



The
GOLDSMITHS'
Company

ASSAY OFFICE



Online Assurance for Your Hallmarked Items

At the Goldsmiths' Company Assay Office we continually strive to provide value-added services for our customers. As well as providing a range of hallmarking services, we have been working with reputable national directory, Brand-i, to help consumers find genuine online stockists of key brands. Ideal for online shoppers wanting reassurance that they are buying hallmarked/authentic jewellery, Brand-i works by allowing consumers to check whether a website is legitimate before they make a purchase - with an added facility for consumers to report websites they believe to be fake. We encourage our customers to sign up for this free service which aims to prove the items you are selling online have been tested and hallmarked by us.

What is Brand-i?

A unique anti-counterfeiting and shopping tool aimed at consumers. They help consumers find genuine online stockists of key brands. Consumers click from the Brand-i site (www.brand-i.org) directly through to these online stores to make their purchase. Because these stockists come direct from the brand holder, they can be guaranteed as authentic.

Who is Brand-i aimed at?

- Shoppers looking for a short-cut search facility to find genuine e-commerce stores.
- People who may have come across a fake site, or been unsure about a website's authenticity.
- Those who have already bought and received inferior goods online and would like to report the fake site.

How does Brand-i work?

The Brand-i search facility includes the ability to search by brand/product name so that consumers can access a list of legal e-commerce sites stocking their sought-after branded goods. They can also input a suspect web address into the search facility to check whether it is listed amongst Brand-i legitimate sites. These legitimate site details are provided by the brand itself – and are listed according to brand and product. The public are directed straight to these official websites via secure link.

What are additional Brand-i features?

Consumers can report suspect websites using a separate facility. The information reported is forwarded to the brand representative for any necessary action. Brand-i and the Goldsmiths' Company Assay Office aim to work with all other organisations with an interest in fighting illegal copies of branded goods and help highlight the work these distinct bodies do.

What is our aim?

Brand-i aim to provide confidence to consumers when shopping for branded goods online. Our aim is to help our customers authenticate their website which will instil confidence into consumers wanting to buy online from them.



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What are the benefits to you?

- Free service backed by a recognised official body – Trading Standards Institute.
- Consumers can bypass the myriad, confusing sites that appear in search engines in favour of an edited list of official sites selling the product they want to buy.
- Consumers are made aware they are helping to prevent fraud and illegal activity by not using illegal websites.
- By using official sites they will benefit from customer service satisfaction and legal redress as afforded by e-commerce regulations as is their right.
- Report fake sites – consumers will have the facility to record details of any suspect sites, armed with the knowledge this information may prevent other consumers from falling victim to online fraud.

How to join the Brand-i directory

In order to have your company website listed on the Brand-i directory, or for further information, you can contact Brand-I directly:

Email: karen.etherington@assayofficelondon.co.uk

Telephone: 020 7606 8971

This service is free for the Goldsmiths' Company Assay Office customers.



The Goldsmiths' Company Assay Office is accredited to international standard ISO 17025:2005 for a range of tests. The full schedule can be found in the Useful Download section of our website.

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Hallmark of
The Goldsmiths' Company
since 1300