



**ASSAY ASSURED**

# PROMOTING EXCELLENCE, BUILDING TRUST



The world's first digital trust mark for online jewellery retailers

Assay Assured – an online trust mark of real quality, a mark to assure and reassure.

## THE BENEFITS

### For the customer

- Independent verification
- Accurate product descriptions
- Independent arbitration
- Only genuine brands

### For the retailer

- Builds consumer trust
- Differentiates good practice
- Improves conversion
- Builds brand image quality

For more information visit  
[www.assayassured.co.uk](http://www.assayassured.co.uk)

Look for the hallmark...  
it's your guarantee

