

FAQ.

How long has the Supergems Group in the diamond industry?

The Supergems Group is an established institution that has been in the diamond business since its inauguration in 1916.

Where does Supergems source their diamonds from?

Supergems Group has enjoyed a very close relationship with the DTC for over 30 years and is proud to be one of their long serving Sightholders.

What can clients expect from the Supergems Group diamonds?

Being a DTC Sightholder and a buyer of rough diamonds from direct sources, allows us to offer our clients both reliability and consistency in supply, coupled with the assurance of the authenticity and integrity of all our diamonds. We carry both rough and polished diamonds of all shapes and sizes. Our polished goods are certified by a range of gemological laboratories (GIA, HRD, IGI and AGS) as well as standardised assortments that you can rely on. We carry a variety of shapes, including rounds, emeralds and princesses to name but a few.

What assurances can the Supergems Group give to prove the authenticity of their diamonds?

All the Supergems Group diamonds are checked for authenticity by the latest GIA and DTC authenticity technology.

What separates the Supergems Group from other companies in the diamond industry?

One of the many services we offer our clients is the ability to trust us with their buying needs. This trust allows clients the ability to focus their attention on building their business, looking after their clients and obtaining new orders. These orders are then relayed to their Account Manager at Supergems. The Account Manager is a professional buyer who buys for the client and stays in contact with the client to discuss the purchases. As a result, many of our international clients don't need to travel as often and can save some of their overheads for profit. **It is our trust in judgement which ensures our client loyalty.**

What sort of support is available to Supergems clients?

We have numerous sales offices worldwide including, Antwerp, Dubai, Mumbai, Tel Aviv, Hong Kong and Tokyo. This assures clients that there will always be a sales representative available to assist in any queries or requirements they may have. In addition, all clients have the opportunity to register and use the Supergems Group website. www.supergemsgroup.com.

What does www.supergemsgroup.com offer clients?

Each user has the ability to view the Supergems entire stock list together with both prices and their original the **diamond certificates**. The stock list is updated as soon as new stock becomes available. If clients have a specific question they can fill in an enquiry form and a **Supergems Sales representative** will reply either by phone or email. Aside from dealing with clients demand, the site also offers users information on diamond aspects. www.supergemsgroup.com is designed to make the search for our clients demands as convenient as possible.

What sort of relationship can I expect when purchasing from the Supergems Group?

Initially we ask all our clients to fill out our standard 'Know Your Client' form (Account registration form), and generally like to start our introductory business on a cash on delivery or proforma basis. Once we have a feeling for your business and requirements, payment terms can then be agreed on a client to client basis. We aim to ensure all our clients have the most personal and effective service. Once a client orders from Supergems they are designated an Account Manager to deal with their account going forward. This gives the client a contact person to touch base with whenever they have a specific question or requirement. This also allows the Account Manager to have a detailed understanding of their individual accounts and needs for future reference.

Why won't Supergems accept cash for diamonds?

Keeping in accordance with Anti-Money Laundering provisions the Supergems Group will not sell goods in cash. Each client is initially checked for business registration and authenticity through references. All of our clients details are kept on file to allow smooth transactions for future purchases. We also allow our clients to use us as a future reference to other companies.

What do the quoted prices include?

All the Supergems Group pricing are FOB of the location of the stones. All expenses for shipment, insurance, and custom fees are non inclusive in the quoted prices.

How can I get credit with the Supergems Group?

All clients which are able to present us with references from three renowned diamond companies will enable us to look into the possibility of giving credit to clients. This is specific to each individual client. Once we have established a long term relationship clients can request credit with us.

How can I contact the Supergems Group?

Sales representatives are available for you 24hrs a day from a variety of offices. All contact details can be found by clicking the 'Contact' -> 'Global Network' icon on the www.supergemsgroup.com main menu.

How do I enquire about a stone?

Users can always view our Enquiry page on our www.supergemsgroup.com website and fill out one of our user friendly enquiry forms. All forms are checked daily and a sales representative will call you to discuss your query. Users can also call directly to the Supergems Group offices where one of our sales representative will be happy to take your call. Additionally, all enquiries can be emailed to info@supergemsgroup.com where a sales representative will reply to your enquiry.

How do I find out about which trade shows the Supergems Group will be attending?

We have a list of all trade shows we are attending during the coming year. This information can be found on our exhibition page by clicking on the menu icon Calendar Exhibitions.

Where can I find some literature on the Supergems Group?

Users can find some background information on the Supergems Group by clicking on the About Us -> Trust is a Tradition/ CEO Speaks icon on main website menu.

Where can I find out information on the Supergems Group business practices and confidence and trust guidelines?

Users can find out about all the responsible practices of the Supergems Group by clicking on the Responsible Practices icon on the main website menu.

What other products other than loose diamonds do Supergems manufacture?

Due to the success we have encountered from our own Jewellery brands retailing in our shops in Dubai, we have taken the decision to expand our market for jewellery introducing it into Europe, the Americas and Australasia.

What sort of market does the Supergems Group aim their jewellery brands to?

We have introduced three separate brands each of which are aimed at different market segments. The Cross of Love Brand is designed especially for the consumer who wants to express his strength and her love with a magical piece of Solitaire jewellery. Each piece of jewellery has our own brilliantly cut diamonds set in our unique patented Cuddle Setting.

The Moments Collection is a fun collection which aims to bring consumers together with exciting design settings and quality cut diamonds. Fully aware of the substantial UK market that buy jewellery for non-specific occasions, the Moments Collection allows the modern independent consumers appreciate their jewellery for themselves "just because".

The Eternity Collection, aimed at consumers who wish to express their eternal love. These sentimental pieces are designed and set with our own trilogy brilliantly cut diamonds. These are a perfect anniversary or relationship landmark gift.