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PRESS RELEASE

Sarine launches new traceability website

The consumer facing website will focus on the diamond journey from mine to retail while highlighting its sustainable impact

The 'Diamond Journey' website will serve as an educational resource, as well as a sales tool that will help in strengthening the consumer's trust and confidence in natural diamonds. The website was designed to display the sustainable impact each traceable diamond has on its way from its source at the mine until it reaches the consumer. This epic journey not only traces the diamond from its rough origins deep inside the earth, but also displays the real-life stories and positive impact diamonds create along its journey to become a beautiful polished diamond. From conserving wildlife and the environment, to creating opportunities for the under privileged and to advancement of local communities, the website gives a glimpse into how the diamond industry is deeply involved and committed to sustainability goals.

David Block, CEO of Sarine Technologies, commented: "It was just over four years ago that we planted the seeds of technology-driven traceability and spearheaded the revolution of being able to track diamonds based on verifiable and independent data rather than declarations. Our innovative 'Diamond Journey' digital reports and interactive sales tools enable the retailer to bring to life the incredible journey of the diamonds as they are transformed from rough diamonds to exquisite polished gems. I am confident that the launch of this new website will contribute in showcasing the sustainable impact that diamonds have across the globe and serve not only as an educational resource but as an engaging sales tool that will enhance the consumers' trust and confidence in our 'gem of an industry'"



About Sarine Technologies:

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced modeling, analysis, evaluation, planning, processing, finishing, grading and trading systems for diamonds. Sarine products include the Galaxy® family of inclusion and tension mapping systems, rough diamond planning and optimisation technologies, laser cutting and shaping tools, laser-marking, inscription and fingerprinting equipment, automated (AI-derived) Clarity, Color, Cut and light performance grading systems and traceability, visualisation and retailing services. Sarine systems have become standard tools in every modern manufacturing plant, properly equipped gemology lab and diamond appraisal business, and are essential aids for diamond polishers, dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

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