

Consumer Corner

Is Your Jeweler Certified?

(NAPSA)—The next time you walk into your local jewelry retail store, you may want to ask if your jeweler is certified. Does he/she have the skills and knowledge needed to provide you with excellent service—and the credentials to show it?

Jewelers of America (JA), the trade association for retail jewelers, created an examination process to evaluate jewelry professionals according to nationally recognized standards. The JA Certification Program measures the abilities of jewelry sales associates, store owners, store managers, and bench jewelers, so that consumers can be assured that their jeweler is experienced, knowledgeable and professional.

Jewelers who successfully complete the exam earn one of these designations:

- JA Certified Sales Professional (CSP);
- JA Certified Senior Sales Professional (CSSP);
- JA Certified Management Professional (CMP);
- JA Certified Senior Management Professional (CSMP);
- JA Certified Bench Jeweler Technician (CBJT);
- JA Certified Bench Jeweler (CBJ);
- JA Certified Senior Bench Jeweler (CSBJ); or
- JA Certified Master Bench Jeweler (CMBJ).

“Having the JA Certified Professional title is an important designation,” says JA Director of



One way to recognize a JA Certified Professional Jeweler is by their official lapel pin.

Trade Programs Mark Mann, who worked with industry and task force groups to develop the certification programs. “There is a fundamental difference between a certified jewelry professional and someone who happens to sell, repair or make jewelry. If a retail jeweler is certified, then you know he or she is qualified to handle your jewelry needs.”

How do you know if your jeweler is certified? Look for the distinctive JA Certified Jewelry Professional pin on their lapel, the official JA Certification certificate on their store wall or the JA Certified Jewelry Professional sticker on their store door or window. Some certified jewelers also use their professional titles on their business cards and in their advertising.

You can also visit the Web site at www.jewelers.org for a database to locate a jewelry retailer near you; retailers with JA Certified Jewelry Professionals on staff have a gold badge icon next to their database listing. Jewelry product information is also available.