieu of the Gubelin Gemmological Laboratory said that gem labs are faced with the "daunting task" of keeping up with technology relating to treatments and synthetics, as well as with searching for new gem deposits to meet the growing demand for origin determination. He added that gem labs must be able to ensure the integrity of their reports and stay in close touch with what is happening in the industry.

With the tougher competition



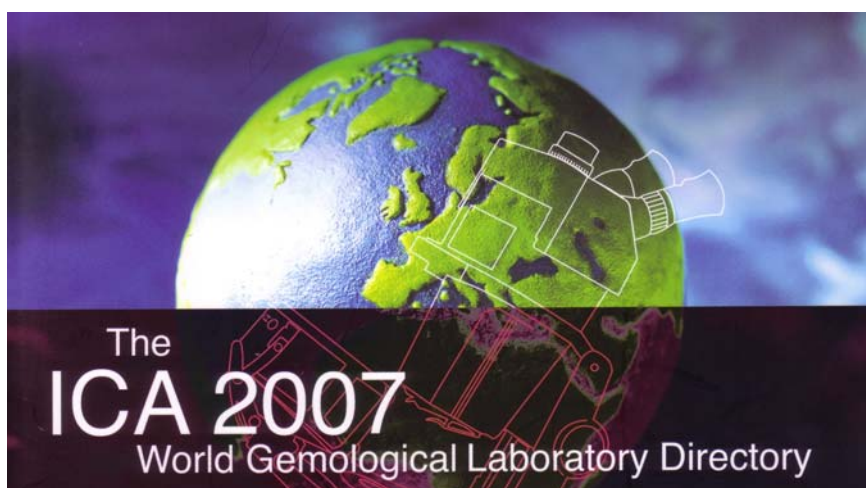
Representatives of the world's leading gemmological laboratories tackled the question of how their organisations can help the industry build consumer confidence

from other organisations, many gem labs are looking for ways to stay ahead. "We are exploring how to provide less expensive reports for the industry so that jewellers can certify gems under US\$5,000, rather than having this service for just the top echelon of gemstones," said Rick Kremontz, president of the American Gem Trade Association, on behalf of its Gem Testing Centre in New York.

In February 2007, the ICA also offered an alternative to its members

by partnering with the American Gemmological Laboratories and Gem Certification and Assurance Lab (see *JNA* March 2007, page 27). The move is expected to enable jewellers to provide gemmological protection to all their clients at every price level.

Other factors that could build consumer confidence, the panellists said, were sharing information and providing educational opportunities for manufacturers, designers and jewellers. *JNA*



**Labtrade Gemmological Laboratory** is listed in the ICA World Gemmological Laboratory Directory

**Labtrade Gemmological Laboratory** is also listed the Rapaport and TGJTA Global Guides to Gem Labs

**Build Customer Confidence with Reports & Appraisals from Labtrade Gemmological Laboratory**

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