



The
GOLDSMITHS'
Company

ASSAY OFFICE

Boodles Case Study

The Situation

Boodles are family run fine jewellery company that have been in business since 1798. They are often the first choice for the highest quality diamonds set into interesting and creative designs. Boodles create a range of fine jewellery, from earrings and necklaces to rings and bracelets. So that Boodles can maintain the highest level of quality, customer service and build brand awareness, they wanted to have their logo, serial numbers and stone weights laser engraved onto certain items of jewellery. This would be in addition to the hallmark.

The Challenge

Boodles already use the Goldsmiths' Company Assay Office for their hallmarking and trust their professionalism and high level of service. Therefore Boodles decided to use them for the laser engraving of their 18 carat and platinum rings, earrings, pendants, bracelets and necklaces.

Boodles believed that the Goldsmiths' Company Assay Office were the right company for this as not only have they been hallmarking for over 700 years using traditional marking methods but they also use the latest laser technology to mark thin, hollow or more delicate items. The very fine, high powered lasers create an extremely detailed mark, even in small sizes (0.5mm) which can be applied to most metallic surfaces. The marks retain excellent definition even after polishing.

"We have been using the Goldsmiths' Company Assay Office to laser engrave our jewellery and have found their work to be both efficient and of a high standard."

*Jody Wainwright, Director,
Boodles*



The Results

The relationship between Boodles and the Goldsmiths' Company Assay Office continues to flourish and Boodles have been extremely pleased with the laser engraving carried out. The ability to smoothly handle the large quantities sent in for both hallmarking and laser engraving has been impressive as has the intricate and highly detailed laser marks and the fast turnaround times (usually within two days). The Goldsmiths' Company Assay Office is able to manage the imported goods at their Heathrow sub-office and other large amounts at Goldsmiths' Hall.



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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The Goldsmiths' Company
since 1300