

## 22. Ethical Section:

### 22.1 Rubyfair.com Achieves 100 Committed Jewellers in 12 Months

Rubyfair.com a partnership between British Jewellers and Tanzanian Miners has gained commitment from 100 jewellers both UK and internationally to use its untreated rubies and sapphires.

Formed with a partnership between UK based Gary Roberts and Tanzanian Vedasto Kujwalire in 2008 the company has spent the last 12 months visiting jewellers nation wide showing its rubies and sapphires and explaining the background of the company. Rubyfair.com has its own mine in Tanzania where both the miners welfare, the environment and ecology of the land all given careful consideration.

Pete Brown, Operational Director says, "We have been encouraged by the reception we have received to the ethical nature and quality of our stones and have orders from shops nation wide from Glasgow down to South Devon and across to London. We also have Jewellers in America who have bought ( Burmese Rubies are currently Embargoed from the USA due to the Burmese regime ) and Australia. It seems more and more clients are enquiring about the origin of the materials used before buying their jewellery."

Rubyfair.com is still keen to contact any Jeweller who is committed to a fair trade ethic and wishes to view their selection of rubies and sapphire. All contacts can be made via website:

[w] [www.rubyfair.com](http://www.rubyfair.com) or call Pete:

[m] 07706 150403

