

Ausgabe Nr. U 22/23 | Düsseldorf, 31. Mai 2023 | 45. Jahrgang | ISSN 1431-3456

"Synthetic or natural diamond? There must be absolute transparency and clarity in the distinction!"

With these words, gemstone expert and CEO of **A. Gul KG**, Eitan Gul, positions himself and calls for more clarification in the identification of stones. In order to be able to make a clear statement in the differentiation of stones, the company is now introducing a diamond detector, 'Sherlock by Gul', for the unmasking of synthetic diamonds. In an interview with 'mi', the expert elaborates on how important he believes it is to clean up the market, and how his new introduction can help. Eitan Gul says:

"In this day and age, we are finding more and more stones on the market that are not properly labeled. Synthetic stones have their raison d'être just like diamonds, but the buyer must be aware of what he is getting with his purchase. There must be no mixing of stones. For this, testing and checking must be done again and again. There must be absolute transparency. It is a must to uphold this ideology. Every diamondaire, every store that deals in diamonds, must have appropriate equipment for testing in order to make a sound statement. Distinguishing between natural and synthetic diamonds can only be done with specialized equipment."



With a high-quality diamond detector, the authenticity of a diamond can be verified and it can be determined whether a diamond is natural or has been grown in a laboratory. Transparency and trust are extremely important in this context:

"At a time when consumers increasingly value transparency and ethics, knowing whether a diamond was naturally sourced can increase confidence in the buying process." Gul continues. Of course, regulatory compliance in buying and selling plays a relevant role in addition to customer loyalty: some countries and industry associations have specific regulations for marking lab-grown diamonds. With a diamond detector, jewelers can ensure that they comply with these regulations. So for the diamond expert "an absolute must-have!"

"Using a diamond detector can give the necessary knowledge and confidence to debunk syntheses. Purchasing such a device will save dealers money, time and a great deal of hassle in the long run. In these days of mixing synthetic and natural diamonds, every jeweler and goldsmith should be able to prove to the customer when selling that the diamonds are of natural origin. This responsibility to the customer is a must!"

Although synthetic diamonds can compete in beauty and durability with natural diamonds in beauty and durability, there is a significant difference in value. The difficulty: CVD (chemical vapor deposition) and HPHT (high pressure high temperature) are two methods of producing synthetic or lab-grown diamonds. These diamonds have essentially the same physical and chemical properties as natural diamonds, making them impossible to distinguish using conventional testing methods. According to Gul, the new diamond detector is therefore an indispensable tool for anyone dealing with diamonds - whether a jeweler, goldsmith, dealer, jewelry manufacturer, or simply a diamond enthusiast.

'mi' means: There is mixing of synthetic and natural diamonds in the market. This cannot be avoided. However, such 'ricochets' can be identified with professional equipment. The market offers a wide variety of equipment in the most diverse price ranges. What do you use to test diamonds in your specialty store? If you would like to know more about Gul diamond detectors or how to choose the right model for your needs, contact A. Gul KG directly at: 07231 93000. You can also get a first insight on the website www.sherlockbygul.de.

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