



**GIA**  
GEMOLOGICAL INSTITUTE OF AMERICA®

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## New ‘GIA GemPassbook™’ for Colored Stone Services Offers Affordable Access to Identification and Origin Reports

**CARLSBAD, Calif. – Sept. 4, 2009** – The Gemological Institute of America (GIA) today introduced a new “GIA GemPassbook™” for the advance purchase of two of its colored stone identification services: the GIA Identification Report and the GIA Origin Report.

Each passbook contains 50 pre-paid GIA GemPasses™ redeemable for identification or country-of-origin services. Identification GemPasses will be priced at US\$50 each, while passes for country-of-origin services will carry a fee of US\$100. Each GIA GemPass is valid for one service per stone, regardless of gemstone size. Passbooks may be purchased and redeemed at GIA Laboratories in New York, Carlsbad or Bangkok.

“We hope our new GemPassbooks will make GIA identification services more affordable and accessible to the colored stone industry,” said Tom Moses, senior vice president, GIA Laboratory and Research. “GIA GemPasses are also transferable, meaning our clients can extend these savings to their customers.”

GIA Identification Reports provide a detailed assessment of any type of gem material, and include identifying characteristics such as color, transparency, shape, cut, dimensions, weight, and a color photo of the gem. A report also states whether the material is natural or synthetic, and whether it has been treated to enhance its appearance.

A GIA Origin Report, available only for ruby, sapphire, emerald and tourmaline, includes all the details of a GIA Identification Report, plus an opinion on country-of-origin.

For more information, please contact Shwe-war Yee at (212) 221-5858 ext. 3145, or e-mail [syee@gia.edu](mailto:syee@gia.edu), or visit [www.gia.edu](http://www.gia.edu).

### **About GIA:**

An independent nonprofit organization, the Gemological Institute of America (GIA) is recognized as the world's foremost authority in gemology. Established in 1931, GIA has translated its expert knowledge into the most respected gemological education available. Early in the 1950s, GIA invented the famous Four Cs of Color, Cut, Clarity and Carat Weight. In 1953, the Institute created the International Diamond Grading System™ which, today, is recognized by virtually every professional jeweler in the world.

Through research, education, gemological laboratory services, and instrument development, the Institute is dedicated to ensuring the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science, and professionalism. GIA can be found on the web at [www.gia.edu](http://www.gia.edu). Media queries contact: Laura Simanton 760-603-4112 or Jessica Sachariason, 760-603-4197.

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