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Waldman Using GCAL and Gemprint

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Waldman Diamond Company, a Rio Tinto Select Diamantaire, is offering complete tracking information of their Rio Tinto sourced diamonds. The data provides consumers with an assurance that the purchased polished diamond meets all Kimberley Process and Canadian Diamond Code of Conduct standards.

Waldman utilizes the Gemprint technology to track and identify its polished diamonds. According to Simeon-Lee Loon, Waldman's senior manager, rough diamonds sourced from Rio Tinto's Diavik diamond mine are polished in Israel. Information about each diamond is sent back to the miner, including parcel number and purchase date.

The diamonds are graded by Gem Certification & Assurance Lab (GCAL), receive GCAL's Canadian Source Veritas that comes with the 4C's Zero Tolerance Consumer Grading Guarantee, which assures consumers the accuracy of grading.

The goods are available for purchase on Certified Diamond Exchange.

"The information that accompanies the purchased diamond documents the process that ensures the high standard of our diamonds," Loon said. "A consumer wants to know that the beautiful diamond purchased as a gift was mined ethically, polished at a high standard and that the handled by reputed companies. This is an essential process of transparency."

GCAL said it was chosen for its ability to accomplish this level of transparency through its exclusive Source Veritas Process and Gemprint technology, the process for finding a diamond's unique optical fingerprint.

GCAL and Certified Diamond Exchange are subsidiaries of Collectors Universe, a NASDAQ Global Markets traded company.

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