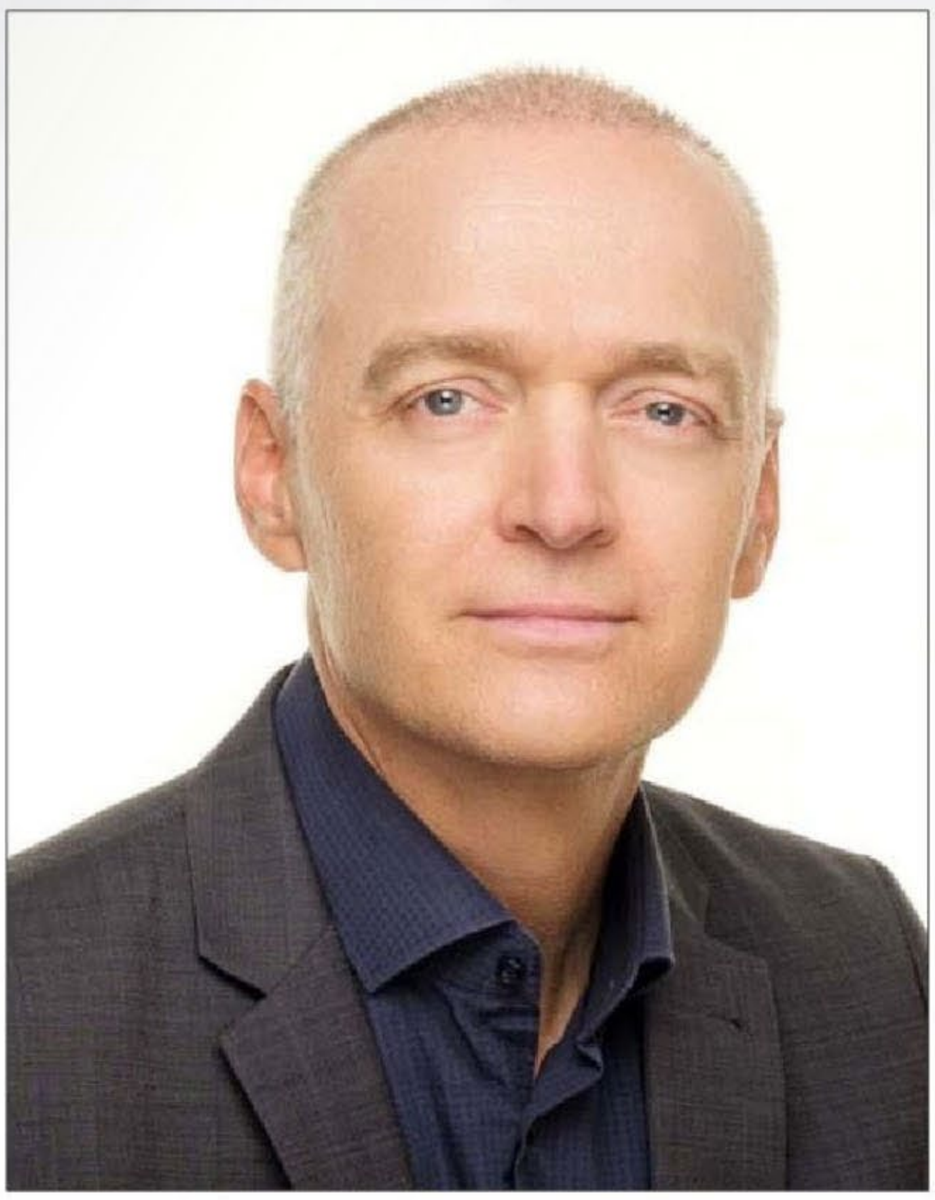
Synova

Launching High end technology products for the Lab Grown Diamond Sector



Bernold Richerzhagen

Chief Executive Officer
SYNOVA S.A

SYNOVA

In an exclusive with Bernold Richerzhagen, Chief Executive Officer - SYNOVA S.A., The New Jeweller UAE bureau gets to know the advantages of high end technology that is enabling the Lab grown Diamond sector to create quality products. Excerpts:

How useful is Synova's Diamond Cutting system for the Lab Grown Diamond Industry?

Synova's diamond cutting systems are indeed extremely useful for the lab-grown diamond industry. All our machines employ the water jet guided Laser MicroJet (LMJ) technology which works on both CVD and natural diamonds, with no difference in the cutting process.To produce CVD diamonds, Synova's LMJ systems serve multiple applications. They enable coring, which involves removing graphite around single CVD diamond crystals or grown clusters to obtain the cores. Our machines then facilitate parallel cutting of seed slices out of the obtained cores which serve then again to grow new CVD diamonds. Our system also allows cutting the CVD blocks into the desired dimensions.

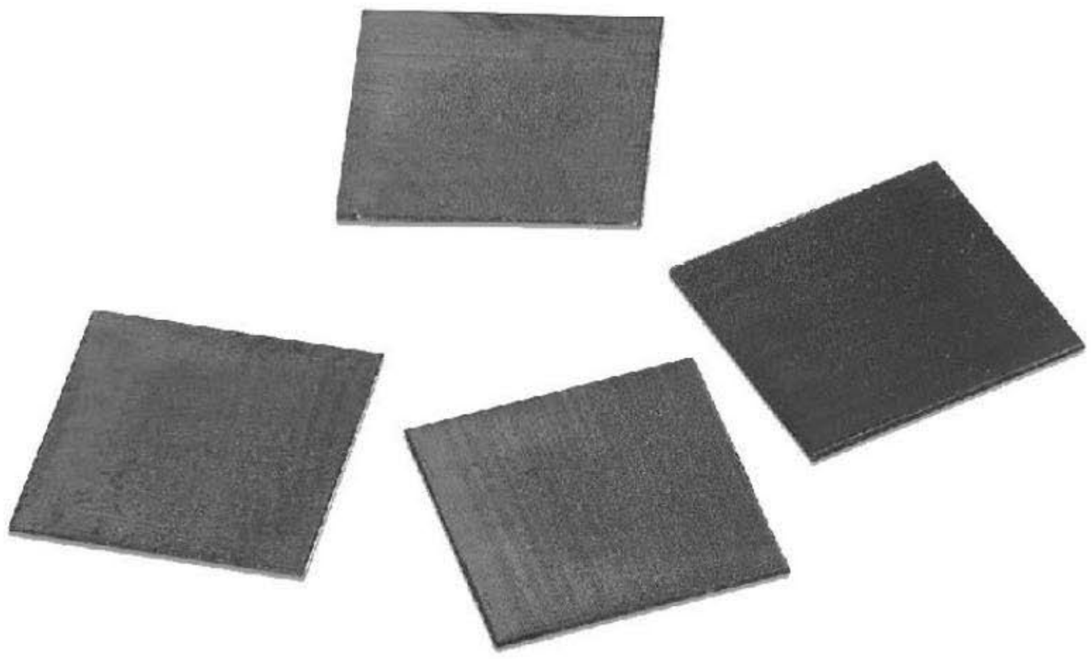
In the jewelry manufacturing sector, Synova's DaVinci Diamond Factory plays a crucial role in shaping CVD blocks into their final forms. Whether it is creating round brilliants, fancy or custom shaped diamonds, the system ensures precise cutting and shaping. Further industrial applications include the production of diamond tools, anvils or quantum.

SYNOVA has launched the Laser MicroJet system for the Diamond sector. Tell us about the benefits of LSJ for the lab grown diamond Industry?

Synova's [DCS] diamond cutting system with Laser MicroJet Technology offer several benefits for the lab-grown diamond industry that contribute to the efficiency and quality of diamond cutting. They enable parallel cutting with narrow kerf widths, therefore reducing weight loss and providing higher yields. The DCS systems produce perfectly parallel and thinner slices than “dry” lasers, resulting in more slices per stone. The water-cooled laser ablation prevents cracks and heat-related damage. The LMJ systems are user-friendly and don’t require much experience or extensive training. They ensure higher surface quality with less carbon layer and operate faster than any "dry" laser.

Moreover, the LMJ systems offer greater flexibility in changing diamond shapes and accommodate diamonds of varying sizes. This versatility enables manufacturers to adapt quickly to market demands and produce diamonds in different shapes and sizes more efficiently.

The DaVinci process allows for the first time fully automated shaping of each facet, reducing polishing time from weeks to a few hours. A1 carat polished round brilliant is shaped in approximately one hour. The footprint of a DaVinci factory is drastically reduced and the operator does not need any polishing knowledge. Besides round brilliants, fancy and virtually any customized shapes can be produced by simply changing the program.



The World's First Lab Grown Diamond Symposium is being organized in Dubai. How important is this symposium and why?

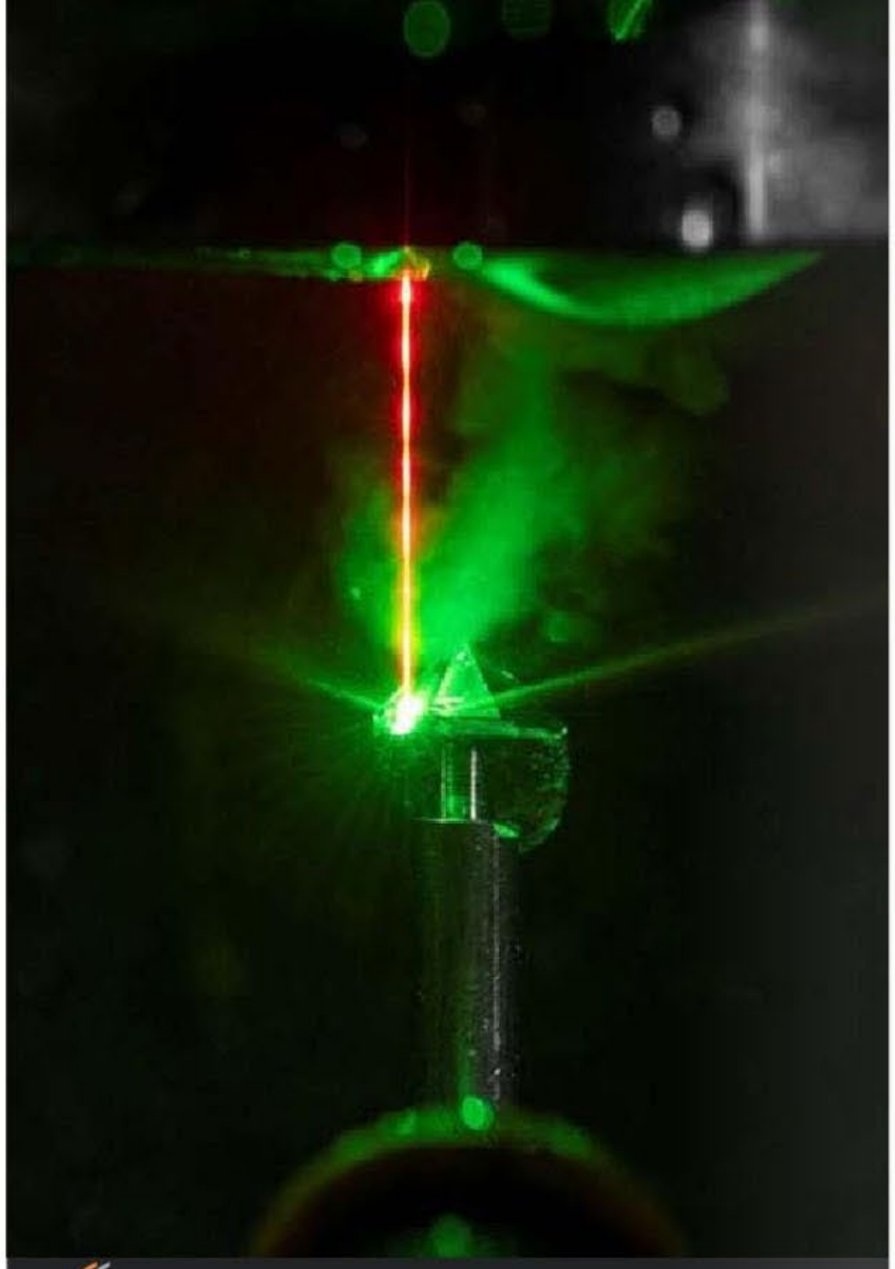
The Lab-Grown Diamond Symposium being organized in Dubai is of great importance. It is the first event of its kind, bringing together industry experts and stakeholders in the lab-grown diamond sector. The UAE and specifically Dubai are highly attractive locations for LGDs, and their neutral stance regarding LGD or natural diamonds further enhances their appeal. This symposium serves as a crucial platform for knowledge sharing, networking, and advancing the LGD industry globally.

What is your take on retail & consumer education pertaining to the LGD sector? What does the future pertaining to education look like for the sector?

Retail and consumer education in the lab-grown diamond sector is crucial for the industry's growth and development. It is important to educate consumers about the key differences between natural diamonds and LGDs. Both natural and lab-grown diamonds have their unique characteristics and appeal, and there is enough potential for both to coexist in the market. It's important to recognize that the consumer profiles for natural and lab-grown diamonds may differ, tailored educational approaches should be developed to cater to the specific needs and interests of both consumer groups.

What are your expansion plans in terms of setting up offices as well as extending SYNOVA services?

Synova has ambitious expansion plans for setting up competence centers. In Dubai we already have a fully operational DaVinci factory, the same goes for Duillier at our headquarters in Switzerland. Synova has recently also set up an office for after sales services in South Africa to cater to the African market. To further expand our global presence, we will soon open another full DaVinci factory in New York.



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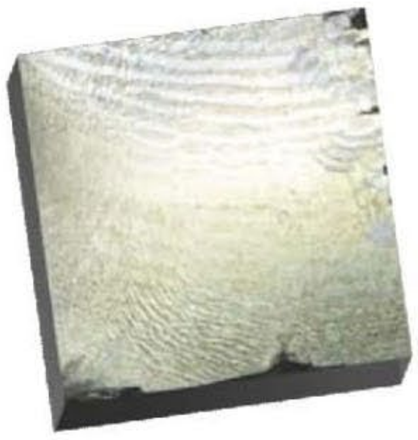

However, our strategy is to focus on demonstrating the technology rather than developing the cutting service business. As a technology provider, Synova aims to showcase the capabilities and advantages of its diamond cutting technology and systems rather than becoming directly involved in diamond manufacturing. This approach allows Synova to remain dedicated to providing cutting-edge technologies and solutions to the diamond industry. ■