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# JIB

Jewellery in Britain

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- Reed Exhibition Companies Ltd. (International Jewellery, London)
- Trade Promotion Services
- University of Central England
- World Gold Council
- Worshipful Company of Goldsmiths

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## Dorsett aims to grow BJA

**Stella Dorsett, European President of Cookson Precious Metals (CPM) who has recently been elected vice chairman of the British Jewellers' Association, has expressed her wish to increase the membership of the Association and to broaden its appeal.**

Speaking about her appointment, she said that her aim in accepting the post will be to work closely with the current chairman, Harry Levy, the new committee and management of the Association to create a truly national organisation that represents the entire industry. "The BJA currently has just 600 members, whereas Cookson's database has thousands of customers, many of which are manufacturing companies we need to attract those businesses by addressing the issues that are of real concern to them." She said.



Vice chairman Stella Dorsett

Dorsett has a Masters degree in Business Studies and worked for Johnson Matthey as a systems analyst before moving into manufacturing operations in 1991. Following Cookson's acquisition of Johnson Matthey in 1994, she was promoted to operations director and became managing director in 1997. Her current European position gives her a unique overview of the global jewellery industry to bring to the BJA.

She also serves on the government-backed National Steering Group for the jewellery industry, and firmly believes that if the UK's manufacturing base is to survive, then companies must work more closely together to fight imports. "At present British firms supplying the volume market cannot compete with overseas suppliers and are losing out on all fronts - fashion, new product development, service, price points and delivery. The BJA must work with them and with government to help them cooperate, to find funding and to disseminate new manufacturing processes and procedures countrywide:" she told JIB ■

## Sim wins BCTF Award

The Scottish designer jeweller, Dot Sim, has won the 2003 'Excellence in Jewellery' Award awarded by the British Jewellers' Association to the best jewellery exhibitor at the British Craft Trade Fair in Harrogate. This year's show, which ran from 6-8 April, had over a hundred jewellers taking part and the judges, Lindsey Straughton from the BJA, jewellery writer Mary Brittain, the jewellery designer and retailer, Jane Moore and jewellery designer, John Moore had a hard task choosing from a particularly strong field.

Dot Sim was selected for her exquisitely made and highly saleable sculptural jewellery inspired by the skies and seas near her home in Fife. The jewellery was praised for its movement and tactility and for the unusual use of ceramic beads containing perfume or oil of the wearer's choice, concealed within some pieces so that scent is released through body heat as the jewellery is worn.

A Highly Commended prize was also presented to the Stockport jeweller, Gilly Langton whose work with strong silver shapes combined with brightly coloured elastic and embroidery thread caught the judge's eye. ■



Dot Sim (left) receives her award from Jane Moore



Gilly Langton's highly commended.



Award-winning silver jewellery by Dot Sim.

## BJA NEWS

### Spring Fair success

Jewellery exhibitors and buyers alike have welcomed the new look and new layout at this year's Spring Fair Birmingham. 85% of exhibitors have already rebooked for 2004. "These figures demonstrate exhibitors' confidence and we are delighted:" TPS's Dave Smith told JIB. Post-fair statistics show that 9754 visitors listed jewellery as their main interest, an increase of 30% over last year, and jewellery buyers now make up 12% of the total SF audience. The TPS Buyer Survey, conducted during the show, indicates that the average spend on jewellery products due to the show £32,420. "The feed back we have received from members has been overwhelmingly positive. The new location provides not only a better working environment but also brings cross-over buying opportunities from the adjacent Design Led halls:" says the BJA's Lindsey Straughton.

### Charity jewellery

The jewellery industry's registered charity, The Benevolent Society - which uses as its strapline 'Our heart's in the right place' has announced the launch of a range of heart design jewellery a percentage of the sales from which will be donated to the charity. The jewellery is being produced by BJA member Martine & Co Ltd and includes earrings, a pendant and stick pin in yellow or white gold, all of which feature a linked heart design. For details ring Peter Shiffrin on 01708 766244



### Cookson and BJA crack ammonia threat

Under the recent Integrated Prevention, Pollution and Control Regulations, jewellery manufacturers using cracked ammonia in mesh belt furnaces were threatened with the need to register the process with the Environment Agency. The problem was linked to interpretation of the process as chemical manufacturing, which would have brought stricter environmental controls, registration and monitoring costs. This was brought to light by Cookson Precious Metals; the difficulty was how to obtain a binding interpretation in the industry's favour without drawing attention to the widespread use of the process in jewellery making.

Careful lobbying of the Interpretation Group of the Environment Agency has, however, produced a ruling in the industry's favour. Any member whose use of cracked ammonia in mesh belt furnaces is challenged by the Environment Agency should contact Geoff Field on 0121 237 1111.

### Five-a-side Football

Readers are invited to field a team for a family-fun, football tournament on Saturday 21st June, 2003 at Shirley in the West Midlands. All proceeds go to the jewellery industry's registered charity, The Benevolent Society. Entry per team is £59.00 (ex. VAT). Contact Rebecca Gough on 0121 237 1155

# JIB

Jewellery in Britain

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THE BRITISH JEWELLERS'  
ASSOCIATION

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NEWS FOR THE INDUSTRY FROM THE INDUSTRY ISSUE 13 MAY 2003

## Kimberley gathers momentum

Just under sixty countries have signed up to the Kimberley Process, the global initiative to eliminate sales of conflict, or war-zone diamonds. The UK is one of three European countries now able to issue certificates to demonstrate that sales transactions in rough diamonds are in accordance with the terms of the Kimberley Process. This was message from Clive Wright, Head of the UK Government's Diamond Office, when he addressed delegates at the British Jewellers' Association's Annual General Meeting in March.

Wright said that his department is collaborating closely with the United Nations to ensure the smooth running of the system which, at the time of the meeting, had been in operation in the UK, for just three weeks. Wright said that the Foreign Secretary, Jack Straw is 'very keen' on Kimberley.

Wright explained that his own job is to respond to applications from diamond traders wishing to export rough diamonds outside the EU and to issue relevant certificates. He said that six diamond experts are now in place to confirm that the physical contents of each packet of diamonds submitted matches its written description.

"I am well aware of trade concerns that in dealing with the Foreign Office they are



Clive Wright, Head of the UK government's Diamond Office

dealing with a bureaucratic institution which will slow things down. We very much hope this will not be the case and are aiming to provide the necessary inspection and return of the stones within 24 hours": he said.

Looking to the future Wright reported that Russia will shortly join Kimberley and that there will be a meeting of all participants in Johannesburg in April to take stock and strengthen further Kimberley's powers. "The process is already being criticised for its lack of teeth and its inability to stop countries misbehaving": he said, adding that some African countries will be 'watched like hawks' to ensure their compliance.

"We have always recognised that there are three players needed to make Kimberley work - governments, non-government organisations and industry players. The government can enforce but the industry must police itself, while the NGO's must be civil society's conscience." he said, adding: "the aim is to create a downstream effect so that consumers can have real confidence that the diamond jewellery they are buying does not contain blood stones and the

Kimberley Process is all about the jewellery industry not being adversely affected by the campaign."

Responding to a query from Paul Sale of Signet, with regard to the state of play in the USA, Wright said that the Kimberley Process has yet to be made law in America but that it is hoped it will go through Congress by the end of April, 2003. He added that the USA is already committed to the process and is taking some steps to see that it is being operated on a voluntary basis by the diamond industry.

Freddie Hager, President of the London Diamond Bourse and Club drew delegates' attention to a 20-page Kimberley guide produced by the World Diamond Council. This can be viewed at [www.worlddiamondcouncil.com](http://www.worlddiamondcouncil.com) ■

### BJA diamond initiative

To help its members to keep diamonds conflict free, the British Jewellers' Association has introduced its own eight point code of conduct. Contact Geoff Field on 0121 237 1111 or visit [www.bja.org.uk/currentnews](http://www.bja.org.uk/currentnews)

## Diamond sales set to grow says DTC

The Diamond Trading Company (DTC) has launched an initiative, which it believes will stimulate a 50 per cent growth in diamond sales over the next ten years.

Supplier of Choice is designed to encourage 'fresh thinking across the trade' and makes critical changes in the way the DTC works with its clients, the Diamond Trading Company Sightholders.

The DTC is concerned that diamond sales have been adversely affected by complex

inefficiencies in the distribution of diamonds and severe under investment in advertising and marketing. It believes the entire trade must become better focused on understanding and stimulating consumer demand if diamond jewellery is to compete successfully with other luxury goods.

To this end, the DTC will now be working with those diamantaires who it sees as being best placed to distribute diamonds efficiently and market them effectively, especially those who show 'greater

imagination' in the presentation of branded jewellery. Such sightholders can, the DTC says, be more certain about the quantities and types of diamonds available to them while the most promising may also attract 'hands-on' support from DTC resources.

Launching the Supplier of Choice initiative Stephen Lussier, DTC's worldwide marketing director, said: "Our goal is clear: to grow consumer demand. This is a huge opportunity for us all." ■

ISSUE 13 MAY 2003

## 2 Assay sub-office for Curteis

Birmingham Assay Master, Michael Alchin (left) and Henry Curteis, with staff of the sub office.



**Rural Shropshire, where Curteis has been making gold and silver chain for the past twenty-five years, used to be long way from the nearest Assay Office, but not any more. Curteis is one of the growing band of big British jewellery and silverware manufacturers to have its very own sub Assay Office within its factory.**

The office, which Birmingham Assay Master, Michael Alchin, describes as being 'like an Embassy within a foreign country', is out-of-bounds to Curteis staff and operates upon exactly the same lines as any other Assay Office. It is operated by two staff, recruited, trained and employed by Birmingham Assay Office to which it is linked by computers and webcam. It took some six months of planning to create and equip the office and Curteis was required to pay a set-up charge towards the costs involved. The office has two hydraulic presses and a fly press and processes some £3000 worth of hallmarking each week.

So how does it work? When goods ready for hallmarking they are delivered to the sub-office and, just as happens in the main Assay Offices, random samples of metal are taken for assaying and sent by post to Birmingham for verification. Hallmarking begins at once, and once the go ahead has been received from head office (and this is very quick, because of the computer links) the goods can be released to Curteis. The savings in terms of time, packing, postage and administration are obvious and turnaround has been improved by at least 24 hours.

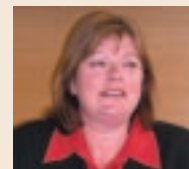
In order for a sub-office to be financially viable, the company must mark at least 250,000 pieces a year – a figure that Curteis considerably exceeds. Now one of the UK's largest manufacturers, with some 116 employees, Curteis runs a sophisticated chain-making operation, drawing its own, solder-filled and solid wire, and frequently running equipment day and night. In addition to its machine chain production, it has its own casting facility to produce components for hand-assembled chain. It also stamps its own lockets, padlocks and other decorative items. Its capital investment in modern technologies is impressive.

Chairman of the company, Henry Curteis, a great supporter of the British hallmarking system, is outspoken in his opposition to any weakening of that system by the proposed EU Directive on Precious Metals, something he sees as "outrageous and appalling". "This is a good system that allows the industry to function. Were self-marking to be introduced it would be impossible for Trading Standards, which is already under resourced to police the under-carating of jewellery that will surely occur, this will introduce a black economy and a new level of criminality," he told JIB. ■

## NPD gains momentum

The team for The New Product Development initiative, the two-year project from the Jewellery Industry Innovation Centre which brings free, practical hands-on assistance to manufacturers in the West Midlands area has been strengthened.

Frank Cooper takes on the post of technical manager, Ian Nelson the job of casting technician and Lynn Broome, who has a trade background and is based in the BJA offices in Vyse Street, has been appointed Outreach Liaison Officer. Lynn's job is to help firms access the services provided through the project.



Lynn Broome, Outreach Liaison Officer for the NPD Project

Project manager, Gay Penfold, reports that NPD is 'really moving' and will be exhibiting at this year's International Jewellery London in September where it will showcase products from West Midlands firms that have already benefited from the initiative. ■

## Overseas experts for UCE

A multi-talented cast of jewellery experts and craftspeople from as far afield as New Mexico and Munich has been brought together to teach Short Courses at the University of Central England in Birmingham this summer. The 2003 Short Course programme, which runs through until mid July, comprises some 39 different courses covering a wide range of disciplines. Topics include Computer Aided Design, stone setting, casting, enamelling, watch repair and silversmithing as well as more unusual topics such as Mokume Gane.

Amongst the overseas tutors are the master Gem cutter and goldsmith, G. Phil Poierier: from the Taos Institute of Arts, who will tutor a three-day course on Hydraulic Die Forming; Jurgen J. Maerz, Director of Technical Education for the Platinum Guild International in the USA, who will give a three-day platinum master class and the designer and goldsmith, Tom Rucker who will come from Germany to teach a course in Creative Laser Welding. UCE is also delighted to welcome the celebrated sculptor and goldsmith, Julian Cross who will teach Wax Carving and Model Making and the Michael Norman the Chairman of the UK's Guild of Independent Valuers, who will explore the topic of Jewellery Valuation.

A brochure giving full details of all the courses is available on request from School of Jewellery, Birmingham Institute of Art & Design, Vittoria Street, Birmingham B1 3PA Tel: 0121 331 5940. [www.biad.uce.ac.uk](http://www.biad.uce.ac.uk) ■

## DTI consults BJA on hallmarking directive

A three-strong team from the Consumer Protection Section of the Department of Trade and Industry has spent two days in the company of Geoff Field, Chief Executive of the British Jewellers' Association, with a view to eliciting industry views and learning more about hallmarking in action.

The visit comes at a time when the Italians are due to take over the Presidency of the EU in July and are proposing to press for the implementation of the Directive on Precious Metals and the harmonisation of hallmarking within the European community;

a proposal which has hung over the jewellery industry for the past 12 years.

The British Jewellers' Association believes that Annex III of the Directive which advocates manufacturer self-marking and random checks, and is believed to be Italy's preferred option, would create practical implications with regard to enforcement and that it would be difficult, if not impossible, to provide the same level of protection the hallmark provides to consumers under the present system. ■

## New recycling system



The WasteWizard a machine being offered by Finishing Techniques Limited looks set to provide a new solution to recycling deburring and polishing fluids and waste water, while concentrating pollutants for disposal. The machine uses a patented polymer membrane to filter out and collect soils that

reduce the useful life of most fluids. For further information contact Jonathan Dean on 01706 825819. [www.fintek.co.uk](http://www.fintek.co.uk). ■

# Exploring gemstones

**One of the popular courses to be run during the recent Short Course Programme staged by London Metropolitan University, at 'The Cass' was given by Jenny Bloy a freelance designer of fine jewellery and objet d'art. Her subject was 'Exploring the design potential of gemstones'.**

Jenny Bloy is a well-known in jewellery circles as the winner of many competitions including the prestigious De Beers 'Diamonds International Award' and several UK Goldsmith's Craft and Design Council Awards. A talented artist and craftswoman, who is on the committee of the Institute of Professional Goldsmiths and of the Goldsmith's Craft and Design Council, Bloy is also an inspirational teacher who lectures at The Cass, Holts Jewellery School in Hatton Garden and at Kent Institute of Art and Design. She is a passionate believer in the preservation of the artist craftsman and feels that contemporary designers are in danger of losing touch with craft skills.

This perceived gulf between design skills and craft skills informed much of the content of her two-day course in which she looked at the history of jewellery and the background to the various manufacturing techniques open to modern designers. She also talked about new metals and new technologies with a supporting slide presentation. She then moved on to her real love – coloured stones. The stone dealer, Marcia Lanyon, showed her extensive stock of stones and students had the opportunity to handle them.

"Different coloured stones provoke very different emotions and I encourage the students to look at the



*Morning dew and Dewberry Rings by Jenny Bloy in moonstone and white gold and tourmaline and yellow gold.*

effects that can be achieved from 'hot' stones such as rubies, fire opals and amber in contrast to those that come from the 'cold' stones such as aquamarine, citrines and white sapphires." Bloy explains.

During the course students were encouraged to mix and match stones and to look at less precious alternatives – found objects, glass, plastics and so on – with a view to creating unusual and arresting combinations and to explore unusual treatments and ways of working with the stones. "It is an exciting course designed to be thought provoking," says Bloy. Perhaps this is where its attraction lies.

Jenny Bloy will be repeating her course on Coloured Stones during the Summer Short Course Programme at the Sir John Cass School of Jewellery at London Metropolitan University this summer. For details and a booking form contact 020 7320 1926. ■

## Are you ready for love?

A porcelain and gold brooch, possibly designed by Prince Albert, a brooch given to Queen Victoria by her bridesmaids and seventeen specially commissioned 'Anniversary Pieces' in Silver are among the highlights of the Worshipful Company of Goldsmiths' annual summer exhibition which opens at Goldsmiths' Hall, in London on 29th May, 2003.

The exhibition romantically entitled 'Love Story' celebrates the link between weddings and precious metals focussing on four decades – the 1890's, the 1920's, the 1960's and today. The pieces shown have been loaned from both public and private collections and include not simply jewellery but also wedding dresses and wedding memorabilia.

The seventeen Anniversary Pieces all come from contemporary silversmiths who have been commissioned to provide their own interpretations of the gifts traditionally given to celebrate each year of a marriage. For example, for the first 'paper' anniversary, Alex Bernard has created a charming silver watercolour box, supplied with a silver paper clip holding a small piece of paper illustrated with swallows building a nest, while for the fifth 'wood' anniversary, Yvonne Renouf Smith has created five silver dishes set on walnut wood stems. Other offerings include a twelfth anniversary silk evening bag with a silver frame, from Anthony Elson and a fourteenth anniversary, mother-of-pearl and silver box by Richard Fox. ■

► Porcelain and gold brooch by Prince Albert

▼ Brooch given to Queen Victoria by her bridesmaids



### For further information

The exhibition runs from 29th May until 12th July and opens Monday – Saturday from 10.00am – 5.00pm. Admission is free. Goldsmiths' Hall, Forster Lane, London EC2 V6BN. Tel: 0207 6067010

### Platinum competition

NCA, the company that produces the Platinum Collection, the promotional publication sponsored by Johnson Matthey, is inviting emerging jewellery designers to enter its 'Design Innovation Award'. Eight winners will be chosen to have their pieces photographed and featured on a dedicated double page spread in the next issue of the 'Platinum Collection'. The magazine is distributed to 16,000 retailers both in the UK and overseas and winning an entry will provide a sales platform for anyone wishing to get into platinum production. Entries close on 2nd May, 2003 and forms are available from NCA on 01273 622342 or email paula@mktg.demon.co.uk The 2003 Platinum Collection can be viewed at [www.theplatinumcollection.co.uk](http://www.theplatinumcollection.co.uk)

### Archbishop's pin from Rhiannon

The Welsh jewellery manufacturer, Rhiannon received a commission from the people of Wales to produce a cloak pin for the new Archbishop of Canterbury, Rowan Williams, previously Archbishop of Wales. The pin, which was worn at the Archbishop's inauguration, draws its inspiration from Merlin's prophecy and shows the red dragon of the Britons and the white dragon of the



Saxons, with a central cross of Welsh Gold. Metal for the pin, was supplied by Cookson Precious Metals.

*The Archbishop's Pin*

### Ingot for Andrew

HRH the Duke of York was presented with the gift of a silver ingot weighing one kilo during a dinner at Sheffield Chamber of Commerce. The ingot was commissioned by Sheffield Assay Office and manufactured exclusively by Carrs of Sheffield.

### Diamond Bourse seeks 'Annexe V' listing

The London Diamond Bourse has announced that it is currently in negotiation with the Council of the European Union to get a listing under Annexe V of the EU Regulation with regard to the implementation of the Kimberley Process. Such a listing will provide members of the Bourse with 'fast-track' export approval and will allow the submission of paperwork rather than actual stones to the Government Diamond Office. The Diamond Office will then run spot checks to ensure that members' goods are bone fide. It is believed that the Bourse is the only independent British organisation to have applied for a listing.

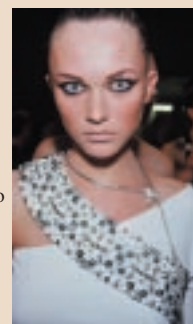
### New life members

The London Diamond Bourse has announced that Nicky Oppenheimer, Gary Ralfe and Rory More O'Ferrall have all been made honorary life members of the Bourse in recognition of their contribution to the industry.

### Pearls for London catwalk

Tahiti cultured pearls took centre stage during this Spring's London Fashion week when big-name designer Julien Macdonald used black pearls from Perles de Tahiti to decorate a show-stopping evening gown. Perles de Tahiti also provided sponsorship for new generation designer, Warren Naronha, who used pearl detailing to enhance several pieces in his futuristic collection.

*Right. Pearl gown by Julien Macdonald*



# BJA AGM and



**The British Jewellers' Association's AGM in London's Hatton Garden on 6th March, 2003 provided presentations on topics pertinent to jewellery related businesses.**

## The Chairman's Report

The 117th Annual General Meeting of the British Jewellers' Association drew a larger than usual attendance.

The meeting was opened by Freddie Hager, President of the London Diamond Bourse and Club, who welcomed everyone to Hatton Garden, which he described as the centre of the diamond industry and 'our home'. Hager made a plea for greater unity within the industry likening it to a boat in which everyone must start to row in the same direction.

BJA Chairman, Harry Levy, then took the floor to give his Annual Report in which he stressed the new and more strategic stance being taken by the Association. He outlined three major priorities – improving the productivity of member firms, increasing their share of the home market and expanding export markets for UK jewellery. He told his audience to realise these goals the Association has created a number of new services and is proposing to form a 'Productivity Panel' and an 'Export Panel'. He also spoke of the BJA's work promoting its member companies in the trade and consumer media.

Moving on to the topic of new technologies, Levy underlined the BJA's commitment to new skills and lean manufacturing and spoke of its work on a number of government-backed projects to bring new techniques to the fore.

He also spoke of the Association's work in the field of keeping diamonds conflict free and said that the BJA is committed to ensuring that the illegal activities of the few do not threaten the livelihood of its members and public's enjoyment of diamond jewellery.

If the UK's skill base is to be maintained, Levy said that 'urgent decisions' are required in respect to vocational training and the BJA continues to work with the Jewellery and Allied Industries Training Council to make progress in this field.

**“..a new period of openness and opportunity for BJA members.”**

During the meeting, five members were unanimously elected to the Association's National Committee, the panel of industry representatives that sets the agenda for the BJA's activities. The members are Daniel Green of Birmingham Manufacturing Jewellers, the contemporary silversmith, Martyn Pugh, Nick Kasler of the London diamond jewellery manufacturer, Alfred Terry, Irene Lamont of Harman Design and Brian Craddock of Birmingham manufacturer, Han Jewellery. Stella Dorsett of Cookson Precious Metals was elected vice chairman.

In conclusion Levy reported that the BJA had recently concluded a review of its procedures and the work of its committees and that the association was now entering a new period of openness and opportunity for its members. ■

## Don't bank on it!

If your bank is giving you a worse than usually hard time, don't despair. It isn't just you and there is a reason for it as Licensed Insolvency Practitioner Gary Pettit of Northampton based BRI explained when he opened the BJA's afternoon conference.

The recent legal case of Brumark Investments – a New Zealand test case heard recently in the House of Lords – has weakened the right of banks to a fixed charge on the proceeds of its customers' book debts. If Brumark is upheld in UK law, banks will no longer rank above costs and preferential creditors in the case of insolvency.

The banks' view is that the Brumark is persuasive but not binding, but Insolvency Practitioners have, nevertheless, been told not to distribute to banks ahead of costs and preferential creditors. The result is that banks are nervous about the security of their overdraft lending and are cutting back on overdrafts and pressing borrowers into invoice factoring where the bank can control the proceeds of the book debts.

Pettit warned his audience to check for cross terms in factoring agreements and warned that some of 'strong arm' collection techniques used by factoring companies could upset their long-term customers. Banks are also likely to take a closer interest in the running of customers' businesses and there is a possibility that guarantors whose position has previously been covered by the sales ledger could find their guarantees called in. ■

# Conference



Central collage of photographs to include:

- ① Assembled delegates
- ② A.Nooten Boom, G Frattorini & M Ferraro
- ③ C. Evanson
- ④ T. Davidson & S. Chib
- ⑤ H. Levy
- ⑥ F. Hager
- ⑦ G. Pettit
- ⑧ J. Head
- ⑨ H. Patel, L. Harrison & L. Salthouse
- ⑩ D. Green

## UK losing out to EU competitors

British jewellery manufacturers are putting themselves at a disadvantage by not using gold loans as a way of financing their businesses. This was the clear message of 'Metal leasing and forward contracts', the talk given by Peter Fava, Director, Precious Metals of the HSBC Bank USA, London Branch and Stella Dorsett, European Vice President of Cookson Precious Metals.

One of the main differences between the UK's jewellery manufacturers and their European and worldwide counterparts is the reticence of British firms to use a metal loan, essentially a form of overdraft in metal rather than money, to fund their businesses.

This reticence is something that Stella Dorsett finds hard to understand. "Not only are metal loans less expensive to fund than an overdraft, but they also give companies the opportunity to protect themselves from fluctuations in the gold price," she explained; adding that some of the recent high-profile bankruptcies amongst UK manufacturers could perhaps have been avoided if the companies concerned had used better more efficient methods of financing, such as metal loans."

This was a point also stressed by Peter Fava, who told delegates that the overriding factor for considering a gold loan against a loan in sterling is that with a gold loan there is no price risk until you sell the jewellery. He also explained that whereas a three-month sterling loan currently costs 5.7%, a

comparative gold loan is just 2.8%, so offering a considerable saving.

So how do you go about borrowing gold? The first step is to contact your bank and arrange for gold to be included in your borrowing facility. At present not many British banks are completely tuned into gold leasing although both the HSBC and Barclays do offer this facility and their Hatton Garden and Birmingham Jewellery Quarter branches are certainly well informed. As with any loan, you will need to provide collateral and elsewhere in the world, particularly in Dubai, this can now be done against jewellery.

Gold leasing is not exclusively for very large firms, indeed in Italy loans start on quantities as small as just one kilo of gold. "Gold leasing may well be an area in which the British Jewellers' Association can help member firms," says Stella Dorsett. "If there is sufficient interest, then it might be possible for several smaller companies to collaborate and borrow gold to their mutual advantage and this is something we would be keen to investigate further." ■

Information about gold loans can be found on the London Bullion Market's website [www.lbma.org.uk](http://www.lbma.org.uk). Peter Fava can be contacted at HSBC Bank USA on 020 7991 5953

## Retention of Title – how can you protect yourself?

The wake of the insolvency of Enterprise Jewellers and other high-profile cases where jewellery manufacturers have lost stock for which they have not been paid, the BJA's legal advisor, Richard Bailey of Steeles, set out to provide a good practice guide designed to help companies to protect themselves.



Richard Bailey

Bailey explained that remedies available to the unpaid seller depend upon the terms of the initial contract made and it is therefore essential to ensure that it is your terms, rather than those of the purchaser, that are in force when you agree to sell. The best way to achieve this is to have a copy of your own terms of sale signed and dated by the customer.

Legal action to recover the price of goods not paid for is straight forward, particularly through the Small Claims Court, but enforcement of such a judgement can be expensive and is frequently unsuccessful. Bailey therefore recommends preventative measures such as thorough credit checking. Other remedies include the stoppage of goods in transit, liens, guarantees and credit insurance.

### “..a grey area of the law where much uncertainty exists.”

Turning to the question of retention of title clauses, Bailey said that this was a grey area of the law where much uncertainty exists and that insolvency practitioners use this uncertainty to resist claims and negotiate settlements.

Key points to understand are that charges must be registered at Companies House, that the goods must be clearly identifiable, that the contract must require the buyer to keep the goods separately, that invoices must be traceable to each particular batch of goods sold and that there must be a contractual clause allowing access to the buyer's premises.

Speaking after Bailey's address, BJA chief executive, Geoff Field said that the BJA recognises the importance of retention of title to its members and that it will now seek to produce a guidance note to help them protect themselves in this respect. ■

# Where have all the craftsmen gone?

**Professional designer makers and jewellery craftspeople are being urged to take part in the 2004 Goldsmiths' Craft and Design Council Awards, the annual event to encourage and promote excellence in craftsmanship and design amongst all those involved in goldsmithing, silversmithing, jewellery and the allied trades.**

Speaking after the close of the 2003 Awards and annual exhibition at Goldsmiths' Hall in London, Brian Hill, Chairman of the Goldsmiths' Craft and Design Council, told JIB that although the judges had been pleased with the overall standard of entry. He felt too few people actually working in the industry had taken part. "If anything there was a greater proportion of student entries and we would hope that next year there might be more industry and professional designer maker participation to achieve a better balance," he said.

Hill believes that the Awards provide an ideal opportunity for self-employed craftspeople to promote themselves and their skills. It should be

seen, by both individuals and companies, as a useful vehicle for publicity as the title 'Award Winner' really can help them to win work. This will be particularly true this year, as many of the prize winning pieces are to go on show in a special display at the industry's major trade event, International Jewellery London, where winners will be exposed to an international audience.



*Miniature model of a violin and stand in 18ct. white gold by Brent Stuccliffe*

Prize winners this year include Fred Rich, one of Britain's most dynamic art enamellers, who won both the Goldsmiths' Company Award and the prestigious Jacques Cartier Award for his pair of vases. In the senior category a special council award went to Brent Stuccliffe for a miniature model of a violin and stand in 18ct. white gold. A laser-welded bracelet designed and made by David Poston, and commissioned by Rofin-Baasel UK, (which was featured in the last issue of JIB) won the Gold Award in the Technological Innovation-3D category.

A full list of winners and information on the 2004 Awards are available from Brian Marshall on 01895 420052. ■



## Family affair for Scottish Award

When the Orkney company, Sheila Fleet won the 'Marketing' Award at this year's Made in Scotland show in Glasgow, it was very much a family affair. The Award was presented to the company for its eye-catching advertisement, which appeared in the show-catalogue and on their stand.

The advertisement features 'Flight' - a new collection of jewellery based on bird forms. The jewellery was designed by Sheila Fleet but it was her son Martin who masterminded the advertisement using images taken by his photographer father, Rick! Even the model featured in the advertisement has close connections with the company. She is local Orcadian Julia Flett, who works for Sheila Fleet and who was serving on the stand at the show. ■

## PR win for pickle

Pickle, the Hampshire based design and manufacturing jewellers, has scooped the Institute of Public Relations' Cream Award for the 'Best Use of Photography' in a marketing campaign. The award went to the company's marketing agency srf, which was given the task of launching the new pickle brand of jewellery to the retail trade. The photographs taken, were chosen by John Lewis for use in its Oxford Street store window display. "We wanted to demonstrate our creativity to the jewellery trade through the use of high quality, original photographs," Christian Lewis, MD of pickle told JIB, "and this award endorses that approach." ■



*Above. Comet*

*Below. Harmony*



## NEWS IN BRIEF

### New radio ads for platinum

The actor Clive Owen, the man tipped to be the next James Bond, is to be the voice of a series of new platinum advertisements being produced by Johnson Matthey. The advertisements are aimed primarily at men, and promote both self-purchase male jewellery items as well as engagement and wedding rings. The campaign will be supported with new point-of-sale material showing a man's hand wearing a diamond set ring changing gear in a sport's car.

### Art in Action for IPG

Sixteen members of the Institute of Professional Goldsmiths (IPG) will be amongst a wide range of artists and craftspeople taking part in Art in Action - a four-day exhibition which gives the public an opportunity to see jewellers and representatives of other craft disciplines at work. As well as demonstrating their skills the IPG's enamellers, designers, diamond mounters, engravers, silversmiths and lapidaries will also be mounting an exhibition of their work. Art in Action takes place at Waterperry House, outside Oxford (Junction 8, M42) from 17-20th July, 2003 and is open each day from 10.30 - 5.30. Tickets are £12.

### Change of President for Emagold

Emagold, the pan-European association for gold jewellery manufacturers has appointed a new president - Dott. Fabrizio Torrini, General Manager of the leading Italian manufacturer Torrini of Florence.



*Patrick Fuller (left) hands over the European presidency of Emagold to Dott. Fabrizio Torrini.*

### IJL extends Design Pavilion

Eighty designers have already committed to take space in the Design Pavilion at International Jewellery London. The organisers report that the Pavilion, which is 24% larger than in 2002 and cover 252 sq. metres, now boasts a waiting list. Amongst those taking part in the show are sixteen new exhibitors including Shaun Leane, who has collaborated on elaborate pieces for Alexander McQueen's catwalk shows in recent years. IJL will run from 31 August - 3 September, 2003 at Earls Court 2 Exhibition Centre.

### Postal service for waste

Presman (Bullion) Ltd of Hatton Garden has broadened its service to customers seeking processing for their precious metal waste. Presman now provides customers with postage-paid, Special Delivery plastic envelopes in which to send in their waste. All users need do is add their name and postcode to the reverse of the envelope, fill out a Special Delivery slip and take their waste to the Post Office, where they will receive a receipt and guarantee of delivery to Presman's by 12 o'clock the following day. Payment will be sent out by return post and the price received for the metal will be based on that day's London Metal Exchange Rate.

### Thwarting thieves

Sales representatives who carry valuable jewellery samples in their cars may be interested to know about a new anti-theft device. Autosafe™ is a strong, lightweight, lockable steel safe which can be secured in a car boot or van body by a steel rope. The safe is available in three sizes and requires specialist, cutting equipment for its removal. Prices start at £170 +VAT from [www.autosafe.co.uk](http://www.autosafe.co.uk) or telephone 0800 197 5242.

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