

Greenland Ruby MARVELS FROM THE ARCTIC

Unearthed from the pristine mine in Aappaluttoq, Greenland Ruby's pink sapphires and rubies are responsibly sourced and are of jewellery quality

Greenland rubies and pink sapphires are mined at the Aappaluttoq ("Ah-puh-lu-tok" means "red"), mine in Greenland by LNS Greenland A/S, a sister company of Greenland Ruby. The mine was opened in May 2017 in southwest Greenland, about 250 km south of Greenland's capital Nuuk. Adjacent to the mine, Greenland Ruby has an ultra-modern, state-of-the-art cleaning and sorting facility for the gemstones. Geologists believe that this is the oldest rock formation on earth.

Greenland Ruby is responsible for sorting, selling, and marketing the gemstones mined at Aappaluttoq and the company sells rubies and pink sapphires through a sales system of preferred partners, who carry forward the branding message to retailers and consumers.

The company is headquartered in Nuuk and the sales and marketing office is based in New York. Both LNS Greenland and Greenland Ruby belong to the LNS Group, a Norwegian, family-owned company with business interests in mining contracts, road projects, bridges and tunnels in the Arctic regions. Besides Nuuk and New York, Greenland has operations in Bangkok, Copenhagen, and Mo I Rana, Norway.

The gemstones are responsibly sourced from its





Greenland Ruby Danish Retail Partner Hartmann's launched their ruby cabochon collection and increased their coloured gem sales 10 fold

mine at Aappaluttoq and the colour can be compared to corundum from Burma and Mozambique. These gemstones also come with a certification of origin and a mine-to-market traceable number is given to each stone. They are available in all sizes up to 50 carats – the versatile options in sizes make it possible to set these gemstones in a variety of jewellery pieces.

The Certificate of Origin also guarantees that the gems are mined in the country adhering to ethical practices both socially and environmentally. The gems are cut and polished in line with ethical, social, human rights, and environmental laws. The certificate guar-



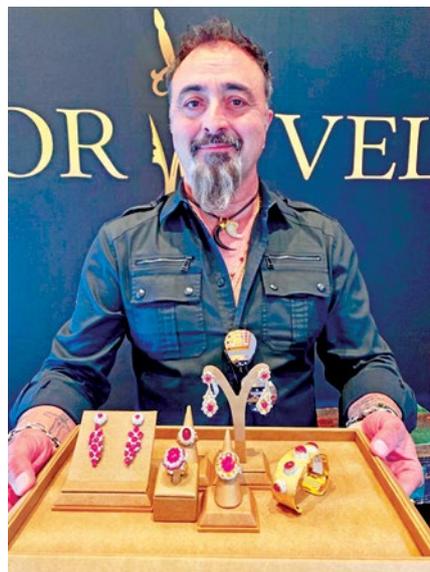
Hayley Henning, Greenland Ruby VP Sales/Marketing at the Aappaluttoq mine with U.S. State Department Representative Sung Choi and Greenland Ruby Geologist Aaju Simonsen, on the first official visit of the U.S. State Department after opening their Greenland office in May 2019.

GREENLAND RUBY COLOR SPECTRUM

Rubies and pink sapphires from Greenland range in color from what is known as 'pigeon blood' red in the gemstone industry, to lighter shades of icy pink and snow white. Greenland Ruby has identified this range, seen here in a Color Spectrum that shows this variation. There is also a small occurrence of misty grey and blue-ish purple sapphires, better suited to beads and balls, so rarely seen.



The Greenland Ruby Colour Spectrum identifies a variety of colours ranging from deep dark red to icy pink



U.S. Designer Victor Velyan at Couture jn Las Vegas, with his Greenland Ruby Collection

antees that the gem has been sourced from Greenland. It also includes information about the gem's weight, colour, dimensions, shape, and cutting style.

Greenland Ruby maintains a customized inventory system that makes it possible for the company to run a mine-to-market track-and-trace programme for all its gems. Each parcel of rough material is given a number, and all the gems produced from that parcel are further identified with separate numbers linked to the original parcel number. These numbers on the gems stay intact



Greenland Rubies come with a Certificate of Origin, which authenticates the origin of each gem.

through heat treatment, cutting, and placement in jewellery.

Greenland Ruby gems come in a complete colour range from pigeon's blood red to light icy pink. They have ranges of transparent, translucent, and opaque cabochon cuts of up to 50 carats in size. The cut and faceted stones come in a range of sizes from melee to one carat and larger.

Greenlandic ruby jewellery in designer collections was introduced in Europe in 2018. Greenland Ruby is now introducing its responsibly sourced gemstones to a wider market in the U.S. Recently, the brand participated in JCK, Las Vegas. 🍷