



**THE DIAMOND & JEWELLERY FEDERATION**  
*of South Africa*

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## Press release

### FOR IMMEDIATE RELEASE

**Released by:** Diamond Council of South Africa (DCSA)  
Jewellery Council of South Africa (JCSA)  
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The traditional close relationship that exists between emotions of love and warmth through diamond jewellery has been shaped over many decades and has been brought to perfection in design through fine craftsmanship. Diamond jewellery is often used as markers of important events along life's journey and therefore the precious experience of purchasing such an item needs to be protected.

Today, with diamond and diamond jewellery available on the Internet, the recognised trade bodies representing the diamond and jewellery industries in South Africa – namely the Jewellery Council of SA, the Diamond Council of SA and the Diamond Dealers Club of SA – want to ensure that the buying experience remains one associated with delight and contentment, as well as trust and confidence.

It has come to the attention of these associations that there has been a sudden increase in diamonds and jewellery being offered on the Internet – unfortunately not all of these suppliers are candid. With such a vast number of sites and products available to the buyer, it can be frustrating when presented with confusing or contradictory information related to buying diamonds or diamond jewellery.

As the official trade industry bodies, all three associations recognize this sector of the trade and have members who are involved in doing business in this manner, offering an efficient and credible service. We do, however, want to advise buyers of diamond jewellery to be cautious when purchasing over the Internet.

To ensure that your purchase from a reputable diamond dealer or jewellery retailer who adheres to a code of ethics and good conduct, it is strongly suggested that buyers only purchase from those who are registered members of these trade bodies. In doing so they will have a meaningful experience and have recourse to these bodies if a problem arises.

**Ernie Blom**  
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