

AURUM



AURUM srl, already RJC COP certified, now is also COC attested.

Aurum, **RJC** member since 2021 (**CoP certification, "Code of Practices"**), manages its own activity considering as priority the human rights and the workers' ones respect, the fine metal source, the utilized diamonds, the environmental protection laws. A virtuous chain established by RJC, the world leader organization about the jewelry and watchmaking industries standards definition, to which the companies voluntarily adhere, sharing values dealing with the jewelry production in gold, silver, platinum, with diamonds or precious stones.

The common goal is to put in action the sustainable environmental practices along the supply chain, guaranteeing the procurement transparency, creating confidence in the customers, who day by day pay more attention on these topics. The choice of a jewel is not only a matter of design, material or brand, but a jewel is primarily chosen for its intrinsic value. The purchasing motivation goes along with the necessity of choosing companies which make and act in a sustainable and ethical way.

Undertaking this philosophy, Aurum srl has strengthen and integrated the aforementioned certification with the **RJC CoC (Chain of Custody)**, which defines the guidelines to guarantee the raw materials full traceability, promoting a responsible provision and a total transparency in all the production process steps.

At **Aurum**, the ancient goldsmith tradition goes along with the fast and always-changing scenarios that characterises our day. Its production works with high technology and highly-qualified personnel. This has been a winning strategy since 2004, when Aurum first introduced Numerical Controlled machines, allowing the company to cope successfully with the challenges of the market and keep up with the times. Its products are entirely designed and made in Italy. The alloys and semi-finished also come from an exclusive Italian production chain. Aurum is focused on wedding bands, tennis bracelets, bangles. Aurum also makes semifinished products for luxury brands, offers a laser engraving service on all the metals, and a stone setting directly in machine.