Press Kit

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Fact Sheet

GIA's (Gemological Institute of America) mission as a nonprofit institute is to ensure the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science and professionalism in its education, research, laboratory services and instrument development.

The Institute strives to be an indispensable resource of gem knowledge, whose unbiased accuracy creates, promotes and ensures trust.

While the Institute operates in many countries and speaks many languages, GIA's mission is a strong and constant reminder of its unique benefit to the people, businesses and global entities who have a stake in gems.

History

In 1931, recognizing the need for a comprehensive approach for understanding and evaluating gemstones, former retail jeweler Robert M. Shipley and his wife, Beatrice, cashed in their savings to establish GIA (Gemological Institute of America). The Institute developed not only as a place for gemological study and research, but as an educational resource that organized and shared gem knowledge with the public. In the 1950s, GIA created the international standard for describing diamond quality: the 4Cs (Color, Cut, Clarity and Carat Weight) and the GIA International Diamond Grading System™, which is now recognized by virtually every jeweler in the world. Today, GIA operates as an independent nonprofit organization and has a presence in 15 cities around the world – all of the major gem and jewelry centers.

Research

GIA researchers have focused their attention on the intricate world of gemology and, as a result, have made numerous breakthrough contributions to our understanding of gems. Coupling advanced research with the detailed examination of tens of thousands of diamonds and colored stones each month, GIA leads the industry in detecting new gem materials – including synthetics – and new gem treatments. Since the 1930s, GIA has been credited with several groundbreaking advancements in the field, including developing the first gemological microscope with darkfield illumination for improved examination of gems; determining that black is a natural color for cultured pearls; distinguishing synthetic – both high-pressure high-temperature (HPHT) and chemical vapor deposition (CVD) diamonds – from natural diamonds; detecting HPHT color-treated diamonds; and creating a comprehensive cut grading system for round brilliant-cut diamonds.

Education

GIA has gained a reputation as the "Harvard of the gem and jewelry industry." Over the course of its 85-plus years, the Institute has educated more than 365,000 professionals worldwide. The Graduate Gemologist diploma program, which focuses on gem grading and identification, is the industry's highest professional credential. GIA also offers training geared to every sector of the industry with its Graduate Jeweler, Jewelry Design & Technology, and Applied Jewelry Professional diploma programs.

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Fact Sheet (cont.)

Laboratory Services

More than 60 years ago, GIA created the international standard for describing diamond quality, which today includes the D-to-Z color scale, the Flawless-I_3 clarity scale and the Excellent-Poor cut grading scale. Since then, GIA has often been the first to detect new gem materials and gem treatments and has made numerous breakthrough contributions to the global understanding of colored stones, diamonds and pearls.

Staffed by expert diamond graders and gemologists, GIA laboratories set the standard for grading and identification practices worldwide. Known for its strict impartiality and benchmark grading services, the Institute is entrusted with grading and identifying more gems than any other lab and has graded some of the world's most famous gems including the Hope Diamond and the Taylor-Burton Diamond, as well as many of the prominent gems seen at auction today.

Instrument Development

Since the 1930s, GIA scientists, researchers, educators and engineers have collaborated to meet the needs of jewelers and the gemological community by developing specialized equipment such as the modern jeweler's loupe and the first gemological microscope with darkfield illumination. Beginning with Robert M. Shipley Jr., GIA's experts have shared in the creation and adaptation of everything from the first polariscope to more recent advances in electronic instruments that can detect diamond simulants and screen synthetic diamonds. Today, the instruments division is focused on meeting the needs of GIA research and education around the world and making sure its products meet global safety standards and regulations.

Publications

GIA disseminates new scientific knowledge to a worldwide audience via its experts who participate in speaking engagements and presentations across the globe. The Institute also publishes gemological information and other news on its website and in the award-winning technical journal *Gems & Gemology* (*G&G*). All issues dating back to 1934 are available for free on GIA.edu.

The Institute also introduced a free 4Cs app for iPad and iPhone in English and Simplified Chinese. Consumer and retailer versions of the app feature video and interactive tools that teach how GIA grades diamonds using the 4Cs.

Library

GIA makes its wealth of gemological knowledge and expertise available through the Richard T. Liddicoat Gemological Library and Information Center in Carlsbad, which houses a growing collection of over 57,000 books, 700 journals and magazine titles, 175,000 digital images, more than 1,800 videos and DVDs, and the Cartier Rare Book Collection – making it the world's largest repository of information on gems and jewelry. The library is a resource for the general public, trade and scientific community. In late 2015, in an effort to provide the public and global gem industry greater access to GIA's rare books, the library embarked on a significant project to digitize the collection's rarest holdings and make them available at archive.org. There are currently more than 200 rare and historically significant books available on the site.

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Fact Sheet (cont.)

Museum

The GIA museum, also in Carlsbad, is home to the Institute's extensive collection. The museum's purpose is to support GIA's mission by strengthening awareness of gems, jewelry and gemology through exhibits and programs that educate and inspire. In 2005, the Institute acquired The Edward J. Gübelin Collection which consists of more than 2,800 samples representing 225 minerals and gem materials, which come from 48 different countries. Dr. Gübelin, one of the world's preeminent gemologists, collected colored gemstones from major localities worldwide from approximately 1940 to 2000. His lifelong study of inclusions in gemstones revolutionized the science of gemology and helped lay the foundation of identifying gems microscopically. This collection is housed in GIA's museum and is one of the highlights of the GIA collection.

With exhibits both on campus and in public venues, GIA's museum staff create compelling experiences that showcase the power and beauty of gems and jewelry.

GemKids

Children around the globe are fascinated by minerals and gems. The Institute creates a dazzling introduction to the world of gemology through the GIA GemKids Program. Taught by expert gemologists, the program makes the complexities of gemology easily understood by all. It also meets federal curriculum guidelines, and enriches school district and youth science programs.

The GemKids program has also been offered in Botswana, Côte d'Ivoire, Kenya, South Africa and Tanzania, bringing gem education to youth across the globe. All GemKids programs are free of charge.

The GemKids website, geared toward students ages 9-12, debuted in 2014 and features a Gem Explorer, Gem Glossary and Classroom Guides, and is user-friendly on desktops and mobile devices. GemKids for Schools, an interactive cross-curricular and standards-based program free for teachers was introduced in 2015.

Locations

GIA has 10 educational campuses, nine laboratories and four research centers in addition to a global network of third party take-in centers known as GIA LabDirect Consolidators. GIA's world headquarters is in Carlsbad, Calif.

Famous GIA-Graded Stones

GIA has graded some of the world's most famous diamonds, including the Hope Diamond, the Steinmetz Pink, the Taylor-Burton Diamond, the Allnatt, the DeBeers Millennium Star, the Centenary, the Incomparable, the Wittelsbach-Graff, the Dresden Green, the Portuguese Diamond, the Idol's Eye, the Moussaieff Red and the Oppenheimer Blue.

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Fact Sheet (cont.)

Key Facts & Figures

- Organization: GIA is a charitable, nonprofit 501(c)(3) organization
- Graduates: GIA has educated more than 365,000 gem and jewelry professionals
- Alumni: There are over 70 alumni networks across the globe and more than 100,000 active alumni
- Students: GIA educates approximately 11,000 students each year
- Employees: GIA employs more than 3,000 people throughout the world
- Awards: GIA has received numerous prestigious awards throughout the years, including:
- National print awards for GIA's quarterly professional journal *Gems & Gemology* (American Society of Association Executives Gold Circle Award, National Gold Ink Award, Bronze Bernays Award, among others)
  - Women's Jewelry Association Hall of Fame Corporate Award for Excellence
  - ACCSC (Accrediting Commission of Career Schools and Colleges) School of Excellence Award for GIA's Carlsbad and New York campuses
  - Named one of the World's Most Ethical Companies by the Ethisphere Institute (2013, 2014, 2015)
  - Certified by the Responsible Jewelry Council (2011, Re-Certified 2014)
  - NYC Awards for Excellence – for Design & Construction of a New Facility (under 100,000 sq. ft.) and the LEED Certified Award – from the International Facility Management Association for GIA's offices at the International Gem Tower (2014)

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Executive Team

Susan Jacques, president and CEO, joined GIA in January 2014. She received her GIA Graduate Gemologist (GG) diploma in 1980 and is a Fellow of the Gemmological Association of Great Britain. Jacques joined Borsheim's Fine Jewelry and Gifts in Omaha, Nebraska in 1982. She was appointed president and CEO in 1994 by Warren Buffett, chairman of Berkshire Hathaway, Inc., which had acquired Borsheim's in 1989. Jacques is active in several trade organizations, and has served on the boards of GIA, Creighton University, Jewelers of America, Jeweler's Vigilance Committee and Jewelers for Children. She joined the GIA Board of Governors in 1996 and was chair from 2008 until 2014. Jacques received the Lifetime Achievement Award from the Women's Jewelry Association in 2010 and was inducted into the National Jeweler's Hall of Fame in 1997. She was the recipient of the 1999 Annual Award for Excellence in Retail, presented by the Women's Jewelry Association. She also was honored by Jewelers for Children at their 2004 Facet of Hope dinner.

Tom Moses, executive vice president and chief laboratory and research officer, is one of the world's most respected and accomplished gemologists. After earning his GIA Graduate Gemologist diploma in 1976, he began work at the GIA laboratory in Santa Monica in 1977. Moses joined GIA's New York laboratory in 1986 to understudy its vice president, G. Robert Crowningshield, one of the world's most revered gemologists, and follow in his footsteps.. A recipient of GIA's Richard T. Liddicoat Award for Distinguished Achievement and the AGS Triple Zero Award, Moses has headed some of GIA's most critical identification and research projects and co-authored many articles for GIA's quarterly journal, *Gems & Gemology*. Prominent research articles include: "A Contribution to Understanding the Effect of Blue Fluorescence on the Appearance of Diamonds," "Observations on GE-Processed Diamonds: A Photographic Record," and "Color Grading of Colored Diamonds in the GIA Gem Trade Laboratory." He joined the GIA Board of Governors in 2013.

Bev Hori, senior vice president of education and chief learning officer, is an expert in developing education and training programs for the gem and jewelry industry. Prior to her current position, she spent nine years with Ben Bridge Jeweler developing their Knowledge Center and a learning management system with e-tools to train sales associates. She was also involved in corporate social responsibility and organizational development. Hori has worked with Jewelers of America (JA) and GIA, increasing ethics, knowledge and professionalism by facilitating strategic alliances to make education more readily accessible.

Kathryn Kimmel, senior vice president and chief marketing officer, a third generation member of the jewelry industry, Kimmel has acquired a broad range of experience from retail management, to marketing and branding for a jewelry manufacturer. During her more than 25-year tenure at GIA, she has played a key role in shaping the Institute's activities, philosophy, and development, in addition to establishing its marketing policies and objectives. As co-founder of GIA's Jewelry Career Fair, she is responsible for its creation and development as the industry's preeminent annual recruitment event. She currently oversees all domestic and international marketing, public relations, communications, and outreach efforts for GIA. A firm believer in service to the community and the industry, Kimmel is a founding member of the Women's Jewelry Association and has contributed much of her free time and energy to many other industry organizations.

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Executive Team (cont.)

Anna Martin, senior vice president of global development, joined the Institute full-time in 2014 after serving on the GIA Board of Governors from 1997 to 2011. In her previous positions at Standard Chartered Bank and at ABN AMRO bank, she significantly expanded the availability and delivery of financial products and services to the global trade. Her work has been recognized with numerous industry awards and she has served on the boards of many industry organizations.

David Tearle, senior vice president and chief financial officer, joined GIA in 2009 and oversees the Institute's global finance operations. Prior to joining GIA, he worked at Valeant Pharmaceuticals International, Inc. and Deloitte. Tearle is a UK Chartered Accountant and holds GIA Graduate Diamonds and Accredited Jewelry Professional diplomas.

Jennifer Treese Wilson, senior vice president and general counsel, joined GIA in 2013. Previously, she served as vice president for administration and general counsel at Alliant International University, an international nonprofit educational institution. In addition, she has more than 10 years of experience as an associate and partner with law firms in San Diego. She holds a law degree from the University of San Diego, where she also completed her undergraduate studies.

Pritesh Patel, senior vice president and chief operating officer, joined GIA in 2015. He is responsible for directing an integrated process to develop and execute initiatives, strategic projects and new products. He leads the IT, business intelligence, security and facilities groups. He has over 18 years of experience in executive leadership, IT transformation and risk management. Prior to joining GIA, he built and led global cross functional teams of more than 50 business, IT and consulting professionals in the aerospace, industrial and high tech manufacturing industries. Patel holds a Master of Business Administration (MBA) from the Marshall School of Business at the University of Southern California.

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GIA World Headquarters and Robert Mouawad Campus in Carlsbad, Calif.

Location

GIA's world headquarters is located in Carlsbad, Calif., nestled right beside the Pacific Ocean, a half-hour from San Diego, and 90 miles south of Los Angeles. The 18-acre campus is the only place in the world where world-class gemological research, gem grading and identification, and education are co-located with the world's most comprehensive gemological library and information center.

History

GIA was founded in Los Angeles in 1931, but in 1997 as the trade demand for grading and identification of diamonds, colored gems and pearls continued to rise, the Institute officially relocated its world headquarters to The Robert Mouawad Campus in Carlsbad. When GIA moved to its new headquarters, its campus occupied more than twice its previous space and featured expansive areas devoted to the Institute's library, research effort and museum.

The Laboratory

GIA's Carlsbad laboratory offers a full array of services for all diamonds up to 3.99 carats as well as colored stones. This includes grading reports for diamonds, colored diamonds and synthetic diamonds, as well as colored stone and pearl identification reports and colored stone origin reports.

Research

The G. Robert Crowningshield Research Center, located on the Robert Mouawad Campus in Carlsbad is one of four GIA research facilities around the world. GIA's research centers employ some of the world's most experienced and forward-thinking scientists who have focused their attention on the intricate world of gemology to make GIA the global leader in gemological research. Coupling advanced research with the detailed examination of tens of thousands of diamonds and colored stones each month, GIA leads the industry in detecting new gem materials – including synthetics – and new gem treatments.

Education

Just steps from the GIA laboratory, the Carlsbad education facility is a place for a world-class education in a world-class environment. GIA's Carlsbad campus is accredited by the ACCSC (Accrediting Commission of Career Schools and Colleges), and in 2012, 2013 and 2014, received its prestigious School of Excellence award.

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GIA World Headquarters and Robert Mouawad Campus in Carlsbad, Calif. (cont.)

The Library

GIA makes its wealth of gemological knowledge and expertise available through the Richard T. Liddicoat Gemological Library and Information Center in Carlsbad, the world's largest repository of information on gems and jewelry. The library houses an ever-growing collection of over 57,000 books, international journals, photos, videos and the Cartier Rare Book Collection, and is a resource for the general public, trade and scientific community.

The Museum

The museum supports GIA's mission by strengthening awareness of gems, jewelry and gemology through exhibits and programs that educate and inspire. In 2005, the Institute acquired The Edward J. Gübelin Collection which consists of more than 2,800 samples representing 225 minerals and gem materials, and come from 48 different countries.

Annual Career Fair

Each year, Carlsbad hosts the gem and jewelry industry's preeminent recruiting event. The career fair, which was founded in 1991, features panels of industry leaders, one-on-one career coaching and hiring opportunities for gem and jewelry careers. GIA's Jewelry Career Fair is free and open to the public. Since its inception, the event has connected hundreds of companies with thousands of future employees.

Campus Tours

GIA's Carlsbad location is open to the public for campus tours and museum exhibits. Guests are invited to tour the educational facilities, explore gem and jewelry exhibits and visit the Richard T. Liddicoat Gemological Library and Information Center. The campus is open Monday through Friday for guided tours by appointment.

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Education

Established in 1931 by author and educator Robert M. Shipley, GIA (Gemological Institute of America) has educated more than 365,000 professionals worldwide and gained a reputation as the "Harvard of the gem and jewelry industry."

The Institute delivers highly specialized training at its international campuses, via distance education eLearning curriculum, and through classes and seminars hosted by companies, industry groups and government organizations all over the world.

Professional Programs

The Graduate Gemologist (GG) diploma, which focuses on gem grading and identification, is the industry's highest professional credential. GIA also offers training geared to every sector of the industry with its Graduate Jeweler, Jewelry Design & Technology, and Applied Jewelry Professional diploma programs.

Campus Locations

GIA has 10 campuses around the world in Bangkok, Botswana, Carlsbad, Dubai, Hong Kong, London, Mumbai, New York, Seoul and Taipei.

On-Campus Experience

GIA's intensive on-campus curriculum is designed for rapid skill development; it can take as little as six months to acquire the skills and recognition of a fully qualified professional. Classrooms are specifically designed for learning gemology, jewelry design and jewelry manufacturing arts – equipped with the latest professional instruments, tools and equipment. Small class size and personalized attention from instructors are emphasized.

Distance Education

Through GIA's online student portal, My GIA, students can access eLearning courses; answer assignment questions online and get immediate results; review completed answer sheets for future study; track completed assignments; monitor course and program progress, access student resources, and more. Every GIA Distance Education student is partnered with an instructor who is readily available to answer questions and lend support. Learning materials are delivered right to the desktop and assignments can be submitted 24/7 online. Those enrolled in Gem Identification are loaned gems to examine at their home or office.

Lab Classes

Lab classes are where students learn real-world jewelry and gemology skills and put them into practice in a classroom setting. They provide the perfect mix of lecture and hands-on training in an action-oriented classroom environment. Students learn at their own workstations, as well as through classroom lessons led by an expert GIA instructor. Gemology lab class students practice grading and identification techniques used by the Institute's renowned experts while Jewelry Manufacturing Arts lab classes teach time-honored bench skills along with the latest 21st century jewelry manufacturing technology. Lab classes are offered at GIA's 10 campuses worldwide.

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Identification and Diamond Grading

The GIA Diamond Grading Report, GIA Diamond Dossier®, GIA Diamond Focus Report and GIA Colored Stone Identification Reports offer unmatched assurance of a gem's quality and authenticity. The GIA laboratory employs highly trained diamond graders, gemologists, and research technicians and scientists to ensure the highest caliber of analysis for every stone submitted for grading or identification. Some of the world's most famous diamonds have been graded by GIA laboratory experts, including the legendary Hope Diamond (45.52 ct), the De Beers Centenary Diamond (273.85 ct) and the Taylor-Burton Diamond (69.42 ct).

With facilities in Bangkok, Carlsbad, Gaborone, Hong Kong, Johannesburg, Mumbai, New York, Ramat Gan and Tokyo as well as five international service centers, the GIA laboratory is regarded as the world's foremost authority in gemology.

Diamond Grading Report

A Diamond Grading Report from GIA provides an expert analysis of the quality of a diamond based on the 4Cs of diamond grading: color, cut, clarity and carat weight. The GIA Diamond Grading Report also includes a plotting diagram that depicts the diamond's unique clarity characteristics, such as inclusions. In addition, since GIA is not affiliated with any commercial enterprise, the public is assured the world's most impartial and accurate analysis of a diamond. GIA grades only unmounted diamonds.

Diamond Dossier

Diamonds weighing 1.99 carats or less can be issued a GIA Diamond Dossier®. This report provides the same information as the GIA Diamond Grading Report, except for the plotting diagram. The Micro-laser inscription of the diamond's unique GIA Report number is included for each diamond receiving a Dossier at no additional charge.

Diamond eReports

The GIA Diamond eReport service, delivers GIA grading results completely online. It is available for natural, D-to-Z color diamonds from 0.15 to 2.99 carats and is available via Report Check, GIA's secure web-based report database. This digital-only report provides grading results in a format that is not only more environmentally responsible, but also meets the needs of an evolving marketplace where information must be accessed and communicated rapidly.

Diamond Focus Report

The GIA Diamond Focus Report is a new digital report for natural, loose, D-to-Z color, round brilliant-cut diamonds weighing between 0.15 and 0.29 carats. The information included in the Diamond Focus Report – carat weight; color, clarity and cut grades; polish and symmetry grade with a fluorescence description – comes from the same consistent standards and processes that are used for all other GIA report services. Laser inscription of the GIA report number is included. The results included in the Diamond Focus Report are available through GIA's online Report Check. GIA does not issue a printed report with this service; a summary of the results can be printed from Report Check.

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Identification and Diamond Grading (cont.)

Melee Analysis Service

In June 2016, GIA launched a pilot for the GIA Melee Analysis Service to address concerns in the gem and jewelry industry about the possibility of synthetic or treated diamonds being mixed into parcels of melee. The fully automated system rapidly and accurately separates natural, untreated diamonds from simulants and potentially synthetic or treated diamonds, and sorts the screened diamonds by color range. Clients can also specify a size range for their parcel. The system can process about 1,800 stones per hour around the clock and can accommodate stones from 1.1 to 3.8 mm in diameter (approximately 0.005 ct to about 0.20 ct).

Colored Stone Identification

These reports document the results of a full gemological examination of a material, identifying the material examined and detailing such characteristics as color, transparency, shape, cut, and dimensions, weight and a color photo. The full report states whether the material is natural or synthetic and if it has been treated to enhance its appearance by an identifiable treatment. The report also notes whether the material is a simulant with no known natural counterpart, or if it has been assembled from two or more separate components. GIA Colored Stone Identification Reports are issued on any polished or rough, loose or mounted gem material. Natural ruby; sapphire; emerald; tourmaline; spinel; alexandrite and chrysoberyl cat's eye; jadeite, nephrite, omphacite and associated minerals; and other translucent, transparent and opaque colored stones receive a report format tailored to the specific gem material.

Fees and Services

The fee for services varies based on the weight of the stone and the type of item submitted. For an additional fee, the unique GIA Report Registry number can be micro-laser inscribed onto the diamond's girdle (thin outer edge). This unique number provides added security to the diamond's owner. The owner can also choose to inscribe a personal message or a special date. The number or wording is permanently registered in GIA's archive database.

Obtaining a Report

The most convenient way for the public to obtain a GIA Diamond Grading Report, GIA Diamond Dossier, GIA Diamond Focus Report, or GIA Colored Stone Identification Report, or to request laser inscription services from the GIA laboratory, is to request services through a local fine jewelry retailer. Retail jewelers are familiar with the care and handling of diamonds and jewelry, are better equipped to facilitate service arrangements, and are uniquely qualified to advise the public on the importance of features discussed in a GIA Grading Report.

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Research

GIA researchers have focused their attention on the intricate world of gemology and, as a result, have made numerous breakthrough contributions to our understanding of gems. Coupling advanced research with the detailed examination of tens of thousands of diamonds and colored stones each month, GIA leads the industry in detecting new gem materials – including synthetics – and new gem treatments.

GIA employs some of the world's most experienced and forward-thinking scientists. Researchers communicate and disseminate scientific knowledge and new findings through conferences, GIA's website and *Gems & Gemology*, GIA's award-winning peer-reviewed quarterly technical journal.

Research Centers

GIA research centers are located in Antwerp, Bangkok, Carlsbad and New York.

Groundbreaking Advancements

Since the 1930s, GIA researchers have made numerous breakthrough contributions to our understanding of gems, including developing the first gemological microscope with darkfield illumination for improved examination of gems; determining that black is a natural color for cultured pearls; distinguishing synthetic from natural diamonds; detecting high pressure, high temperature (HPHT) color-treated diamonds; detecting synthetic and chemical vapor deposition (CVD) diamonds; and creating a comprehensive grading system for round brilliant-cut diamonds.

Synthetic Diamonds

GIA is making significant additional investment into synthetic diamond research to understand the coming challenges. Growing synthetic diamond at the Institute's research facility is part of this long-running and comprehensive research effort. The facility will grow synthetic diamond for research purposes, to develop fundamental understanding of the material's properties; these growth experiments will continue to improve and expand our identification capabilities.

Communicating Research

GIA's ongoing research projects are useful and accessible to the public and the gem and jewelry industry. And in keeping with its mission of disseminating knowledge for the public benefit, GIA communicates its research findings through many channels. The results of its studies appear as comprehensive articles in GIA's quarterly professional journal, *Gems & Gemology* (*G&G*) and many other prestigious publications as well as through GIA's website.

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Instruments

What We Do

Since the 1930s, GIA scientists, researchers, educators and engineers have collaborated to develop specialized equipment such as the modern jeweler's loupe and the first gemological microscope with darkfield illumination. Today, the instruments division supports GIA research and education around the world.

Innovation

Beginning with Robert M. Shipley Jr., the son of GIA's founder, GIA's experts have shared in the creation and adaptation of everything from the first polariscope to more recent advances in electronic instruments and the detection of synthetic diamonds and other artificial treatments.

Reputation

As the world's foremost authority in gemology, GIA's reputation of excellence spans the globe. GIA microscopes, for instance, are used more than any other gemological microscope in the western hemisphere. With their ease of use, versatility, and reliability, the vast majority of professionals use GIA microscopes to share the intricacies of gemstones with their customers.

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