



SWAROVSKI

GENUINE  
RUBY &  
SAPPHIRES

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2020/2021

SWAROVSKI

# Genuine and Unique

Each of our Genuine Gemstones reflects the quality, creativity, and technical precision that the name Swarovski has come to stand for. Our exceptional stones are skillfully cut from raw, natural materials, which in turn define the limitations and supply of our selected gemstone rough. Whilst our product range is vast and varied, the supply of our listed items is subject to market availability.

## NATURALLY, ONLY THE BEST WILL DO

Genuine gemstones are special, their natural qualities and colors variable. Our raw materials are carefully screened and sorted by our sorting specialists, guaranteeing only the finest quality stones, specifically chosen to meet your individual requirements.

## YOUR IDEAS ARE A SOURCE OF INSPIRATION

If you are looking for something truly individual that is unavailable in our extensive product range, we can provide a solution. Our sourcing service can locate the genuine gemstones that you require, regardless of type or size.

## IT'S REASSURING TO HAVE RELIABLE PARTNERS

Our selected network of international suppliers provides genuine gemstone rough of the highest quality, and keeps us in touch with the latest market developments. A dependable service, now and in the future.

## RESPONSIBILITY FROM MINE TO MARKET

Precious gemstones are a natural treasure, and we are privileged to craft their brilliance and sparkle. But with 75% of genuine gemstones coming from small-scale mines, consistently ensuring the highest levels of responsibility is

CUSTOMER  
WE AIM TO MEET OUR CUSTOMERS' NEEDS,  
NO MATTER HOW DEMANDING. OUR CUSTOMIZED  
SOLUTIONS ARE TRULY UNIQUE.

DESIGN

complex work. Swarovski products should positively contribute to people and planet. That's why we are working with our stakeholders to establish a fully transparent, responsible supply chain for Swarovski Genuine Gemstones; one that most benefits the communities unearthing these shining natural wonders.

Find out more about our responsible sourcing approach at  
[http://swarovski.com/responsible\\_sourcing](http://swarovski.com/responsible_sourcing)

## EXACT, EFFICIENT, AND UP-TO-DATE

Speak to our sales team for a daily stock report and learn more about colors, sizes, and color grades, before placing your order.

## RESPONSIBLE JEWELLERY COUNCIL

Swarovski-owned production facilities are certified by the Responsible Jewellery Council and audited using the globally recognized SMETA standard.



# Swarovski Genuine Ruby and Sapphires

## PRICE STRUCTURE & VALUE

The prices and value of our rubies and sapphires are based on the cut, shade, color, clarity, and the sorting process of our selected stones. Our pricing structure for our genuine rubies and sapphires product collection has been carefully developed to meet both the standards of the international industry, and the commitment of the Swarovski Gemstones Business. For detailed information please contact your local sales representative.

## CUSTOMIZED SOLUTIONS

Color & quality sorting as well as special packaging are available. Please contact your local sales office for further information.

## TREATMENT, TOLERANCES AND CARAT CONVERSION

For detailed information on our treatment processes, tolerances, and carat conversion, please contact your local sales office.

## MQ - STANDARD QUALITY

Swarovski MQ Genuine Gemstones are a composite of stones that are excellent in machine cut, brilliance, and polish, including stones with minor flaws, e.g. slight defects in facet symmetry, which are visible under a 10x magnification loupe. MQ stones have a clarity range from eye-clean to eye-visible. All of our MQ products are also suitable for Ingredient Branding projects.

## FQ - SPECIAL REQUIREMENT

Swarovski FQ Genuine Gemstones are excellent in machine cut, brilliance, and polish. Each stone is cut to achieve perfect facet symmetry, and is color sorted. Our FQ stones are free of visible color zoning, allowing for only the slightest inclusions. FQ stones have no defects visible to the naked eye, and only minor flaws when viewed under a 10x magnification loupe.





# Packaging and Labeling

We take great care and pride in the handling and packaging of our exclusive products. The individual construction of our packaging allows for stacking, while the unique see-through design enables quick and easy identification of the contents. As a guarantee of quality and security, a special seal ensures that your Swarovski product is both original and intact.

## SAFETY TAB

Our strict manufacturing standards call for dependable security solutions. In order to protect our packages from tampering, we have developed the Safety Tab – an important new security feature, which is applied at the final stage of packaging.

Once broken, the Safety Tabs cannot be reused, giving the customer a clear indication that the package has been tampered with. Should any of our packages be delivered damaged or with broken Safety Tabs, we kindly ask our customers to report the incident to their local sales office as soon as possible. The superior quality of our genuine Swarovski products can only be guaranteed when the Safety Tabs are fully intact. In order to open the packaging, please move the Safety Tabs in the direction of the arrow.

## BAR CODING

To guarantee the quality of our products, and to help trace the history of an order, each of our packages is tagged with a unique bar code label.

## TRUSTSEAL

Our specially created Trustseal secures each product package and verifies the authenticity of our Swarovski Genuine Gemstones and Created Stones. The complex design of the seal is similar to a hologram, making it virtually impossible to imitate.





# Swarovski Genuine Ruby from Tanzania Responsibly Sourced and Produced

Sandwiched between the plains of the Serengeti and the towering, volcanic peaks of Mount Kilimanjaro, Longido in northern Tanzania has some of the longest established credentials of any mining area in Africa – rubies have been collected here for more than 100 years. This is the realm of the Maasai, and it is they who benefit directly from Swarovski Genuine Ruby.

The facility here specializes in anyolite; a high-contrast, ruby-studded rock prized as carving material. Some of the rock doesn't meet the exacting standards sculptors require, but it still flashes with the famous rich red of rubies. Maasai men and women are empowered to investigate the unused deposits and collect and process the rubies they find for themselves. What they are finding are high-quality precious gemstones that we are proud to turn into dazzling Swarovski Genuine Ruby.

A significant number of Maasai earn extra income this way. In the growing, nearby village, they have created their own marketplace where we can buy from them. This is trade at its most direct,

supporting the people and community engaged in the work. Every gemstone we buy is perfected at Swarovski-owned production centers certified by the Responsible Jewellery Council.

We want to be proud of the places we trace Swarovski products back to. As a founding member of CGWG – the Colored Gemstones Working Group – we helped establish the world's first colored gemstones responsible sourcing tools. Using this due diligence framework, an independent organization assesses the mine that uncovers the rubies. If they find any gaps in environmental, social or governance practices, an action plan is put in place to raise standards.

We are also working hand-in-hand with the community to resolve the social issues they highlight. This means, for example, we are funding a much-needed new teacher's house and building washrooms for female students at the local primary school to ensure everyone has access to a prosperous future.



## Genuine Tanzania Ruby



Red Dark



Red Medium



Red Light

## Genuine Blue Sapphire



Classic Blue



Top Blue



Bright Blue



Pastel Blue



Pastel Light



Very Light Blue

## Genuine Pink Sapphire



Pink Medium



Pink Light



Pastel Red



Pastel Light



Very Light Pink

## Genuine Ruby



Top Red



Top Ruby



Bright Red

