

In the UK it is illegal to sell or describe any item as Gold, Silver, Platinum or Palladium unless it is hallmarked*

A hallmark applied by a UK Assay Office is not proof of origin or place of manufacture of an item.

The hallmark of a UK Assay Office (whether applied by a UK Assay Office in its approved locations in or outside the UK) is proof that an item (in all its parts) is of the standard of fineness indicated by the hallmark struck on that item.

Hallmarks applied by UK Assay Offices at their approved locations within the UK are clearly differentiated from those applied by UK Assay Offices in their approved locations outside of the UK (as detailed in the table below).

COMPULSORY MARKS		RK COMPRISES T S MARK, A FINEN			ICE MARK.		
Sponsor's Mark The registered mark of the article for hallmarking	Fineness Mark Tells you the precious metal content, expressed in parts per thousand				Assay Office Mark Tells you which Assay Office tested and hallmarked the article.		
	Silver	Palladium	Gold	Platinum	Marks app	lied in the UK	Marks applied outside
AB	925 Sterling 958 Britannia 999	2009 500 950 999 2010 500 950 999	375 9 carat 585 14 carat 750 18 carat 916 22 carat 990	900 950 999	Birm Sh	ondon ondon iningham effield	Birmingham
Exemption Weights* Articles above these weights must be hallmarked	7.78 grams	1.0 gram	1.0 gram	0.5 gram			
OPTIONAL MARKS		SO SEE OPTIONA TTER FOR THE YI					
Traditional Fineness Symbols	Sterling Si	ilver Sterling Scotla		tannia lilver	Palladium	Gold	Platinum
Date Letter	2015	r S		U V 2019 202	W 0 2021	X 2022	y Z
Common Control Marks (CCM)		Т	YPE 1: CCM FIN	NENESS MARKS			TYPE 2 CCM
This mark is used and recognised by countries,	1925	λ	1950/1	A375 A		1950	

Palladium

including the UK, that are signatories to the International Convention on Hallmarking.

Platinum





Consumer watch: third of "gold" jewellery sold online could be fake

It is illegal to sell anything in the UK made from a precious metal over a certain weight without a hallmark – a stamp of quality that protects the consumer by confirming that what they are buying is made from real precious metal. Our research suggests there could be around 150,000 items of fake "gold" jewellery being listed for sale in the UK each year, through online marketplaces such as eBay and Amazon.

The UK Hallmarking Act (1973) was put in place to protect consumers and retail jewellers from counterfeits, but the application of the legislation to online trading activity remains untested. And we have seen little appetite from the internet giants to step up enforcement or adequately protect consumers.

We are asking the Government to work with Amazon and eBay to increase hallmarking information on precious metal jewellery listings, raising consumer and seller awareness about hallmarking and the law.

Noel Hunter

Chairman of the British Hallmarking Council







56%

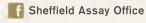
eBay sellers accounted for over half of all suspect items of "gold" jewellery sold online, where there was no mention of a hallmark.





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HALLMARKING KEYS

Who submitted the article for hallmarking (Sponsor's mark)

What the article is made of (Metal Fineness marks)



Where the article was hallmarked (Assay Office town mark)



When the article was hallmarked (date letter)



Only jewellery carrying a legally recognised hallmark can be sold in the UK

HALLMARKING CONSUMER **GUARANTEE**

it's the only way to ensure the fineness of precious metal items

ASSAY OFFICE TOWN MARKS

There are four Assay Offices in the UK. They each have their own town mark.





Birmingham Edinburgh London







British Hallmarking

The British Hallmarking Council (BHC) supervises the hallmarking activities of assay offices to ensure there is adequate provision of hallmarking in the UK.



ADVICE TO CONSUMERS

Consumers are advised to always check for a hallmark.

- Always ask an online seller, before you buy, if an item has been hallmarked.
- If you believe you have been sold fake precious metal items speak to Citizens Advice, who can provide general information on hallmarking or give advice to help resolve a dispute.

About the Research

The online insight report was conducted by WRi Group in partnership INCOPRO - both brand protection agencies - on behalf of the British Hallmarking Council and the Goldsmiths' Company Assay Office. Insights were drawn from online monitoring of UK marketplaces (Amazon, Depop, eBay, Freeadsd, Fruugo, Gumtree, PostAdsUK and Preloved) and social media (Facebook and Instagram) for 10 days from 21/03/2019 to 01/04/2019. The research ONLY looked at items sold as "gold". It did not include other precious metal items.

The research looked at:

- 1 How many items are sold as "gold" without a hallmark being referenced in the title or the text of a listing or post. This excluded gold -plated, rolled, golden, coated, bonded, vintage; items pre-1950. And focused on products; bracelet, chain, necklace, ring.
- 2 How many "gold" items are sold as bearing a UK hallmark, but where a price would indicate that this is too low.
- 3 How many items are sold as bearing a hallmark accepted in the UK.

The research found:

- 11,280 listings for products where a hallmark had been detected
- 6,377 listings for products where a hallmark had not been detected

- 135 listings for products being sold with a non-UK Hallmark detected
- 4,278 suspected infringing items for sale
- 2,893 suspected infringing listings on the top UK platforms for less than 50% RRP
- £1,143,383 potential infringer revenue from suspicious listings. This was calculated by applying the value of scrap gold to the 6,377 listings for products where a hallmark had not been detected and the 135 listings for products being sold with a non-UK Hallmark detected.
- And that sellers on eBay accounted for over half (56%) of all gold jewellery being sold, with no mention of a hallmark in the listing



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