



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

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Launch of CaseTrust-SJA accreditation scheme for the jewellery industry

The Consumers Association of Singapore (CASE) and the Singapore Jewellers Association (SJA) are pleased to announce the launch of the CaseTrust-SJA Accreditation Scheme for jewellery businesses on 22 October 2015 at the Singapore Jewellery & Gem Fair 2015.

22 SJA corporate members with a total of 136 outlets will be awarded the CaseTrust Accreditation Mark on the day. Eleven other SJA members have pledged their support to join this scheme and are in the process of being accredited (*see Annex A*).

The purpose of the CaseTrust-SJA accreditation scheme is to raise the professionalism of jewellery industry by promoting fair trading, good business practices and the assurance to consumers that all jewellery sold by the CaseTrust jewellery companies are free of defects.

Accredited businesses will be able to display the CaseTrust logo on their shop fronts and marketing materials as an outward sign of their commitment to protecting consumers' interests. Consumers can also be assured that all accredited businesses are required to undergo compulsory mediation at the CASE Mediation Centre in the event of any disputes.

Furthermore, there will be added protection for consumers who purchase 916 and 999 fineness gold jewellery from accredited jewellery businesses under the scheme. For example, all jewellers are required to weigh the gold jewellery without any price tag and/or label if requested by the customer after confirmation of sale. They are also required to provide a clear breakdown of the retail gold price with labour charges, nett gold weight and gold fineness in the sales receipt.

"For consumers, the CaseTrust accreditation mark provides assurance that these jewellery businesses are willing to go the extra mile to demonstrate their commitment to fair trading practices," said Mr Lim Biow Chuan, President of CASE. "We hope to encourage more jewellery businesses to apply for the CaseTrust-SJA accreditation scheme in order to build up greater consumer confidence in the Singapore jewellery industry."

Lim Biow Chuan
President
Consumers Association of Singapore

ANNEX A

List of SJA members who have been accredited as of 21 October 2015

No.	Company	Outlets
1	Asian Jewellery Pte Ltd	7
2	Aspial-Lee Hwa Jewellery Pte Ltd	15
3	Ban Cheong Jewellers Pte Ltd	2
4	Chan Wai Jewellery Works	1
5	Chin Cheong Goldsmith	2
6	Citigems Pte Ltd	16
7	Foundation Jewellers Pte Ltd	1
8	Goldheart Jewelry Pte Ltd	21
9	Ho Bee Goldsmith & Jewellery Pte Ltd	3
10	Hock Wah Jewellery	1
11	Lee Heng Jewellers	3
12	Ming Seng (Joo Chiat) Goldsmith	1
13	Ngee Soon Jewellery Pte Ltd	2
14	On Cheong Company Private Limited	2
15	Poh Seng Jewellers Pte Ltd	1
16	Raja Kings Goldsmith and Jewellers Pte Ltd	1
17	SK Jewellery Pte Ltd	26
18	SKJ Group Pte Ltd trading as Soo Kee Jewellery	11
19	Taka Jewellery Pte Ltd	17
20	Teck Lee Goldsmith & Jewellery	1
21	Teng Huat Jewellery Pte Ltd	1
22	Yong Heng Goldsmith & Jewellery	1
Total outlets		136

List of SJA members who have pledged to be accredited

No.	Company	Outlets
1	Boon Lay Gems Pte Ltd	2
2	Chip Lee Goldsmith Jewellery ¹	4
3	Golden Watch Gold & Jewellery	1
4	Heng Heng Gold & Diamond Jewellery Pte Ltd	1
5	Kamala Jewellers	4
6	Luvenus Jewellery Pte Ltd	2
7	Me Heng Jewellery Pte Ltd	1
8	Orient Goldsmiths & Jewellers Pte Ltd	1
9	Royal Dragon Jewellery Pte Ltd	1
10	Tin Sing Goldsmiths Pte Ltd	1
11	Yuli Inc. - Fine Jewellery	1
Total outlets		19

¹ Please note that Chip Lee Goldsmith Jewellery is already accredited under the CaseTrust Storefront Accreditation Scheme. Currently, they have submitted an application to transfer to the CaseTrust-SJA Accreditation Scheme.