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Jewellery - Consumer confidence in the diamond industry (ISO 18323:2015)

Táto norma obsahuje anglickú verziu európskej normy.  
This standard includes the English version of the European Standard.

Táto norma bola oznámená vo Vestníku ÚNMS SR č. 12/15

Obsahuje: EN ISO 18323:2015, ISO 18323:2015

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Podľa zákona č. 264/1999 Z. z. v znení neskorších predpisov sa môžu slovenské technické normy  
rozmnžovať a rozširovať iba so súhlasom Úradu pre normalizáciu, metrológiu a skúšobníctvo SR.

ICS 39.060

English Version

## Jewellery - Consumer confidence in the diamond industry (ISO 18323:2015)

Bijouterie - Confiance du consommateur dans l'industrie du diamant (ISO 18323:2015)

Schmuck - Kundenvertrauen in die Diamantindustrie (ISO 18323:2015)

This European Standard was approved by CEN on 21 February 2015.

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EUROPEAN COMMITTEE FOR STANDARDIZATION  
COMITÉ EUROPÉEN DE NORMALISATION  
EUROPÄISCHES KOMITEE FÜR NORMUNG

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## European foreword

This document (EN ISO 18323:2015) has been prepared by Technical Committee ISO/TC 174 "Jewellery" in collaboration with Technical Committee CEN/TC 410 "Project Committee - Consumer confidence and nomenclature in the diamond industry" the secretariat of which is held by DIN.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by January 2016, and conflicting national standards shall be withdrawn at the latest by January 2016.

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### Endorsement notice

The text of ISO 18323:2015 has been approved by CEN as EN ISO 18323:2015 without any modification.

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**Jewellery — Consumer confidence in  
the diamond industry**

*Bijouterie — Confiance du consommateur dans l'industrie du diamant*





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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2. [www.iso.org/directives](http://www.iso.org/directives)

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Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

The committee responsible for this document is ISO/TC 174, *Jewellery*.



## Introduction

A diamond is a mineral; it forms and grows under natural geological processes.

The jewellery industry relies upon product integrity and transparency for consumers to have confidence in the products that they are buying. Consumers will not always have the technical expertise to understand the exact provenance and processing of a diamond and as a result, are reliant upon labelling and product descriptions as well as guidance from the individual seller.

The recent development of new technologies in the diamond industry has provided consumers with greater availability of synthetic diamonds which are produced in a factory or laboratory (see 2.4 NOTE 3). They have essentially the same chemical composition and physical (including optical) properties as a diamond and essentially the same crystal structure but due to the growth environment, differences in the growth structure take place at the atomic level.

A major concern held by the diamond industry is that without clear and accurate labelling, the increased availability of synthetic diamonds to consumers can cause confusion over exactly what type of product is being sold to them. While the provenance and labelling of a diamond is widely understood, the consumer will be less familiar with the variety of terms that have been used by sellers to describe synthetic diamonds.

The diamond industry is concerned that a consumer can inadvertently buy a synthetic diamond or other product believing it to be a diamond and similarly, the synthetic-diamond industry does not want its products to be seen as a cheap alternative to a diamond or as a product that consumers will only buy if they are not fully aware of its provenance.

Considering that synthetic diamonds are nowadays set in jewellery pieces it is therefore in the interests of both sectors of the market that consumers are able to make informed purchasing decisions.

This document is specifically designed to be understood by the consumer and seeks to address the potential for confusion by setting out clear and accurate guidelines on accepted nomenclature.

The Standard is based largely on existing industry self-regulation documents and labelling that provide voluntary guidance for the industry on how to describe diamonds, treated diamonds, synthetic diamonds, composite diamonds and imitations of diamonds.

The following definitions apply in understanding how to implement an ISO International Standard and other normative ISO deliverables (TS, PAS, IWA).

- “shall” indicates a requirement;
- “should” indicates a recommendation;
- “may” is used to indicate that something is permitted;
- “can” is used to indicate that something is possible, for example, that an organization or individual is able to do something.

ISO/IEC Directives, Part 2 (sixth edition, 2011), 3.3.1, defines a requirement as an “expression in the content of a document conveying criteria to be fulfilled if compliance with the document is to be claimed and from which no deviation is permitted.”

ISO/IEC Directives, Part 2 (sixth edition, 2011), 3.3.2, defines a recommendation as an “expression in the content of a document conveying that among several possibilities one is recommended as particularly suitable, without mentioning or excluding others, or that a certain course of action is preferred but not necessarily required, or that (in the negative form) a certain possibility or course of action is deprecated but not prohibited.”

# Jewellery — Consumer confidence in the diamond industry

## 1 Scope

This International Standard specifies a set of permitted descriptors for the diamond industry and is specifically designed to be understood by the consumer. The Standard also includes a series of definitions which aim to provide further clarity for traders and maintain consumer confidence in the diamond industry as a whole.

This International Standard will cover the nomenclature to be used by those involved in the buying and selling of diamonds, treated diamonds, synthetic diamonds, composite diamonds and imitations of diamonds.

**koniec náhľadu – text ďalej pokračuje v platenej verzii STN**