**A person wearing earrings and a necklace

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**Ensuring Safety:** How Prism's Ti2 Titanium Brand Benefits From Anchorcert Pro Hypoallergenic Testing

We recently had the pleasure of speaking with Sarah Milburn, Managing Director at Prism Jewellery Design, who have just begun their journey with Birmingham Assay Office. Their Ti2 Titanium brand works with titanium, a metal known for its hypoallergenic properties, and they chose to take an important extra step to ensure their customers' trust.

By partnering with us and using our AnchorCert Pro Hypoallergenic Jewellery Testing service, they can proudly assure their customers that their jewellery meets international regulations like REACH offering safety and peace of mind, free from concerns about allergic reactions.

To learn more about Prism Jewellery Design’s journey and how our testing services have supported their commitment to quality, we spoke further with Sarah and gathered valuable insights from our expert Michael Goode at Birmingham Assay Office.

**Q:** **‘WHAT INITIALLY LED YOU TO CHOOSE ANCHORCERT PRO FOR YOUR JEWELLERY TESTING NEEDS AND WHY?’ PRISM JEWELLERY DESIGNS:**

*We have been supplying trade customers with hypoallergenic titanium designs since 1980. Over the last 10 years we have been supplying our UK designed and manufactured creations to the public directly, and our brand, Ti2 Titanium, has gradually become more recognised throughout the country.*

*We have come to recognise that certification is an overdue selling point to gain the public's trust in our materials and manufacturing methods.*

*After learning about AnchorCert Pro through the Assay Office, we decided to join the AnchorCert Pro community and help promote ourselves as a safe jewellery brand.*

**Q: ‘WHY WAS ANCHORCERT PRO CREATED AND HOW DOES IT COMPARE TO OTHER CERTIFICATIONS? (FOR EXAMPLE ASTM STANDARDS AND ISO)’ BIRMINGHAM ASSAY OFFICE:**

*AnchorCert Pro was created following a demand in the market for safer products.  The Birmingham Assay Office collaborated with a well-known UK High Street Retailer to determine levels of release in metals used in everyday jewellery that were the main causes of sensitivities to the wearer. Birmingham Assay Office tested hundreds of samples to generate accurate data which allowed them to create this hypoallergic screening method to validate claims that items are in fact hypoallergenic and safer for the consumer to wear.*

*The method itself follows the EU REACH directive for Nickel and is also validated by United Kingdom Accreditation Service (UKAS).*

**Q: ‘WHAT IMPACT HAS USING ANCHORCERT PRO HAD ON YOUR CUSTOMERS' TRUST IN YOUR PRODUCTS?’ PRISM JEWELLERY DESIGNS:**

*Trade customers are impressed with how we are evolving the brand to be a well-recognised hypoallergenic range of jewellery to supply to customers who find other metals effecting their skin.*

*Retail customers are still unaware of the certification, and who it is from, but as more manufacturers adopt the certification, we are looking forward to being recognised one of the first to adopt it.*

**Q: ‘WHAT CAN ANCHORCERT PRO AND THE ANCHORCERT PRO COMMUNITY OFFER MANUFACTURERS IN TERMS OF PUBLICITY WITHIN TRADE AND PUBLIC JEWELLERY SECTORS?’ BIRMINGHAM ASSAY OFFICE:**

AnchorCert Pro offers an extra layer of compliance that supports claims that items are safer for the consumer. Our logo is a true symbol of quality and allows buyers to recognise that items sold using this logo are in fact hypoallergic through a rigorous and robust testing programme.  Asking the simple question to the manufacturer or seller to provide tangible evidence of how they have come to the conclusion their items are hypoallergenic is a valid request, and should they showcase the AnchorCert Pro Hypoallergenic logo, this will support their claims are therefore valid.

***Q: ‘HOW DO YOU COMMUNICATE THE VALUE OF ANCHORCERT PRO TO YOUR CUSTOMERS?’* PRISM JEWELLERY DESIGNS:**

*We provide in depth information on our website on the certification as well as how our titanium jewellery is safe for all to wear.*

To learn more about the Ti2 Titanium brand, visit ti2titanium.com. For further details about our Hypoallergenic Testing service, explore our website at theassayoffice.co.uk/our-services/analytical-chemical-lab/jewellery-testing/hypoallergenic-anchorcert-pro/. If you have any questions or would like to find out more about our testing services, feel free to reach out via our website or call us at 0121 820 0773.