

ICE Diamonds

Interest in sustainably produced diamonds is growing. Eitan Gul from the Pforzheim-based company A.GUL KG now offers stones from Canada. He reveals what this is all about in an interview with GZ.



Eitan Gul
CEO

GZ:
Why are you focusing on Canadian diamonds?

Eitan Gul: :
More and more people are asking for goods that are produced fair and in an environmentally friendly way, they want goods with a clear origin. This also applies to luxury goods such as diamonds.

Canada is considered as an exemplary production location in every respect.

How did you come up with the idea?

We have always lived sustainability and have been certified by the Responsible Jewellery Council RJC since 2013. There used to be various attempts to sell Canadian diamonds as branded goods, but the price premiums were too high.

Blockchain technology combined with the shortening of the supply chain now makes it possible to

obtain stones with doubtless proof of origin much more cheaply. We can offer these stones from guaranteed Canadian sources with only a small markup.

Are you able to deliver?

For small goods, we can initially deliver within four to eight days, with the establishment of a warehouse this time is foreseeable reduced to 24 hours. Starting in January, we can offer large stones with a GIA certificate, which identifies Canada as the country of origin.

→ www.gul.de



Ecologically and ethically clean: diamonds from Canada's icy north

THE SALES ARGUMENT

Canadian Diamonds are not only valued for their high quality, but also for the country's high ethical and environmental standards. All diamonds mined in Canada are guaranteed conflict-free and therefore meet the standards of the Kimberley Process.