



Press release

## **Laboratory diamonds sustainable or not? DIAVON makes a statement on the Natural Diamond Council report**

Volkach, May 16, 2023: DIAVON GmbH, exclusive supplier of MANUFAKTURDIAMANTEN, has taken a stand on the Natural Diamond Council (NDC) report. Katharina Schmitt, Managing Director of DIAVON GmbH, clarifies, "There are many myths and misstatements about laboratory diamonds, for example that they are always sustainable. Since this topic is very close to our hearts, we have restricted ourselves from the beginning to supplying diamonds that are as sustainable as possible or to processing them in jewelry. This also gave rise to our early collaboration with Diamond Foundry Inc."

DIAVON welcomes the NDC report, which clears up misleading claims surrounding lab-grown diamonds. At the same time, the Germany-based company points out that it disagrees with some of the report's statements.

### **Sustainable lab grown diamonds from DIAVON**

"Our goal is to change the diamond trade and make sure it is positive for people and the environment," Schmitt said. In collaboration with Diamond Foundry Inc, diamonds are produced under strict ethical and environmental standards using pure hydropower in a laboratory setting. This process is significantly more resource-efficient than traditional diamond mining and ensures fair working conditions.

DIAVON is making the diamond industry more ethical and sustainable by focusing on transparent processes, social engagement and personalized customer service coupled with targeted education. The company supports charitable initiatives, such as the Plant-for-the-planet foundation, and promotes social responsibility in the diamond industry, for example through the "Women Empowerment" project in Surat together with the local cutting company.

DIAVON's statement on this calls on all diamond industry players to step up their efforts and improve standards of sustainability and transparency. "We are convinced that this is the best way to end the trade in conflict diamonds and make the sector a responsible and sustainable one," Schmitt said. The company is committed to ensuring that their sustainable MANUFAKTURDIAMANTs serve as a model for change in the diamond sector and create a sustainable future for the entire industry.

## **NDC report puts lab diamonds under the microscope**

The report dispels claims surrounding the diamond industry. It looks at positive developments, as well as problems, in both lab and mine diamonds. Key statements of the report include that diamonds produced with renewable energy can indeed be a sustainable alternative. In addition, it says, lab diamonds can be clearly distinguished from mine diamonds. While the efforts of the mining diamond industry with regard to environmental protection and social responsibility are discussed, the focus of criticism is on the manufacturers of laboratory diamonds.

Furthermore, the NDC report states that the trade in so-called "blood diamonds" has decreased significantly as a result of the Kimberley Process. However, the report also points out that difficulties remain in fully monitoring and controlling supply chains in the diamond sector.

End of press release

### About DIAVON GmbH:

DIAVON GmbH, based in Volkach, Lower Franconia, Germany, was founded in 2021. The company offers demonstrably sustainable laboratory diamonds and jewelry for resellers, jewelers and goldsmiths. DIAVON manifests its high standards and values in the branded product MANUFAKTURDIAMANT. MANUFAKTURDIAMANT is manufactured by Diamond Foundry Inc, a leader in the production of laboratory diamonds. Diamond Foundry is known as the world's first Carbon Neutral® diamond producer. The manufacturing process is done solely through the use of renewable energy provided by hydroelectric power from the Columbia River in Washington State. DIAVON places great emphasis on transparency, ethical and environmental standards throughout the value chain. The product range includes loose MANUFAKTURDIAMANTs, among others Fancy Colors and Fancy Shapes, which are made available to retailers through the DIAVON online store and field service. For more information about DIAVON GmbH and the original MANUFAKTURDIAMANTs, visit the company's website at [www.diavon.de](http://www.diavon.de).

Link Statement to the NDC Report on Laboratory Diamonds:

<https://diavon.de/blogs/news/statement-zum-ndc-report-uber-labordiamanten>

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