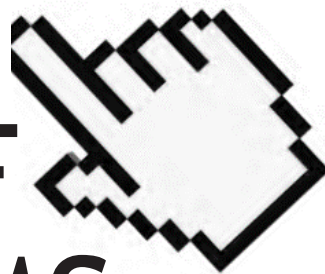


ONE CLICK TO THE DIAMOND OF YOUR DREAMS



Eitan Gul, managing director of A. Gul from Pforzheim launches a diamond database for business customers. In the GZ interview about the possibilities and advantages of this offer.



GZ: You have launched a B2B diamond exchange.

What can the new tool?

Eitan Gul: It can access over 100,000 immediately deliverable, pre-selected, high-quality and tested stones from registered customers. Our customers have exclusive access to a large selection of diamonds which are selected according to very strict criteria. The advantage: They can buy the stones they need at competitive prices and receive them in the shortest possible time.

Why is such a diamond exchange a competitive advantage?

The trend is toward individual jewelry, especially also for engagement rings customers are asking for a stone that fits

their budget. Our partners have less capital commitment compared to having their own warehouse, but at the same time enjoy the highest flexibility due to fast availability.

Doesn't this mean that the personal Service not come off too short?

No, our team of experts is always available to personally assist customers in finding the perfect stone for the job. The modern website is intuitive to use, and searching, finding and buying diamonds is as easy as can be. It complements our personal service and makes the process much more efficient and faster.

Eitan Gul, Managing Director of A. Gul, Pforzheim

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