

# ROLAND TRIEBEL JEWELLERS

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Information Centre

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Dear Competition Bureau:

This letter is in response to your questions about Canadian Diamonds.

1. When should a diamond be deemed to "come into being" Why?

A diamond is deemed to come into being, I feel, when it has been cut and polished and is ready for sale. This is because there is many diamonds that do not make it into being a diamond from the rough as the cutter may run into problems when cutting. In conclusion a diamond is a diamond once it is cut, polished, graded and ready for sale.

2. What do consumers and trade buyers perceive the term "Canadian Diamond" and "Diamond of Canada" or equivalent Canadian typical symbols or works to mean?

Consumers perceive Canadian Diamond to mean that the Diamond was mined from Canadian soil and the symbol of the maple leaf is also Canadian and again must mean mined in Canada.

3. What are purchases expectations when they seek out a "Canadian Diamond"? Are they looking for a diamond that is (i) mined in Canada (ii) mined, cut and polished in Canada: or (iii) cut and polished in Canada?

The Purchases expectations are that the stone is from Canadian soil if it is cut and polished in Canada that is great to but the cutting and polishing really is not of concern to the customer. The main reason for buying would be that the Diamond came out of Canadian soil, from a Canadian mine and is certified to be Canadian.

4. Is it industry practice to refer to the origin of the diamond, gem or other stone as the place where it was mined? Provide details.

Yes it is industry practice to refer to the origin of the diamond or gem stone as the place where it was mined. for example you have Russian Diamonds, Belgium Diamonds, Burma Ruby, Australian Opals.

The Canadian Diamond is becoming a very popular stone and it will become even bigger. There is some regulation needed in this area but I really feel that the place of origin does determine if it is called Canadian. Where it is cut and polished becomes the quality of that company the place they choose to do this should not have any value as to the Canadian status.

Thank you  
Roland Triebel  
Retail Jewellery Store since 1997