

Fake Designer Jewellery seized by Trading Standards Officers

Trading Standards Officers in Dudley have launched a crackdown on a number of jewellery stores who were discovered to be selling counterfeit jewellery which they claimed was from the internationally renowned 'Chanel' range.

This came about when a customer who had purchased a bracelet costing £220, returned it to the store complaining that the bracelet was faulty. The jeweller insisted that there was no cause for

complaint and refused to replace it. The customer then decided to contact Dudley Trading Standards Department.

Officers from the department then conducted extensive undercover visits to a number of outlets and recovered many fake rings, pendants and bracelets bearing the name 'Chanel'.

The next step was a visit to the Chanel company in London where it was confirmed that all the jewellery was fake.

Some items were found bearing the word 'Chanel' and also the well known 'Chanel' logo.

Trading Standards Officers then contacted the Birmingham Assay Office to confirm the authenticity of the standard of the gold and silver. Following the standard test the Assay Office concluded that the items were of the correct fineness, 9 carat (375) in the case of the gold items and sterling silver (925).

However 15 of the gold articles did not bear a registered hallmark which is compulsory under the Hallmarking Act 1975.

3 of the 9 carat gold articles appeared to have had their sponsor's mark drilled out – presumably to avoid manufacturer recognition at the retail outlets. 7 of the 9 carat articles were correctly hallmarked. 5 of the sterling silver articles did not have any hallmark.

The prosecutions

All three stores were prosecuted at Dudley Magistrates, Court last month by Dudley Trading Standards. Gary and Karen Jones, owners of G&K Jewellery pleaded guilty to four charges under the Trade Descriptions Act and two under the Trade Marks Act. They were fined £450 and ordered to pay £707 court costs.

Michael John Atkinson, owner of Discount Gold and Silver, admitted three

charges under the Trade Descriptions Act and three under the Trade Marks Act. He was fined £600 and ordered to pay £519 court costs.

Clifford Steed, owner of Steeds Jewellers, admitted nine charges under the Trade Descriptions Act and 11 under the Trade Marks Act. Magistrates fined him £1,000 and ordered him to pay £624 costs. Magistrates also ordered all jewellery to be forfeited and destroyed in all three cases.



A section of the offending articles showing how the world-renowned 'Chanel' logo has been used as a design feature.

The Trade Descriptions Act

Section 1 (i)(b) of the Trade Descriptions Act 1968 makes it a criminal offence to supply goods to which a false trade description has been applied.


Section 92(ii) of the Trade Marks Act 1994 makes it a criminal offence to offer for sale (or have in possession) goods bearing a sign identical to, or likely to be mistaken for, a registered trade mark without the consent of the proprietor of that mark. The penalty on conviction can

be an unlimited fine and/or up to ten years imprisonment for each offence.



Even the name 'Chanel' is used in this necklace

Our New York Office



American Assay & Gemological Office – Report from Las Vegas

The American Assay & Gemological Office showed at the major JCK Jewelry Show in Las Vegas for the third year in succession. Our team had a busy week, packed with meetings and social functions at this major international event. The overall impression from the industry was that the show was a little quieter than usual, but, as usual, it attracted major players from the industry worldwide. We were able to progress agreements with potential and existing customers and catch up on the latest trends and gossip.

Our White Gold testing is still creating a lot of interest in the USA and our Precious Metal Analysis is establishing a sound reputation. The imminent extension of

California's Proposition 65, which restricts the amount of lead permissible in costume and precious metal jewelry, is causing concern and our ability to test items for compliance to this new standard is attracting new customers. Donna DeLucia, Director of Sales for AAGO, says "Everyone is talking and speculating about Proposition 65 but there is no definite date for its acceptance of law into 16 states. Many manufacturers and importers have approached us because they don't know whether their products will comply when the regulations finally become law. We can already carry out the necessary tests, so our customers can get themselves a step ahead of the game".

Nelson memorabilia at the Assay Office

As the nation celebrates the bicentenary of Lord Nelson's final victory and heroic death, several items in the Assay Office collection show how the trade in souvenirs was alive and well two centuries ago.



The tiny vinaigrette, only 2.5cm high, has almost lost the engraved decoration on the outside – it must have spent many years in its owner's pocket – but the gilt grill under the lid is in perfect condition, and shows Nelson's ship *Victory* in relief. Above it is the word TRAFALGAR, and below OCR. 21. 1805.

A vinaigrette was a little box to hold a sponge soaked in aromatic vinegar; a timely sniff would revive the faint or blot out the less pleasant smells of nineteenth-century Britain. This beautiful example, hallmarked in Birmingham in 1805, was made by Matthew Linwood.

The silver pencil is a much cruder piece of silversmithing, and the design is quaint rather than elegant. It consists of a classical column; the square base, set with a yellow stone, bears the names of four of Nelson's battles, ST. VINCENT, COPENHAGEN, NILE and TRAFALGAR. A sliding mechanism causes Nelson to emerge from the capital, with the holder for the lead attached to his head. The base unscrews to reveal slots for spare leads. There is no hallmark, and the design registration mark is illegible; but on a similar pencil sold by Sotheby's on

February 11th 1998, the mark was read as 1844. (Sotheby's catalogue describes a 'rope and anchor slide', but our example has a plain slide.) Initials TE or TF on the base may be those of the maker.

Three medals relating to Nelson, all engraved by the celebrated medallist Conrad Heinrich Kuechler, were struck at Matthew Boulton's Soho Mint, and there are specimens of all three in the Office collection. The earliest commemorates the Battle of the Nile in 1798. On the obverse, the figure of Peace holds an olive branch, and a shield with a portrait of Nelson, inscribed EUROPE'S HOPE AND BRITAIN'S GLORY. The reverse illustrates the battle. The medal was commissioned by Alexander Davison, Nelson's prize agent, for presentation to those who had served in the battle; over 6700 were struck in various metals, including 25 in gold.

The second medal illustrates the return to Naples in July 1799 of King Ferdinand IV, after the French invaders had been driven out by the fleet commanded by Nelson. The royal portrait occupies the obverse; on the reverse is a view of Nelson's flagship the *Foudroyant* entering the Bay of Naples. Fame flies overhead, carrying a medallion with a portrait of Nelson. The reverse was designed by Thomas Bingham Richards (his brothers Theophilus and Westley, and two other members of his family, were Guardians of the Assay Office).

Perhaps inspired by Davison's gesture, Boulton himself ordered the medal which honours the victory of Trafalgar. The likeness of Nelson on the obverse caused some problems; neither Nelson's family nor Lady Hamilton approved of the first attempt, and Lady Hamilton also rejected the second. She lent a wax portrait by Catherine Andras of Bristol, which was used for the final version. The reverse was based on a sketch of the battle by the



Battle of the Nile, 1798



Reconquest of Naples, 1799



Trafalgar, 1805

Actual size of medals 48mm

marine artist Richard Cleveley, and the lettering includes Nelson's famous message, ENGLAND EXPECTS EVERY MAN WILL DO HIS DUTY.

In October 1806, a year after the battle, Boulton presented specimens of the medal to the King, and wrote to Fanny De Luc 'I am preparing nineteen thousand as presents from me to the Heroes of Trafalgar', though it appears only about 14,000 were actually distributed – still a very generous gesture. (The edge of the medal is lettered *To the heroes of Trafalgar from M. Boulton.*)

Nelson had come to Birmingham in September 1802, hoping to dine with Boulton and see the Soho Manufactory. However, the factory visits had been discontinued by this time, and Boulton at first refused to make an exception, for fear of offending other applicants. Boulton himself had been bedridden for several months. Nelson was allowed to meet him briefly in his bedroom, and to see the Soho Mint, but not to join his family at dinner – fortunately the High and Low Bailiffs stepped in and provided a feast described by Aris's Birmingham Gazette as 'consisting of every delicacy the season could afford'.



Silver pencil, unballmarked - actual length 13.5cm

Hand-made by expert craftsmen since Queen Victoria's reign

In 1901, William Benjamin Broadway, a highly skilled die-sinker founded the company that today is run by his grandson Gerard Broadway and two great grandsons, Christian and Richmond Broadway.



Specialising in dressing table sets and accessories, Broadway subsequently added candlesticks, candelabra and children's silver to the range. This comparatively narrow range enabled them to be extremely competitive for high quality work. As the business progressed and grew many more lines were added to the range but the emphasis was always to maintain the craftsmanship for which the founder had become recognised.

Indeed many of the lines produced in Broadway's own factory are still produced using the original dies made by the founder himself. Commenting on the current position of the company, Gerard Broadway said, "We are constantly adding extra lines to our range in order to keep up with market trends. For instance two areas where there is great interest are photograph frames and coasters. Increasingly more people are taking better and better photographs, thanks to the enormous improvement in technology of cameras and films, and they all want good frames for their 'good' photographs".

"Similarly wine drinking habits have meant a great increase in home entertaining - hence the extra demand for coasters. We now have over 20 designs in our coaster range."

W.B. Broadway registered his Maker's Mark with the Birmingham Assay Office in 1901 which makes the firm one of the oldest existing silversmiths with the Office.

Broadway's silver is now exported to all corners of the world through a network of agents and each piece sent out is accompanied by a small leaflet which explains the symbols of the hallmark which appears on every piece of silver manufactured by Broadway.

In addition, Broadway also include with their products sold at John Lewis department stores, a consumer leaflet, designed and created by Birmingham Assay Office. The leaflet promotes Sterling Silver made and hallmarked in Birmingham and is aimed at educating the consumer about hallmarking in general.

True to its founder, the Broadway range consists entirely of silver products - no silver plated wares at all. A new 50 page brochure is at present being produced and will be available shortly.



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Silversmiths since 1900

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Brighton Conference Launches New Era for Consumer Protection

We packed our bags (but sadly not our buckets and spades) and headed off to Brighton to meet up with delegates attending the Trading Standards Institute Annual Conference and Exhibition during the last week of June.

TSI's Annual Conference and Exhibition is the leading consumer affairs and trading standards event in Europe. This year its theme was 'Delivering the Vision: local consumers - global markets' and speeches and seminars focused on how trading standards services are working together with partners to improve health, community safety and social behaviour and to tackle commercial and doorstep crime.

New Vision for consumer protection

The keynote speech was delivered by Gerry Sutcliffe, Minister for Employment Relations and Consumer Affairs. He formally unveiled the new vision for consumer protection. 'A plan for a regime that supports both economic progress and social justice; that protects vulnerable consumers; and which supports markets that are open, competitive and fair, with opportunities for business growth and innovation'.

A crucial element of this strategy is the creation of a new agency, the Consumer and Trading Standards Agency (CTSA) which will be in place by 2009. This will coordinate work on consumer protection and trading standards and embrace the enforcement functions of the British Hallmarking Council as well as those of the Office of Fair Trading, the National Weights and Measures Laboratory and others.

'Consumer Direct' roll-out

Another vital element which will enable the government to deliver the new plan is the continued roll-out of 'Consumer Direct', a telephone service which has already received 400,000 calls despite only being available in eight regions of the UK.

This new strategy represents the biggest change for Trading Standards authorities for decades and the three day conference was buzzing with comment, feedback and plenty of personal opinion! Nearly 2,000 representatives from local and central government, fair trading and consumer organisations resisted the temptations of the sun, sea and sand to visit the exhibition where at times temperatures were even higher than they were outside.

The Assay Offices of Great Britain were represented on a joint exhibition stand where we dealt with many enquiries about Hallmarking.

The Birmingham Assay Office also had its own stand where we advised delegates about the forthcoming amendments to the Nickel legislation and discussed the latest developments in gemmological treatments, fakes and synthetics. Both stands prompted a lot of interest from visitors, who were pleased to see us there.

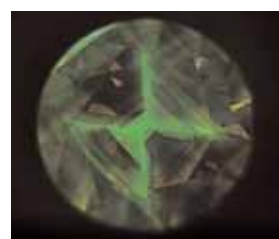
Testing Gem Quality Synthetic Diamonds

Four diamonds have recently been submitted to AnchorCert in Birmingham for testing (Fig1.) The stones weighed between 0.24 and 0.54 carats. Extensive tests revealed them to be gem quality synthetic diamonds grown by the High Pressure and High Temperature (HPHT) method. Their identification as synthetic was arrived at by a number of steps.



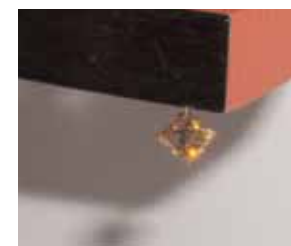
The colour of the diamonds was the first clue. A very intense yellowish orange is not very common in nature and so all

diamonds of this colour are viewed with suspicion. The first step to testing a diamond is to see what result is obtained on the DiamondSure. The DiamondSure is a screening device used to distinguish natural and synthetic diamonds. A 'PASS' result indicates the diamond is natural, and a 'REFER' result means further tests need to be carried out. As expected, all four of the diamonds produced a 'REFER' result.



Because they were suspected to be of synthetic origin we examined them using the DiamondView. This instrument uses high energy UV (ultra-violet) radiation to illustrate the growth patterns of a

diamond. The images produced vary greatly between a synthetic and a natural diamond, and the images we obtained were characteristic of a synthetic (see fig. 2). A similar pattern was observed also when the diamonds were viewed under long-wave and short-wave ultra-violet light. These patterns are diagnostic of a synthetic diamond.



A final check was carried out by looking at the diamonds under high magnification. There can be characteristic

metallic inclusions in a synthetic diamond which have been incorporated due to the presence of the metal solvent/catalyst during the growth process. They can vary in size from tiny pinpoints forming extensive clouds, to large elongated rods. They are easily discernible from mineral inclusions observed in natural diamonds. The presence of these metallic inclusions can also cause a synthetic diamond to be magnetic, and this was observed in the princess-cut synthetic diamond (see fig. 3).

For further information on AnchorCert diamond services or any matters regarding synthetic diamonds, please contact Panna Amliwala at AnchorCert, Birmingham email: panna.amliwala@theassayoffice.co.uk or Eric Emms at AnchorCert, London at eric.emms@theassayoffice.co.uk

Disappointing Half-year

Considering we have had two record-breaking years in the past three, the figures for articles hallmarked in the half-year to June 2005 were disappointing. Figures released by the Assay Offices of Great Britain for the second quarter (April - June) 2005 show that the numbers of articles hallmarked fell by 13.7 per cent overall.

Gold - gold articles marked totalled 3,994,430 - a decrease of 14.8 per cent.

Silver - the number of silver articles marked was 2,080,712 - a drop of 9.4 per cent. **Platinum**, too, was down 8.3 per cent to 78,724 articles.

Following dismal figures in the first quarter, the half-year showed a total of 12,056,232 compared with 13,981,953 in the half-year - a decrease of 1,925,721 articles - 13.7 per cent down on 2004.

The individual figures are as follows:

Jan/Mar 2004		Jan/Mar 2005		Apr/Jun 2004		Apr/Jun 2005			
Gold	4,504,221	Gold	4,009,431	Gold	4,686,241	Gold	3,994,430	Half year 04	13,981,953
Silver	2,321,442	Silver	1,810,705	Silver	2,297,414	Silver	2,080,712	Half year 05	12,056,232
Platinum	86,782	Platinum	82,230	Platinum	85,853	Platinum	78,724		1,925,721 -13.7%
	6,912,445		5,902,366		7,069,508		6,153,866		

WORK DEALT WITH BY THE ASSAY OFFICES OF GREAT BRITAIN, FOR THE QUARTER APRIL - JUNE 2005

Number of articles

GOLD							SILVER					PLATINUM				
375 9 carat	585 14 carat	750 18 carat	916 22 carat	990	999	TOTAL	800	925 Sterling	958 Britannia	999	TOTAL	850	900	950	999	TOTAL
3,296,083	57,249	460,636	180,255	7	200	3,994,430	795	2,076,315	2,871	731	2,080,712	11	226	78,426	61	78,724
-14.9%	-16.6%	-13.2%	-16.0%	133.3%	14.9%	-14.8%	-19.9%	-9.4%	76.9%	-69.8	-9.4%	1000.0%	-29.4%	-8.3%	117.9%	-8.3%

Weight of articles

GOLD (Grams)							SILVER (Kilograms)					PLATINUM (Grams)				
375 9 carat	585 14 carat	750 18 carat	916 22 carat	990	999	TOTAL	800	925 Sterling	958 Britannia	999	TOTAL	850	900	950	999	TOTAL
13,738,770	339,335	2,815,094	1,684,107	87	2,886	18,580,279	15	41,267	219	88	41,588	85	1,830	703,833	6,641	712,389
-16.8%	-3.2%	1.8%	-15.4%	190.00%	56.68%	-14.1%	-8.8%	2.3%	-7.9%	-1.0%	2.2%	1114.3%	13.3%	-0.9%	6541.0%	0.1%

Percentage figures show an increase or decrease (-) compared to the corresponding period of the previous year.

Charity events by AO staff



Forty-two members of the AO staff operating under the name of 'Assay Angels' took part in the 'Race for Life' on Sunday 17 July at Sutton Park in aid of Cancer Research UK.

It raised approximately £500 for charity.

At 7am on Saturday 9th July another group of Assay Office staff put on their walking gear and set off on this year's sponsored challenge walk. The route for 2005 took them through

24 1/2 miles of beautiful villages and undulating countryside from Cleeve Hill to Chipping Campden. 10 hours later with a few blisters and aching legs all of the team had completed the challenge, feeling very proud of themselves and each other. All money raised from the walk will be shared between the Birmingham Children's Hospital and The Foundation For Conductive Education. Nearly £1,000 is expected.

Student Life in the Quarter by Lucy Holland

I have just completed my first year of the N.D. in Design Crafts at the School of Jewellery. I feel very lucky to be part of such a creative and inspiring place. The location of the school could not be more relevant and has meant that I have acquired knowledge about the trade which will be invaluable to me in the future.



We have covered many techniques so far on the course; saw piercing, soldering, texturing, etching, enamelling, punching, forging, pressing and casting. We have made half eternity and solitaire rings, brooches, pendants, necklaces and clasps. The piece that I enjoyed making most was the necklace I made for the casting project. I chose a squirrel and acorn design with an oak leaf chain at the back.

I came to jewellery the long way around; a foundation course in Art and Design, a degree in Illustration and several jobs in galleries selling paintings, ceramics, textiles and jewellery. I had no experience of metalwork as it wasn't taught in my school or on my foundation course. I do wish that I had been given the opportunity and feel I missed out. I plan to go into my local school next year to do some workshops using some of the techniques I have learned.

This week I registered with the Assay Office and chose my hallmark design. I hope to make and sell jewellery over the summer to give me more experience for next year and hopefully pay off some of the money spent on travel and tools, not to mention drill bits and saw blades!

Lucy can be contacted at email: bollandtwin2@hotmail.com

Assay Office - Cornish Style



Yes! This really is an Assay Office!

Situated at Camborne in Cornwall, this 19th Century weather-boarded structure is part of a uniquely complete set of turn-of-the-century mine buildings on the site of the King Edward Mine, - a Grade II listed building.

And its function?

The process of assaying is not confined to the certification of gold, silver & platinum. Testing the ores of all kinds of metals is a vital part of the mining industry; it is used to determine whether the metallic content is high enough to make extraction profitable.

We are indebted to Mr Ivor Corkell and English Heritage for the photograph and details, and we are grateful to Helen Wootton, one of the Office's Guardians, for bringing it to our notice.

International Jewellery London

Please come and see us if you are visiting IJL at Earls Court.

The show runs from Sunday 4th until Wednesday 7th September and we will be represented on the Assay Offices of Great Britain stand (728) and the AnchorCert and SafeGuard stand (440). We look forward to seeing you there.

St. Paul's bells take shape



The Assay Office sponsored bell - the sixth in a peal of 10 bells - was cast on Wednesday 13 July at the Loughborough foundry of John Taylor - the world's largest bell founders since 1784.

The Rev. Tom Pyke of St. Paul's Church and Guardians' Chairman Roger Burman, Assay Master Michael Allchin and Business Relations Manager Marie Brennan were present to witness the casting. The full story of the bells will appear in the next issue of 'The Anchor'.