



EVERLEDGER



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## Press Release for Everledger, IDEX, and Zing by Jewelers Mutual Group

### IDEX and Zing bring provenance to light with Everledger

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Discovering a global supply of diamonds with detailed provenance information seemed all but impossible at scale in the past. But today [IDEX](#), the leading online diamond trading platform for professional diamond traders, lists thousands of diamonds with media-rich provenance records from [Everledger](#), a blockchain-backed platform used to surface and converge asset information on items of value like diamonds.

With a suite of new APIs from Everledger, exchanges like IDEX can easily offer traceability back to each diamond's country of origin and show that their listings are in compliance with regulations to bolster claims of ethical sourcing.

Now, IDEX and Everledger will also power the Zing Diamond Marketplace by [Jewelers Mutual](#), meaning more American jewellery brands than ever before can use diamond provenance as new search criteria and make more informed purchases that further differentiate the value of their own stock.

Everledger Founder and CEO, Leanne Kemp, said it was exciting to see this partnership in action, noting the company's vision to be the world's most trusted transparency platform is being showcased across the diamond industry.

"At Everledger, we are building more transparent supply chains so that whatever the goal - compliance, sustainability, security, or creating new sources of value - can be realised. With thought-leading partners like IDEX and Jewellers Mutual, provenance information is creating new sources of value for sellers, buyers and for underwriters. This is helping create a more informed and more accountable market for all," said Ms Kemp.

With a growing number of conscientious consumers seeking to purchase sustainable jewellery, brands are testing out new tools to better validate their claims of diamond origin, human rights, and even environmental performance at the point of sale.

The Everledger Platform houses the persistent and immutable digital identities for diamonds from the world's leading manufacturers, where events like country of origin, assessing, planning, cutting, polishing, and grading are each captured and recorded on the blockchain.

Now that all of this information is available within the Zing Diamond Marketplace by Jewelers Mutual, retailers can more easily meet changing demand with the fast delivery, competitive pricing, secure payment processing and even reselling options that IDEX provides.

"Since its inception over 20 years ago, IDEX has focused on facilitating online diamond trading by bringing forward unbiased and transparent information. We are proud to enhance this direction by adding Everledger provenance reports online, and we view this as an important step forward in giving buyers the comfort of ethical and sustainable sourcing of diamonds," said Tamar Katzav COO IDEX Group.

Everledger uses technologies like blockchain, the Internet of Things, and Artificial Intelligence to help diamond manufacturers analyse if key claims such as origin, sustainability, or chain of custody can be met, making it easy for them to be a trusted source in contributing accurate gemstone data to the network.

"We are excited about the collaboration between Everledger and Jewelers Mutual Group," said Adam Gerety, vice president of platform operations at Jewelers Mutual. "The Zing marketplace continues to provide jewelers transparency in the diamond buying process."

Zing Diamond Marketplace users can now search by 'provenance report' criteria. Diamonds are listed for stakeholders in the industry to access, check, or inquire about indefinitely, with accurate, real-time diamond pricing within IDEX that are also tracked by Everledger. Retailers can share these stories securely with their own customers while logged in at Everledger.

## **ABOUT EVERLEDGER:**

Founded in 2015, Everledger is an independent technology company helping businesses surface and converge asset information, using a symphony of secure technologies, including blockchain, artificial intelligence, intelligent labelling and the Internet of Things. Our purpose is to contribute greater clarity and confidence in marketplaces where transparency matters most.

Everledger is committed to helping every link in the industry value chain to achieve a positive environmental impact from traceability. Our technology brings increased transparency to supply chains, benefiting stakeholders who adopt sustainable practices while bringing visibility to their end consumers.

We digitally streamline our clients' compliance processes, to help them demonstrate the lifetime story of an asset with greater efficiency and accuracy. As technology partners, we also support in powering resilience and sustainability. With the information out in the open, we believe the value of many industries – from diamonds to fine wines, to e-recycling – will be shared by all stakeholders throughout the value chain.

Everledger is certified with the ISO 27001 standard by the British Assessment Bureau, a testament to our robust, ongoing and systematic approach to information security. Everledger has been awarded a [Technology Pioneer](#) by the World Economic Forum in 2018.

For more information, visit: [www.everledger.io](http://www.everledger.io)

## **ABOUT IDEX**

IDEX - International Diamond Exchange - is the leading online diamond trading platform for professional diamond traders located in the main diamond cities such as Antwerp, Mumbai, Ramat Gan and New York. IDEX features online, live, supply listings with dynamic pricing features and a proprietary and unique online transaction clearing function (GDTTM). IDEX is a leader and innovator in diamond pricing products. The widely used and followed IDEX Diamond Index has been published continuously since 2004 and is the first and oldest index based on actual listing data. IDEX also publishes a widely followed diamond price benchmark and provides traders with online, real-time asking prices research tools.

## **ABOUT JEWELERS MUTUAL GROUP**

Jewelers Mutual Group was founded in 1913 by a group of Wisconsin jewelers to meet their unique insurance needs. Today, the Group offers products and services nationwide and throughout Canada that enable jewelry businesses to run safe, secure, and successful operations. Consumers also put their trust in Jewelers Mutual to protect their personal jewelry and the special moments it represents. The Group insurers' strong financial position is reflected in their 33 consecutive ratings of "A+ Superior" from A.M. Best Company. Insurance coverage is offered by either Jewelers Mutual Insurance Company, SI (a stock insurer) or JM Specialty Insurance Company. Policyholders of both insurers are members of Jewelers Mutual Holding Company. To learn more, visit [JewelersMutual.com](http://JewelersMutual.com).