



Diamond Producers Association in full support of the 'Diamond Terminology Guideline' to align terminology for diamonds and synthetic diamonds

February 6, 2018, Antwerp – The Diamond Producers Association (DPA) fully endorses the **Diamond Terminology Guideline** presented by CIBJO, the World Jewellery Federation (<http://www.cibjo.org/wp-content/uploads/2018/01/Diamond-Terminology-Guideline.pdf>). The **Diamond Terminology Guideline** was developed by nine of the leading diamond industry organisations (AWDC, CIBJO, DPA, GJEPC, IDI, IDMA, USJC, WDC and WFDB) to encourage full, fair and effective use of a clear and accessible terminology for diamonds and synthetic diamonds by all sector bodies, organisations, traders and retailers.

DPA's Chairman Stephen Lussier states, "The Diamond Producers Association fully supports the introduction of the **Diamond Terminology Guideline**. Consumers' ability to trust the integrity of our product is directly connected to their desire for diamonds. Through accessible and unambiguous language throughout the supply chain, we will protect consumer confidence and reduce the potential for confusion."

Jean-Marc Lieberherr, CEO of DPA states, "Ever greater industry alignment and collaboration is central to the success of our sector. The **Diamond Terminology Guideline** is a great illustration of how such a collaboration can bring clarity and transparency to the diamond pipeline."

For further queries, please contact Sarah Gorvitz at info@diamondproducers.com.

About the Diamond Terminology Guideline

The **Diamond Terminology Guideline** serves as the industry's universally accepted reference document when referring to diamonds and synthetic diamonds. The guideline is built on two internationally accepted standards: the ISO 18323 Standard ("Jewellery – Consumer confidence in the diamond industry") and the CIBJO Diamond Blue Book.

About the Diamond Producers Association (DPA)

The Diamond Producers Association is an international alliance of the world's leading diamond mining companies who are united in their commitment to best-in-class ethical and sustainable operations and transparent business practices. Together, DPA members represent the majority of the world diamond production. The DPA mission is to protect and promote the integrity and reputation of diamonds, and of the diamond industry.

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