

ROGER DERY GEM DESIGN



November 20, 2013

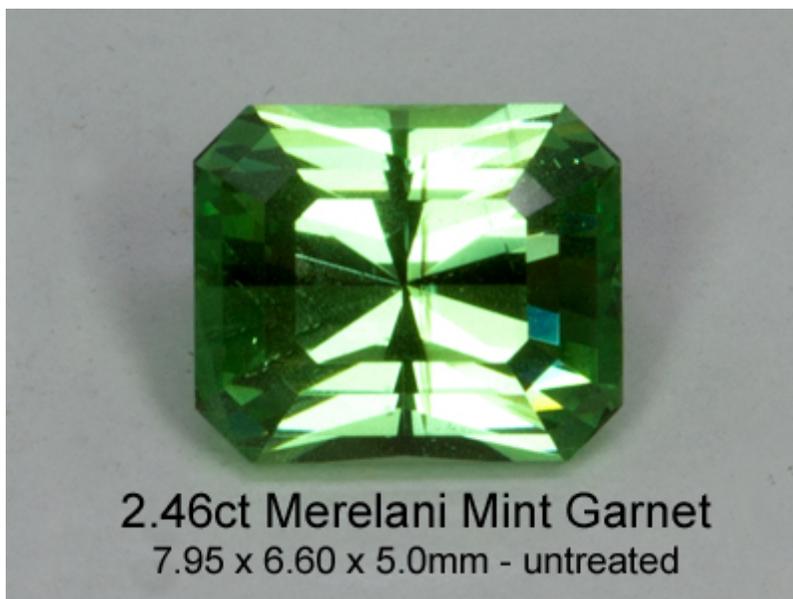
A Moral Compass Choice

A jeweler asked Roger to look at a ring they had recently sold: a gorgeous blue sapphire with side diamonds set in platinum. The customer didn't like some shading she saw in the sapphire. Roger tested the blue sapphire and found it to be a diffused stone worth significantly less than a non-diffused sapphire. To make it right with the customer we supplied a blue sapphire which cost the jeweler more than he sold the original ring for!

Ultimately, retailers are responsible to know what they're selling to their clients, whether their supplier gives that information or not. Not always an easy situation since detection can be costly. Eventually a jeweler's ethics can be called into question.

Frank Dallahan wrote "Where is the Moral Compass?" in the November/December edition of The Retail Jeweler. The article deals with the ethical issues of HPHT (High Pressure-High Temperature) and synthetic diamonds being sold as natural. Dallahan's article is about diamonds, but colored gemstones have their own issues.

We're not like other gem dealers. We made the Moral Compass choice to focus exclusively on gem material that comes out of the ground from reliable sources. Roger chooses to work on gems with the minimal possible treatment, which means he doesn't work on irradiated, diffused, dyed, or glass-filled material.



2.46ct Merelani Mint Garnet
7.95 x 6.60 x 5.0mm - untreated

Roger is a purist, prefers to source his gemstones as close to nature as possible, and only facets gem rough that comes out of the ground. Roger has been committed to fair

trade and honest disclosure for all 30 years he has worked in the gemstone trade. That's one reason he travels to Africa two to three times a year to purchase rough. He works with the "little guy", the farmer or small miner who happens upon some rough, often in their backyard. Often they don't know what they have so Roger enjoys taking this opportunity to educate them.

The benefit is a transparent supply chain. Gem rough is chosen by Roger in developing nations, imported by him to the United States, faceted by him in his studio, and then made available for your customers to purchase. The gem rough doesn't leave his hands from the time he personally selects the rough in Africa, Thailand, or Sri Lanka.



Why such high standards? Roger's name is behind every gemstone he facets. It's his reputation and yours at stake. It's a Moral Compass choice.

Roger and Ginger Dery
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