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Jewelers Vigilance Committee Publishes “New Quick Reference” Guide for Manufacturers and Sellers of Jewelry Made of Silver and Karat Gold

**New publication supplements JVC’s “Essential Guide to the U.S.
Trade in Advertising Gold and Silver Jewelry”**

New Guide Underwritten by a Generous Grant from The Richline Group

New York City, June 1, 2010 - The Jewelers Vigilance Committee (JVC) announced the publication of a “Quick Reference Guide” for manufacturers and sellers of jewelry made of combinations of gold and silver. The new publication supplements JVC’s “Essential Guide to the U.S. Trade in Advertising Gold and Silver Jewelry” (“The Essential Guide”).

The new publication provides additional guidance in a quick reference format to address accurate advertising and stamping of jewelry where the gold is either partially covered with karat gold (visually distinguishable), or where the gold fully covers the base (visually indistinguishable). The new “Quick Reference Guide” includes: examples of advertising, proper stamping, exemptions and a glossary defining and identifying products that comply with this standard.

The high price of gold has been the renaissance factor behind the industry creating new technologies that produce new combinations and alloys of gold, silver and gold and other gold plated products. Adhering to required standards ensures a fair marketplace and increases consumer confidence.

Contents of the new “Quick Reference Guide” and the original “Essential Guide to the U.S. Trade in Gold and Silver Jewelry” (published in 2008, also underwritten by Richline) include JVC’s interpretation of the following governing standards:

- The National Gold and Silver Stamping Act
- The Federal Trade Commission Guides for Jewelry, Precious Metal and Pewter
- Voluntary Product Standard (VPS) PS 68-76, represents the marking requirements for articles made of silver in combination with gold and to provide the industry with a basis for common understanding of the characteristics of this product. .

Said Cecilia L. Gardner, JVC’s president, CEO and general counsel:

“Manufacturers that produce jewelry products using new technologies and the retailers that sell them, must mark, label and present the products according to the laws that govern our industry. JVC developed the “Quick Reference Guide” in response to the many questions we receive from jewelers specifically on how to mark and market new combinations of sterling silver in various combinations with karat gold. The rising price of gold has caused many manufacturers to create new technologies to produce fine jewelry that is predominately sterling silver but looks and wears like gold.

Jewelry companies that refer to JVC’s new “Quick Reference Guide” and the previously published “The Essential Guide” for help in marketing these products will ensure legal compliance and bolster consumer confidence.

“JVC is very grateful to The Richline Group for their generous grants to publish these important Guides.”

The “Quick Reference Guide” and “The Essential Guide” will be available at JVC’s booth L-13 at the JCK Las Vegas Show. A PDF-file of both Guides can be found on JVC’s website – www.jvclegal.org. Industry members can contact Jo-Ann Sperano, JVC’s paralegal/mediator and precious metals industry expert, with

questions at joann@jvclegal.org. Jewelers wishing to order multiple copies of JVC's new "Quick Reference Guide" and/or "The Essential Guide" can contact Jeff Mercado, JVC's membership services director, jeff@jvclegal.org for pricing.

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About Jewelers Vigilance Committee

Jewelers Vigilance Committee, founded in 1917, is a not-for-profit legal trade association fulfilling its mission to maintain the jewelry industry's highest ethical standards. JVC offers dispute mediation and arbitration services for trade and consumers, compliance monitoring and precious metals testing, among many other services. JVC, long considered the industry's guardian of ethics and integrity is a resource for the entire jewelry industry and its customers as well as an industry representative before government agencies, media and adjunct fields. For more information visit: www.jvclegal.org.