

SARINE TECHNOLOGY OFFERS A SUITE OF TOOLS TO HELP OUR RETAIL PARTNERS SELL MORE DIAMONDS

GN Diamond is proud to partner with Sarine as part of our commitment to innovation and the success of our retail partners.

Sarine is the world's leading developer of technology for the diamond industry. We use Sarine technology a number of different ways: third party validation, 3D loupe, and accessibility to anyone with a computer or device.

THIRD PARTY VALIDATION

For the first, Sarine technology can rate the brilliance of a diamond. This technology gives us the ability to prove that our diamonds are brighter and have more sparkle than generic diamonds. Rating the brilliance and sparkle takes into consideration each individual inclusion and its placement within the stone. This results in an objective classification that proves our marketing claims: that ours are the most brilliant diamonds in the world.

3D LOUPE

Sarine's 3D loupe technology gives an honest and completely accurate representation of each diamond. Users can quickly compare diamonds and see what makes one stone different from another. Like never before, potential customers will be able to see information on details such as inclusions that the average person shopping for a diamond might not be able to see. Instead of fumbling with the sensitive and intimidating loupe, customers will see a flawless digital image in an easy-to-use, in browser app.

ACCESSABILITY

All of the information that Sarine technology makes available can be retrieved on any computer, laptop, smartphone, or tablet. The accessibility of the data is one of the crucial aspects that helps retail stores compete with the "open 24-hour" internet-based retailer.

