



Responsible Jewellery Council

NEWS RELEASE

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RESPONSIBLE JEWELLERY COUNCIL WELCOMES REVERED UK RETAILER AS 85th MEMBER

London – As the international jewellery industry continues to face the challenges of a slowing economy, the Responsible Jewellery Council (RJC) is pleased to report that its members are renewing their commitment to ethical business practices. RJC's members welcomed the December release of the *RJC Certification System* core documents, the only assurance mechanism for a transparent diamond and gold supply chain, from mine to retail using independent third party auditing as its assurance mechanism.

Currently holding 85 members in its membership, representing all sectors of the jewellery supply chain from mines, refiners, cutters, manufacturers and retailers, as well as service providers, the RJC welcomes large and small, corporate and trade association members of the industry to join this initiative.

The RJC is therefore delighted to welcome its newest member, Beaverbrooks the Jewellers from United Kingdom. Founded in 1919 in Belfast by three brothers, today Beaverbrooks the Jewellers is proud to be a well known name on the high street and in the business world for its integrity, passion and caring approach. With more than 700 employees and over 60 stores throughout the United Kingdom, Beaverbrooks has developed a code of conduct to provide clarity to every employee about what is expected of them. Entitled "The Beaverbrooks Way", every team member has their own copy.

"Our customers are still as discerning and committed to know about the ethics of retail shops – these are purchases that are sentimental, gifts of love, passed from generation to generation and that buying decision has not changed due to the current tough time we are facing," says Phillip McBride, Buyer, Beaverbrooks The Jewellers.

"I am delighted that Beaverbrooks the Jewellers has officially joined the Responsible Jewellery Council. In so doing, they have demonstrated to their suppliers, fellow retailers and most important, to UK consumers that ethical, responsible business practices continue to be integral to their core business", says Michael Rae, CEO, RJC.

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