

ANCHORCERT®

INDEPENDENT DIAMOND CERTIFICATION

ABOUT ANCHORCERT

AnchorCert is an Independent Centre of Excellence, based in the UK , offering a wide range of certification services and reports for Diamonds, Gemstones and Pearls.

AnchorCert has a fully equipped state of the art laboratory which is specifically designed to assess and to certificate diamonds and gemstones. The AnchorCert Laboratory has a range of highly sophisticated equipment that can accurately screen for, and positively identify, treated and synthetic diamonds. Enhancements such as fracture filling and laser treatments are frequently detected using high power magnification. A combination of results from the Diamond Sure™, Diamond View™, Raman Spectroscope, FTIR (Fourier Transform Infra-Red), UV-Vis and XRF is used by the experienced and highly qualified AnchorCert gemmologists in order to reach a final decision.

AnchorCert is a division of The Birmingham Assay Office, a non statutory organisation founded by Act of Parliament in 1773, to provide protection to traders and consumers alike. The Birmingham Assay Office offers a complete jewellery service including: hallmarking; SafeGuard independent jewellery, watch and silverware valuations; precious metal analysis; product safety investigation; nickel and lead testing from The Laboratory, and of course, AnchorCert Diamond and Gemstone Certification.

AnchorCert Services Include:

- Full Diamond Reports – with or without facet diagrams – for white and coloured diamonds
- High quality Mini Reports for loose and set stones
- Laser inscription of certificate numbers onto the stone or jewellery piece
- Identification of High Pressure, High Temperature (HPHT) diamonds and synthetics
- Tanzanite Grading developed by AnchorCert
- Identification of natural gems and synthetic and imitation stones
- Identification of heat treatments
- Pearl testing

AnchorCert is the only UK Diamond Grading Laboratory to achieve accreditation to ISO 17025 from UKAS.

The AnchorCert service is undertaken by highly qualified Gemmologists and Diamond Graders producing independent, expert reports.

WHAT TO LOOK FOR WHEN PURCHASING A DIAMOND

Every diamond is unique and has a beauty all of its own. You will find a huge choice available – something to suit every budget. The factors that influence the value are the quality of the diamond – the clarity, colour and cut – and its size plus, of course, its precious metal setting. You will find a simple guide to these factors on the following pages.

Your jeweller has years of experience and expertise and will be able to explain the characteristics of the diamond you choose. Don't be afraid to ask questions and benefit from his or her specialised knowledge.

The 5c's

DIAMOND QUALITY IS JUDGED BY FOUR PRIMARY FACTORS – CARAT, CLARITY, COLOUR AND CUT. THE FIFTH 'C' IS ANCHORCERT® CERTIFICATION.

1. CARAT

Diamond weight is stated in carats, with one carat equalling 1/5th of a gram. Less than 5% of gem quality diamonds are one carat or above.

2. CLARITY

Diamonds are formed under tremendous heat and pressure and, as a result of this process, internal and external characteristics which affect the clarity of diamonds are common. Internal characteristics are called inclusions, external characteristics are known as blemishes.

These characteristics are used by gemmologists to grade the clarity of diamonds and the GIA provides a scale of 11 grades, ranging from "Flawless" to "Included".

3. COLOUR

Most people think that diamonds are colourless, but in fact most diamonds used in jewellery have slight tints of yellow or brown. Totally colourless and rare 'fancy coloured' diamonds (blue, pink, orange, green, yellow or brown) are the most valuable. All other diamonds are graded according to how noticeable the colour is. The GIA Colour Scale begins with the letter D (colourless) and continues through to Z (light yellow). A master set of diamonds is used by gemmologists to compare colours.

4. CUT

This is the one characteristic of a diamond where man has more influence than nature. A diamond's beauty depends on how light strikes its surface, how much enters the diamond and how, and in what form, it returns to the eye. The GIA Diamond Cut Grading System assesses a diamond's overall face up appearance using sophisticated computer modelling to predict brightness, fire and scintillation together with other features such as weight ratio, durability, polish and symmetry. The round brilliant diamond is the most popular cut but shapes vary depending on the stone and the skill of the cutter.

5. CERTIFICATION

AnchorCert® certification means that a team of expert gemmologists have examined and graded the diamond according to the international standards described above. AnchorCert® adds value to a diamond by providing an accurate and unbiased testament to its quality.

PROPORTIONS OF A DIAMOND

A diamond cut to certain angles and proportions will determine its beauty as well as value.

Most of the diamonds being cut in the marketplace today are cut to maximize on weight retention which results in the diamond being cut either too shallow or too deep.

A shallow or deep cut diamond will result in significant light leakage .

- Too shallow: Light escapes from the sides causing the diamond to lose brilliance;
- Too deep: Light escapes from the bottom causing the diamond to appear dull and lifeless.

**ANCHORCERT GIVES YOU ROCK SOLID REASSURANCE
TO BUY WITH COMPLETE CONFIDENCE**

**ASK YOUR RETAILER FOR AN ANCHORCERT REPORT
WITH ALL YOUR DIAMONDS AND GEMSTONES**