



THE GOLDSMITHS' COMPANY

ASSAY OFFICE
LONDON

YOUR CENTRE FOR EXCELLENCE

DEALERS' NOTICE

PRINTING CRITERIA

Reproduction of this electronic version must meet the following criteria

- Must be printed in black and white
- Must be clearly legible
- Must be printed in its entirety with no amendments, additions or deletions
- Must be printed minimum A4 size, (210mm x 297mm portrait) but could be larger if required

SPONSOR'S MARK










































FINENESS MARK

ASSAY OFFICE MARK

Ask if it's hallmarked IT'S YOUR GUARANTEE

In the UK it is illegal to sell or describe any item as Gold, Silver, Platinum or Palladium unless it is hallmarked*

A UK hallmark is struck by an independent assay office and guarantees the precious metal content of the item you are buying. Sellers in contravention of the law may be prosecuted and could face fines or imprisonment.

COMPULSORY MARKS		THE HALLMARK COMPRISES THREE COMPULSORY MARKS: A SPONSOR'S MARK, A FINENESS MARK AND AN ASSAY OFFICE MARK.					
Sponsor's Mark The registered mark of the company that submitted the article for hallmarking.	Fineness Mark Tells you the precious metal content, expressed in parts per thousand.				Assay Office Mark Tells you which Assay Office tested and hallmarked the article.		
	Silver	Palladium	Gold	Platinum			
	  Sterling  Britannia 	2009    2010   	 9 carat  14 carat  18 carat  22 carat  	   	 London  Birmingham  Sheffield  Edinburgh		
	OPTIONAL MARKS		YOU MAY SEE OPTIONAL MARKS, SUCH AS THE TRADITIONAL FINENESS SYMBOL AND THE DATE LETTER DEPICTING THE YEAR THE ITEM WAS HALLMARKED.				
	Traditional Fineness Symbols	 Sterling Silver	 Sterling Silver Scotland	 Britannia Silver	 Palladium	 Gold	 Platinum
	Date Letter	 2008	 2009	 2010	 2011	 2012	 2013
International Convention Marks	 Silver	 Palladium	 Gold	 Platinum	This mark is used by countries, including the United Kingdom, that are signatories to the International Convention on Hallmarking and is recognised by all those countries.		
Exemption Weights* Articles above these weights must be hallmarked	7.78 grams	1.0 gram	1.0 gram	0.5 grams			

What should I do if my item is not hallmarked? If you have a concern regarding hallmarking contact your local Trading Standards Authority. For more information visit www.bis.gov.uk/britishhallmarkingcouncil

Produced in Accordance with the Hallmarking Act 1973
Version 3/2010
© British Hallmarking Council