

AG Color makes waves with exceptional tanzanite collection

US-based AG Color Inc is highlighting its fine selection of tanzanite gems at the Diamond, Gem & Pearl Show. The gemstone dealer, which has received numerous awards for its perfectly cut, fine-quality tanzanites, is presenting goods weighing 3 to 50 carats, including exceptionally cut and faceted stones, cabochons, singles and pairs, at the fair.

According to company official Hemant Phophaliya, AG Color is turning the spotlight on its beautiful pair of drop-shaped tanzanites with a combined weight of 83.68 carats, a faceted pair of pear-shaped gems with a total weight of 80.28 carats, an intense blue and cushion-shaped stone of 142.85 carats, and a finely-cut pair of heart-shaped beauties with a total weight of 106 carats to name a few.

"Demand is good for stones in calibrated sizes," Phophaliya said. "We are also seeing solid demand for tanzanite gems within



AG Color's award-winning pair of smooth tanzanite drops with a combined weight of 30.37 carats

the 3- to 50-carat range. Of course, perfectly cut pairs are always highly desirable."

The gemstone dealer is seeing demand from major markets around the world, including the US and China. "We are hoping for increased demand from the China market in particular," said Phophaliya. "We have a very extensive collection of top-colour, finely-cut goods, which our Chinese customers find exceptionally desirable. To top it off, we have rare and hard-to-



A 43.96-carat oval cabochon from AG Color. This stone was awarded the top prize at the 2015 AGTA Spectrum Awards for the category, 'Other Faceted'

find certified unheated tanzanite gems, which are ideal for those looking to build up an alternative investment portfolio from a long-term perspective."

AG Color's large selection of goods is so varied that it virtually caters to every market segment and budget.

"Prices could be anywhere from US\$5 a carat for commercial-grade goods in calibrated sizes to US\$500 per carat for fine and exceptional pairs, singles and fancy cuts," Phophaliya said.

In spite of market uncertainties, AG Color is bullish about its future business prospects.

"Times are challenging but our loyal customers who are always

looking for fine-quality goods keep us in a positive mood," he said. "Our strategy is simple: Produce top-quality gems that our clients can use to create beautiful jewellery."

To date, AG Color has won eight times at the AGTA Spectrum Awards. In 2016, the company was given an Honorable Mention for a beautiful 48.62-carat sugarloaf tanzanite.



Heart-shaped tanzanite gems from AG Color



Baroque gems and a smooth tanzanite drop from AG Color