

# PARTNERSHIP

## AGS Laboratories and AGTA

By Donna Jolly, CSA, Director of Marketing, American Gem Society Laboratories

### AGS Lab and the AGTA Gemological Testing Center Form Strategic Alliance

The American Gem Society Laboratories, LLC, and the AGTA Gemological Testing Center (AGTA GTC) announce that the two organizations are entering into a strategic alliance to service their global expansion. The AGS Laboratories have opened their international distribution channels to the AGTA GTC so clients can submit colored gemstones to the AGS Laboratories' take-in windows in Antwerp, Dubai, India and Israel.

"We're very excited about this alliance," said Peter Yantzer, CG Executive Director, AGS Laboratories. "AGS Laboratories and the AGTA GTC both stand for the highest standard of ethics and grading in their respective niches. It is a natural fit for us to work together to expand our markets globally."

"I couldn't imagine a more perfect strategic alliance," said Douglas K. Hucker, Executive Director of the AGTA GTC. "This allows the AGTA GTC to achieve its goals of expanding service internationally and to work with a partner with whom we can have complete confidence."

Clients of the AGS Laboratories take-in windows now have greater options. They may submit either colored gemstones or diamonds to



their local AGS Laboratories' representative and receive a diamond grading document from the AGS Laboratories or a colored gemstone report from the AGTA GTC. The AGS Laboratories take-in window representatives include GSI in India, Elmyr Services in Antwerp, the Dubai Metals and Commodity Center in Dubai, and Eli Dori in Ramat Gan.

The AGS Laboratories made headline news in 2005 with the release of their newly enhanced documents using the new AGS Cut-Grading System. The system is the first of its kind, — all facets of a diamond are measured in three dimensions rather than two. The measurements are used by a computer program to trace light rays traveling through a diamond. The ray-tracing program shows the quantity and quality of the light being returned to the viewer. In addition to proportion, symmetry, and polish, the AGS Laboratories also considers brightness, dispersion, leakage, contrast, and spread when assigning the final cut grade.



*The AGTA Gemological Testing Center provides the industry and public with a complete range of services, including gemstone identification, origin determination, and pearl identification. The laboratory, which is located in New York City, is equipped with the latest, technologically advanced, investigative equipment. The AGTA GTC is committed to providing excellent service, superior value, and outstanding quality.*

*For more information regarding the AGS Laboratories' products and services, please call 702.233.6120 or visit the website at [agslab.com](http://agslab.com). To learn more about the AGS Laboratories' take-in window representatives, visit the contacts page at the AGS Laboratories website at [agslabs.com/contacts](http://agslabs.com/contacts).*

*For a complete list of services and detailed pricing information for the AGTA GTC, please visit our website, [www.agta-gtc.org](http://www.agta-gtc.org), or contact us at 212.752.1717. The AGTA GTC is located at 18 East 48th Street, Suite 502, New York, NY 10017.*