



Single Mine Origin partners with C&J Fine Jewelry Makers to offer traceable, responsibly sourced gold across the US and Canada

April 2024 - **SMO** stands for **Single Mine Origin**. It is an initiative established in London in 2018 by brothers **Dan and Charlie Betts** that allows gold to be traced from the most responsible sources through to consumers in the jewelry and watch sectors. Every ounce of **SMO** gold can be traced to the most exemplary mines that comply with rigorous and independently audited international standards, creating a community passionate about making mining a force for good.

In an exciting move, Rhode Island's **C&J Fine Jewelry Makers** have joined this community of change and have become the **exclusive distributor of SMO across the US and Canada**. The US ranks third in countries with the highest demand for gold jewelry yet less than 4% of the world's gold supply is traceable from mine to finished product. Therefore, this is a significant step in allowing US jewelry brands and manufacturers to engage in the provenance of their gold with a level of transparency not previously available to them.

SMO has captured the imagination of jewelers eager to showcase the origins of responsibly sourced gold and effectively convey this message to customers— **which is exactly why the SMO QR code exists**. The QR code serves as a direct link for both brands and end consumers, offering precise details about the gold's mining location, its journey, and the beneficial effects it has generated along the way. For **C&J Fine Jewelry Makers**, their gold can be accurately traced back to the Ity Gold Mine in Côte d'Ivoire. Ity has the **longest history of any gold mine in Côte d'Ivoire**, and in 2021 and 2023, was awarded the Ivorian Mining Excellence Award for its environmental, social, and governance initiatives. The Ity [QR CODE](#) provides complete confidence that the gold has been produced in accordance with the strictest international standards and that its segregated journey is fully traceable.

Jeffrey D'Angelo, President of C&J Fine Jewelry Makers, explains, *"At C&J Fine Jewelry Makers we manufacture for the most iconic Houses of fine jewelry around the world, and we have seen a growing sense of intention with our clients, and their customers, to know where and how their raw materials are sourced. Single Mine Origin is a needed solution to a white space in the global supply chain of gold that is traceable, responsibly sourced, and independently audited. We are excited to partner with SMO to help drive positive change within the jewelry industry."*

At launch, **C&J Fine Jewelry Makers** will offer 24k fine gold casting grain, while also fielding inquiries on clients' needs for pre-alloyed casting grain and raw casting. Additionally, partners are being quickly developed to produce chain, flat stock, wire, tubing, and findings using SMO gold.

SMO co-founder, Charlie Betts says, "Demand for SMO is growing rapidly and we have seen brands drive this across Europe and Asia, primarily by requesting their manufacturers switch to SMO which has been very reassuring. I am, however, delighted to have partnered with C&J Fine Jewelry Makers who can not only influence some of the world's most iconic brands but are willing to distribute to other manufacturers, in a bid to create large-scale, positive change across North America."

Several jewelry houses from independent designers such as Fernando Jorge, Stephen Webster, Shaun Leane to big international names such as Messika, Garrard, and Bulgari are transitioning to 100% traceable gold. Brands committing to SMO gold is indicative of a luxury sector that is evolving at a rapid pace to demonstrate integrity and responsibility.

Early adopters in the US so far include Roseate and responsible sourcing advocate Emily P. Wheeler, who is introducing her first all-SMO collection at the upcoming Las Vegas Couture show. She designs her jewelry to be worn with a clear conscience.

SMO is a mass-market solution with a minimal surcharge attached and so provides all with the opportunity to engage in the provenance of their gold. The supply is consistent and can be scaled exponentially with more mines joining the movement.

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