

[View this email in your browser](#)



EUROPEAN JEWELLERY

TRADITION. KNOW-HOW. INNOVATION.



The European Federation of Jewellery (EFJ) was founded in 2013 by recognized national associations from Belgium, France, Italy and Portugal, which together represent over 60% of all jewellery items manufactured and distributed in Europe.

The EFJ defends the interests of the EU jewellery sector and promotes the achievement of excellence through high-level education, innovation and exchange of best practices.

[Discover our leaflet](#)

**Contribution to the New EU Consumer Agenda:
the case of diamond terminology**

On the 6th of October, the European Federation of Jewellery sent its contribution to the European Commission [consultation on the New EU Consumer Agenda](#).

In the contribution, the EFJ applauds the European Commission's willingness to reinforce consumer rights by proposing a new EU Consumer Agenda. The Federation considers that consumers must receive full and accurate information on the products they buy in order to make informed choices.

Protecting consumers against misleading and fraudulent advertising practices on diamonds, which own high financial and emotional value, is perfectly in line with the current EU political agenda. To achieve this goal, the EFJ advocates the adoption of an EU legal (or legally binding) definition that would:

- **define the characteristics of a natural and synthetic diamond** and the fundamental differences between them.
- oblige the trade to **accurately inform consumers**, by means of a **certificate**, about the jewellery product they are purchasing.

The European Commission published [its communication on the New Consumer Agenda](#) on the 13th of November.

Read our position

WHAT DO WE ASK?

- DIFFERENTIATION & FULL DISCLOSURE
- ADOPTION OF AN EU MANDATORY DEFINITION OF DIAMONDS

CLEAR TERMINOLOGY

Ban the use of misleading terms such as genuine, natural, precious, cultivated or cultured

CLEARLY DEFINED CHARACTERISTICS

A diamond is natural by definition and for other products, use of mandatory descriptors to differentiate

CERTIFICATION & ACCURATE INFORMATION TO CONSUMERS

Obligation for wholesale & retail to disclose the nature of the products & to issue certificates

For an EU harmonised cash payment ceiling

The EFJ welcomed the adoption on the 7th of May 2020 of the “[Action Plan for a comprehensive Union policy on preventing money laundering and terrorism financing](#)”. The Federation fully agrees with the overall objective to reinforce the fight against money laundering notably by addressing “the major divergences in the way [the current legal framework] is applied”.

In this regard, one of the key measures advocated by the EFJ is the proposal of an EU initiative aimed at **harmonising the limits for cash payments** in business-to-consumer transactions by setting a proportionate ceiling which takes into consideration the different necessities and sensibilities of EU citizens.



[Read our position](#)

Mandatory due diligence: for a coherent legislative framework that ensures a level playing field

The European Commission has recently published its [public consultation on sustainable corporate governance](#) which will feed the on-going reflection in view of the proposal of a **legislative initiative on mandatory due diligence in 2021**.

The European Federation of Jewellery **supports the idea of an EU-wide cross-sectorial legislative framework on due diligence** provided that the future requirements are **coherent** with the ones already in place, such as the Conflict

Minerals Regulation 2017/221, and that a **level playing field** is ensured for EU companies at international level.

Moreover, the Federation advocates the creation of a supporting mechanism to promote compliance and tools to help EU companies during the implementation phase. A specific and agile framework should be envisaged for SMEs to encourage them to incorporate due diligence into their business model without increasing the administrative and financial burden.

Read our position



Discover the jewellery sector #4 Polishing: the final touch

In the previous editions of the EFJ newsletter, we described how jewels are designed, manufactured and how gemstones are set. Once your stone is set, your jewel is almost ready to be worn. It still needs to be polished in order to remove uneven or rustic surfaces and make it shine. A great finish can elevate the work to the next level.

The jewel should first be prepared for the polishing phase. Marks, scratches and fire stains should be taken out. Needle files help remove the excess of metal and solder, while sanding will smooth the surfaces. The jewel is now ready to be polished. The tools and techniques for this last step depend on the desired effect and the material.

*The **polisher** is the main tool used by jewellery makers. The discs on the polisher can have many different formats. This very precise technique requires much attention, if the jewel is not put on the right spot, it might be severely damaged.*



A second technique is to use **polishing compounds** which have minuscule abrasive particles held together in a binder. There are many kinds of these compounds which can be applied with a brush.



The **barreling machine** or barrel polisher consists of a barrel shaped container which sits on top of a motor and is rotated. The jewellery pieces are placed inside the barrel, with steel shot, water, and barreling solution. The barrel rotation will polish the jewels.

After the designing, manufacturing, gemstone setting and polishing, the jewel is now ready to be worn!

EFJ Members

UFBJOP - Union Française de la Bijouterie, Joaillerie, Orfèvrerie, des Pierres et des Perles (France)

www.union-bjop.com

ARS NOBILIS – Fédération Belge du Bijou et de la Montre (Belgium)

<http://www.arsnobilis.be>

AORP - Associação de Ourivesaria e Relojoaria de Portugal (Portugal)

<http://www.aorp.pt/>

FEDERORAFI - Federazione Nazionale Orafi Argentieri Gioiellieri Fabbricanti (Italy)

<https://www.federorafi.it>

AWDC - Antwerp World Diamond Centre (Belgium)

<https://www.awdc.be>



Copyright © 2020 *EFJ*, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

