



THE GOLDSMITHS' COMPANY

ASSAY OFFICE  
LONDON

YOUR CENTRE FOR EXCELLENCE

*Hallmarking*  
**HALLMARKING**  
GETTING REGISTERED



# THANK YOU FOR CHOOSING ASSAY OFFICE LONDON FOR YOUR HALLMARKING REQUIREMENTS.

Part of the renowned Goldsmiths' Company, our internationally-recognised leopard's head hallmark guarantees the quality of precious metal content for the benefit of manufacturers, importers, retailers and consumers. We test and hallmark jewellery and silverware in line with full UK regulations, and provide unparalleled customer care and service.

## REGISTRATION OF A SPONSOR'S MARK

A hallmark must include certain elements, including a sponsor's mark (also known as a maker's mark or name mark). This unique symbol provides a traceable link to the source of an article. The UK Hallmarking Act 1973 requires a new sponsor's mark to be registered at an assay office before hallmarking can commence.

It comprises a combination of two to five letters enclosed in a surrounding shield. Different shield designs are available to allow sponsors with the same initials to be distinguished.

In the case of private individuals the letters used must be his or her initials. In the case of a company, the first letter of the words forming the name of the company must be used, or the first and last letters if the name is only one word.

eg: Mr. Robert John Brown - RJB or RB  
J.S. Brown Ltd. - JSB or JSBLD  
J. Brown Ltd. - JBLd  
Browns - Bs



## PRICE OF REGISTRATION

The price of registration is £70.50 (including VAT). The sponsor's mark is registered for a period of ten years after which time it can be renewed. Renewal notices are automatically sent out as the ten-year registration expiry\* date approaches.

\*Should we fail to hear from you within two months of expiry we reserve the right to securely dispose of your punches and any costs to remake punches will be at the customer's expense. It is therefore imperative that you inform us of any address changes.

## SHIELD DESIGNS



## OBTAINING YOUR PUNCH

A punch comprising the sponsor's mark is needed before hallmarking can take place.

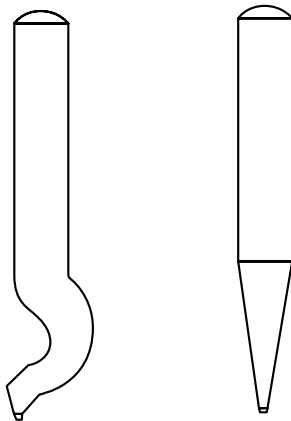
Punches can be supplied by Assay Office London or by the customer. For the latter, any punch or other equipment intended to be used for striking the sponsor's mark must be forwarded to Assay Office London for approval and registration prior to use.

Note: Shield designs marked \* are not suitable when applied below 1mm (size K)

## TWO KEY DECISIONS NEED TO BE MADE WHEN ORDERING A PUNCH:

### SHANK TYPE

Punches can be cut on two different types of shank, known as straight or swan neck. The latter is required for marking the inside of rings where the geometry of a straight shank prevents the punch head getting to the marking area. Swan neck shanks can usually be used on other articles, making them the ideal choice if one punch is to be ordered.



### MARK SIZE

The size of a punch should reflect the nature of the articles intended to be submitted for hallmarking; a large punch may be unsuitable for delicate items. Guidance on sizes for different items is shown in the table below. The maximum size of a straight punch is 6mm in height (size A). The maximum size for a swan neck punch is 1mm (size K). If you are unsure about what size you should choose please contact us for guidance.

Size	Height	Use
A	6.00mm	Large silver holloware
B	5.00mm	
C	4.25mm	
D	3.50mm	Small silver holloware
E	3.00mm	
F	2.50mm	
G	2.00mm	Napkin rings, frames
H	1.75mm	
I	1.50mm	
J	1.25mm	Solid bangles, large jewellery
K	1.00mm	
L	0.75mm	Rings
M	0.50mm	Small jewellery, rings

# CUSTOMER QUESTIONNAIRE

Please take a moment to complete our customer questionnaire. This will help us not only to gain more information about you and your needs, but also to improve our service to all our customers.

WHO ARE YOU?			
<input type="checkbox"/> Retailer	<input type="checkbox"/> Wholesaler	<input type="checkbox"/> Exporter	<input type="checkbox"/> Importer
<input type="checkbox"/> Designer	<input type="checkbox"/> Hobbyist	<input type="checkbox"/> Other (Please specify)	

TYPE OF WORK				
<input type="checkbox"/> Gold	<input type="checkbox"/> Silver	<input type="checkbox"/> Platinum	<input type="checkbox"/> Palladium	<input type="checkbox"/> Mixed metals

JEWELLERY			
<input type="checkbox"/> Rings	<input type="checkbox"/> Earrings	<input type="checkbox"/> Pendants	<input type="checkbox"/> Chains
<input type="checkbox"/> Bracelets	<input type="checkbox"/> Watches	<input type="checkbox"/> Cufflinks	<input type="checkbox"/> Other (Please specify)

SILVERWARE			
<input type="checkbox"/> Frames	<input type="checkbox"/> Napkin rings	<input type="checkbox"/> Cutlery (flatware)	<input type="checkbox"/> Small holloware
<input type="checkbox"/> Large holloware	<input type="checkbox"/> Sculptures	<input type="checkbox"/> Other (Please specify)	

APPROXIMATELY HOW MANY ITEMS WILL YOU BE SUBMITTING?					
<input type="checkbox"/> Daily		<input type="checkbox"/> Weekly		<input type="checkbox"/> Yearly	

WHICH IS MOST IMPORTANT?			
<input type="checkbox"/> Price	<input type="checkbox"/> Turnaround	<input type="checkbox"/> Quality of mark	<input type="checkbox"/> Customer service

WHICH GOLDSMITHS' COMPANY SERVICES ARE YOU INTERESTED IN?				
<input type="checkbox"/> Technical Bulletin	<input type="checkbox"/> Goldsmiths' Fair	<input type="checkbox"/> Exhibitions	<input type="checkbox"/> Masterclasses	<input type="checkbox"/> Training

WHICH ASSAY OFFICE LONDON SERVICES ARE YOU INTERESTED IN?		
<input type="checkbox"/> Laboratory services	<input type="checkbox"/> Valuations	<input type="checkbox"/> Authentications
<input type="checkbox"/> Educational programmes	<input type="checkbox"/> Apprenticeships	<input type="checkbox"/> Gem testing

HOW DID YOU HEAR ABOUT ASSAY OFFICE LONDON?		
<input type="checkbox"/> Website	<input type="checkbox"/> Trade publication	<input type="checkbox"/> College/trade course
<input type="checkbox"/> Employer	<input type="checkbox"/> Other (Please specify)	

# REGISTRATION APPLICATION FORM

PLEASE COMPLETE IN BLOCK LETTERS

In the case of a partnership or company please include all names of partners or directors and the company secretary.

NAME	
ADDRESS	
TEL NO.	FAX NO.
EMAIL	

In the United Kingdom authorised to accept Notices, Intimations and Referrals on behalf of the applicant (To be completed by applicants resident outside the UK).

NAME OF AGENT
ADDRESS OF AGENT

PRICES OF PUNCHES							
STRAIGHT				SWAN NECK			
2 initials	3 initials	4 initials	5 initials	2 initials	3 initials	4 initials	5 initials
£76.00	£81.00	£87.00	£92.00	£84.00	£88.00	£95.00	£100.00

DETAILS OF SPONSOR'S MARK REQUIRED		
Initials	Design No.	Any Special Details

PUNCH REQUIREMENTS			
Straight/Swan Neck	Size	Number Required	Unit Price

All prices quoted include VAT. Payment can be made by cash, credit/debit card or cheque (made payable to "The Goldsmiths' Company").

Registration Fee (10-year)	£70.50
Postage and Packing (£8.00)*	
Total	

Please call me to take my card details for payment (tick box)

PLEASE TICK RELEVANT BOX REGARDING YOUR REQUIRED PUNCH LOCATION				
<input type="checkbox"/> Goldsmiths' Hall	<input type="checkbox"/> Greville Street	<input type="checkbox"/> Heathrow facility	<input type="checkbox"/> *Returned by post	<input type="checkbox"/> Collected
(by special arrangement only)				

I declare that the above information is correct and that I will forward my sponsor's mark punch each time I require a mark to be made by Assay Office London.

SIGNATURE	DATE / /
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In the case of an unincorporated partnership, a partner must sign his/her own name on behalf of the firm. In the case of a company, a director or a company secretary must sign his/her own name on behalf of the company.

FOR OFFICE USE ONLY						
MARK	PUNCH NO.	PLATE NO.	BOOK/PAGE	A/C NO.	PAYMENT	COMPLETED

## WHAT TO DO NEXT

Complete the form and return together with payment to The Registration Officer at Assay Office London.

Following completion of registration, you will be sent a starter pack which contains hallnotes and further guidance on hallmarking.

## COME AND VISIT US:

A tour of Assay Office London will be offered to all new registrants. Please contact us to arrange your visit.



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For further information contact:

Assay Office London  
Goldsmiths' Hall  
Gutter Lane  
London EC2V 8AQ

T: 020 7606 8971

F: 020 7814 9353

E: [registration@assayofficelondon.co.uk](mailto:registration@assayofficelondon.co.uk)

W: [www.assayofficelondon.co.uk](http://www.assayofficelondon.co.uk)



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