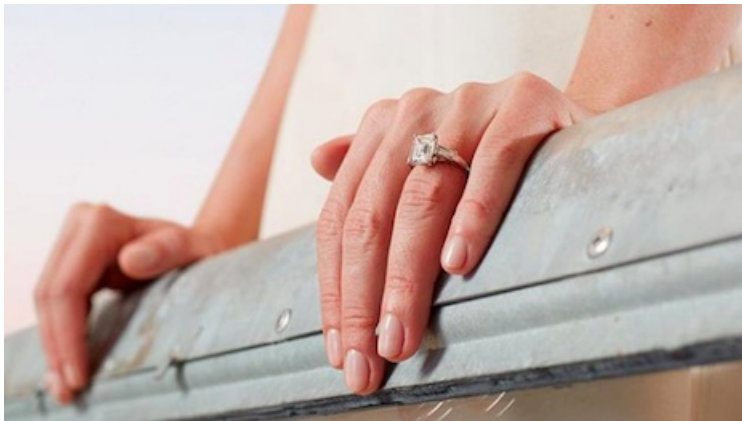


JEWELRY

De Beers initiates diamond detection awareness with temporary lab

April 4, 2019



DeBeers focuses on innovation. Image credit: DeBeers

By STAFF REPORTS

Diamond group De Beers is continuing its work in advancements with diamond detection by sponsoring a special lab during a convention.

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During the first ever Jewelers of America National Convention, De Beers is sponsoring what it is calling the Diamond Detection Lab. The lab is focused on providing a range of diamond detection technology, allowing attendees to educate themselves and test out the innovations.

Innovation in diamond detection

Diamond technology is an important part of the jewelry industry, as consumers and experts seek greater confidence in their products.

The conference will take place during Jewelry Week in New York from July 28 to 29. The lab will be open to all attendees both days.

Technology such as the DiamondView, which uses short-wave ultra-violet light to look at surface fluorescence and determine whether the stone is synthetic or natural, will be showcased.



DiamondView, one of the technologies showcased in the lab. Image credit: DiamondView

"Customers, suppliers, financiers and end consumers all increasingly demand assurance when it comes to diamonds," said Jonathan Kendall, industry services president at De Beers Group, in a statement. "With a range of instruments and services that provide confidence in product integrity, product knowledge and product assessment, we bring the benefit of more than 125 years of De Beers experience to help our customers with the most important C of all: Confidence.

"We look forward to being part of the Jewelers of America National Convention and helping JA's members obtain the confidence to pass along to their customers," he said.

De Beers often focuses on industry-wide initiatives, and recently working to extend the life of one of the world's most valuable diamond mines, as part of its joint venture with the Government of the Republic of Botswana.

The Debswana Diamond Company, the name of the joint venture, is launching what it is calling the Cut-9 project to save the Jwaneng Mine. The project is said to prolong the life of the mine until the year 2035 ([see story](#)).

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