

**ZA stamp comes to Jewellex 2014**

Jewellex Africa, Africa's premier jewellery and watch showcase is set to take place in August this year in Johannesburg. The event has been hosted by the Jewellery Council of South Africa for over 40 years and will this year offer buyers the opportunity to purchase locally manufactured jewellery stamped with the ZA stamp.

Lorna Lloyd, Chief Executive Officer of the Jewellery Council of South Africa explains: "The SANS 29 Standard, published by the SABS, now includes a requirement for jewellery to be marked with a "ZA" stamp in order to be identified as 'Proudly Manufactured in South Africa'. This has become a compulsory marking and is being phased in so that all jewellery produced in the country, destined for any market should have a ZA stamp included".

In support of this initiative, the Jewellery Council of South Africa will offer manufacturers the opportunity to purchase these ZA stamps at the Jewellex 2014 event.

The stamp is manufactured from hardened tool steel, 1mm x 1mm in size and is available in either a curved or straight shape.

"Manufacturers attending Jewellex can pre-order the stamps," continues Lloyd. She explains that the main aim behind implementing the stamp is to identify locally produced products so that the consumer, especially those from abroad, has the option of purchasing locally produced jewellery rather than imported products. "After all, South Africa is known worldwide as the Land of Gold, Platinum and Diamonds," she notes.

This is expected to bode well for the South African jewellery industry, and assist in growth of the market, as well as in the showcasing and recognition of local talent.

"South Africa is home to some incredibly talented jewellery designers and manufacturers, and this new stamp will allow us to showcase this further. The Jewellery Council of South Africa fully supports the initiative and is very excited about what it means for our industry. We would like to reiterate that the ZA stamp is only to be used on jewellery manufactured in locally. It is illegal to stamp imported goods with the stamp," she concludes.

**ENDS**

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