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Derbyshire County Council

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Leicester City Council

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Northamptonshire County Council

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Nottingham City Council

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Nottinghamshire County Council

Trading Standards, Dale Close, 100
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**For more information and advice,
please contact:**



Golden Rules



*When selling your
gold jewellery ...*

Getting the best deal when selling your unwanted gold

Temperature rises in the smelting pot ...

National advertising on television by 'scrap gold' dealers has been quite prolific over the past six months, enticing the public to part with gold items whilst the price of gold is enjoying an all-time high.

However, in many cases no unit price per gram is quoted, mainly because gold is a commodity that fluctuates daily.

The consumer is therefore unaware of the value of the items they post until an offer is made by the company they have chosen to deal with. Even then, in some cases recent reports indicate that the consumer is not getting a very good deal because the prices offered are fairly low when compared to high street retailers.

A recent survey by Trading Standards using a gold bracelet showed that local shops were prepared to pay between £40 and £60 for the item, but when it was submitted to a postal company the initial offer was only £5.31.

The Golden Rules ...

Weigh your gold yourself before you attempt to sell it, so that you have an idea of the value of the items you are selling. It may be useful to photograph it, particularly if sending it by post.

Shop around to get the best deal. Take your jewellery to a number of buyers for a valuation, or check gold prices regularly online or via telephone.

Check hallmarks, as gold jewellery is made of an alloy (a combination of gold with a non-precious metal such as copper or zinc). The greater the gold content in your jewellery the more valuable it is. 18ct gold (75% pure gold) items will fetch a higher price than 9ct gold (37.5% gold).

Consider additional costs, some companies may charge fees or postage costs, whereas others may not.

Consider other options, for example selling valuable or desirable items second hand or through auctions, as they may attract a much higher price than offered for 'scrap gold'.

Hallmarks commonly seen on jewellery sold in the UK

Assay Offices as depicted within the hallmark



Birmingham Assay Office



Edinburgh Assay Office



London Assay Office



Sheffield Assay Office

Minimum fineness of gold as denoted within the hallmark

Traditional Marks (UK Origin)



9 carat



14 carat



18 carat



22 carat

Convention Marks (EU Origin)



9 carat



18 carat



14 carat



22 carat