

# Transparent emerald sourcing and trading through Haelixa technology



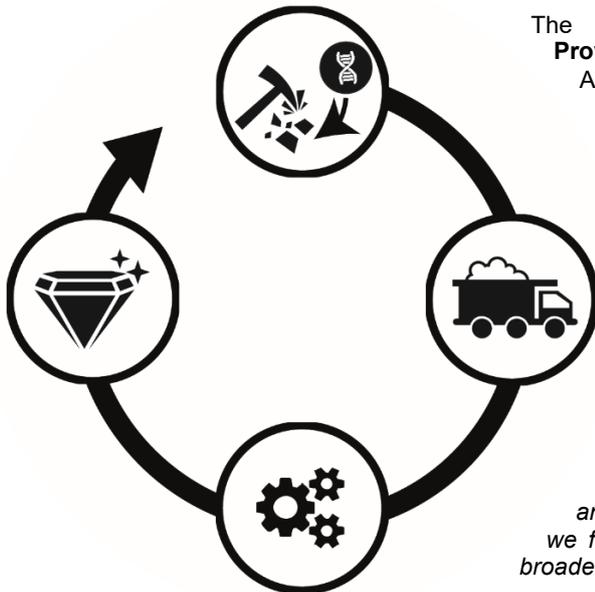
Zurich, December 18, 2018

Despite global awareness and effort to ban conflict stones, the gemstone trade still lacks transparency. Nowadays, even the once-in-a-lifetime gemstone buyers want to ensure that their purchases did not cost lives or come from conflict zones.

Image copyright: Gübelin Gem Lab Ltd

Until recently there was no technology capable of determining the specific mine of provenance of a gemstone in a given geological region. In 2016, **Haelixa** and **Gübelin Gem Lab** have joined forces to disrupt the gem sourcing and trading industry by developing the world's first physical traceability solution for emeralds.

The technology is based on the use of DNA particle tracers, which are applied to raw emeralds at a mine, providing them with a unique fingerprint. Through the use of DNA, a theoretically unlimited number of unique fingerprints is available to provide a unique identifier for each individual geographical location, mine, batch or even an individual stone. The tracers withstand most emerald processing steps (e.g. cutting, polishing), and can be identified at a later stage with a simple paternity test that verifies where exactly a stone was sourced.



The Emerald Paternity Test, commercialized under the **Provenance Proof** label, was first announced at BaselWorld in April 2017. This year, through the Provenance Proof initiative a significant share of the global production of high-quality emeralds was marked using the Haelixa technology and, whenever requested, emerald provenance confirmation data were provided.

*"We are very satisfied about the first year of deployment of the technology and are honoured to take part in this pioneering project with such an innovative and worldwide reputable partner"* said Michela Puddu, co-founder and CEO of Haelixa.

Daniel Nyfeler, Managing Director of Gübelin Gem Lab (Switzerland) added: *"the DNA tracing technology from Haelixa is a key element of our Provenance Proof initiative, and has developed into to a fruitful strategic partnership. Now, we further develop the technology together with Haelixa for a broader application in the gemstone industry"*

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With the goal of bringing more transparency and trust across the gemstone supply chain, Haelixa and Gübelin Gem Lab are committed to expanding the scope of the technology and its use to other brands and stakeholders in the mining industry.

For more information, please visit: <http://www.haelixa.com/product-identification.html> and <http://www.gubelin.com/en/gemmology/gemlab/provenanceproof/emerald-paternity-test>

# Haelixa

## Transparency is in our DNA!