



CBI
Ministry of Foreign Affairs

CBI Product Factsheet:

Bridge Jewellery in the UK

Introduction

The combination of the UK's large market size, its recovered consumer confidence and its increasing purchasing power is currently driving the considerably sized segment for mid-range gold and silver jewellery, also known as bridge jewellery. This makes the UK bridge jewellery market an attractive segment for jewellery exporters from developing countries (DCs). The rapidly growing online retail channel offers the best market entry opportunities for DC exporters, being an easily accessible channel for newcomers. To compete with local bridge jewellery producers, DC exporters should show off their craftsmanship and the quality of their jewellery. It is recommended to enter the country with an inspiring jewellery design and a low price.

Product Definition

Bridge jewellery is so called because it bridges fine jewellery and costume jewellery. Most bridge jewellery is artisan-made, but it can also be mass produced.

Bridge jewellery is made of the following materials:

- gold and silver metals,
- Rhodium/Gold/Rose Gold plated silver,
- various alloys (such as Silvadium, Argentium Silver).

Bridge jewellery is typically made with:

- semi-precious stones such as jade, topaz, turquoise, amethyst, citrine, garnet
- other stones such as cubic zirconia, fresh water pearls and Swarovski Elements
- with the exception of ruby, emerald, diamond and sapphire

Bridge jewellery is medium-priced jewellery, ranging from € 100 to € 400 (£ 80-320) depending on the metals and stones used and on the product type (earrings, necklaces, rings, bracelets etc.). Typically jewellery made of silver, alloys and gold-plated silver materials falls into the lower end of this price range, while jewellery made of gold and precious stones falls into the mid- to high-end of the price range. Often the price depends on the brand positioning and the (marketing) statement of the jewellery, as well as the design and the jeweller's craftsmanship.

Photo examples:



Links of London Necklace, [link](#)



Carat London Earrings, [link](#)

Popular British bridge jewellery brands include Links of London and Carat London. There are also many international brands on the market

Bridge and fine jewellery are grouped together under Harmonised System (HS) codes 711311, 711319, 711320.

Product Specifications

Quality

Jewellery quality is determined by the materials used and the jeweller's craftsmanship. The choice of metal and gemstones is important; depending on the choice the product can be more or less robust and resistant to scratches and other damages. Typically precious metals and stones are more robust and damage-resistant.

All manufacturers and exporters of jewellery to Europe must meet the European quality standards. The use of lead, cadmium, nickel and other hazardous metals is regulated in Europe. For more information, see the [Buyer Requirements](#) in this document.

Labelling

Products marketed in the UK must be labelled in accordance with the EU requirements. Labels must include a description of the content, including the following information:

- Type of product
- Net and gross weight (in kilograms)
- Supplier/manufacturer name and location (optional)
- Serial number
- Environmental logos if applicable

Label information must be electronically readable through the use of [barcodes](#).

Some European companies prefer to disclose only selected information about the manufacturer, for example avoiding disclosure of the manufacturer name and location. In this case the European company will be re-labelling products under its own name or specifying these requirements to the DC exporters. Consult the European buyer to find out what information needs to be displayed on the product and what the particularities are with regard to labelling in the UK.

Photo example:



Labels

Packaging

In wholesale, jewellery is packaged in exclusive plastic bags or in bulk and cardboard boxes. Very often, jewellery is shipped in bulk to Europe and is not packaged in individual bags or boxes. Once it has arrived in Europe, the jewellery gets repackaged for retail.

In retail, higher priced jewellery is packaged in special cardboard jewellery boxes, textile or organza bags, for sale to the end-consumer. Gift boxes are only used in retail, and not in wholesale. Gift boxes are not supplied by the manufacturer and are typically ordered separately by the European buyers. However, if your stock also includes retail packaging, feel free to offer it to the European buyer. Be prepared to put your European customer's brand on the packaging, if required.

Photo examples:



Recycled paper packaging, [La Jewellery](#)



Organza bag, [link](#)

Packaging must protect products from damage and protect the buyer from possible injury. Packaging for products marketed in the UK must meet the EU requirements. As per the [general European requirements for packaging](#), make sure that your packaging:

- has minimal weight and volume;
- has a reduced content of hazardous substances and materials in the packaging material;
- is recyclable (optional, but very much valued by the European customer) and is labelled with a recycling symbol.

Buyer Requirements

All products that are exported to and sold in Europe *must* comply with the relevant EU regulations and standards. Compliance with 1) *must* requirements, 2) *common* requirements and 3) *niche* requirements is a basic necessity for *all exporters* of jewellery. Must requirements are the minimum requirements the exporters must meet, and products that fail to meet these are not allowed on the EU market. Common and niche requirements are additional requirements that are typically set by the European buyer and are also of importance among consumers.

Requirements you must meet

General product safety

General product safety requirements are applicable to all consumer goods that are not explicitly described in other legislation directives. For jewellery the safety requirements mean that there should be no sharp edges, the product should not break easily and it should not cause any other danger during normal use.

Imports of skins of certain seal pups (raw furskins and furskins, tanned or dressed) are prohibited. See the [EU Export Helpdesk](#) for a more detailed overview of these requirements.

Tips:

- Familiarise yourself with the [General Product Safety Directive in the EU Export Helpdesk](#).
- Use common sense to ensure that products are safe for consumers and can be sold on the European market.
- Consider checking the [RAPEX database](#) used by EU Member States to exchange information on unsafe products, to get an idea of possible non-compliances.
- Consider consulting with your buyer to find out more about any specific requirements in terms of product safety. Some buyers (typically smaller ones) will just ask for compliance with EU legislation not elaborating on specific requirements, while other buyers can provide you with information about specific substances that are not allowed in the UK.

Chemicals

The use of chemicals such as *lead, cadmium, nickel, AZO dyes and Chromium VI* is restricted by the EU and is regulated through several Directives and Regulations.

The use of lead and its compounds in jewellery is restricted by REACH (Registration, Evaluation and Authorisation of Chemicals) regulation. Jewellery with a concentration of lead that is equal to or greater than 0.05% by weight is not allowed on the EU market. The regulation applies to metallic and non-metallic parts of jewellery and hair accessories, including bracelets, necklaces and rings, piercing jewellery and earrings, wrist-watches and wrist-wear, brooches and cufflinks.

The use of cadmium and its compounds is restricted by REACH regulation. Jewellery with a concentration of cadmium that is equal to or greater than 0.01% by weight is not allowed on the EU market. The regulation applies to metal beads and other metal components for jewellery making and to metal parts of jewellery and imitation jewellery articles and hair accessories, including bracelets, necklaces, rings, piercing jewellery and earrings, wrist-watches and wrist-wear, brooches and cufflinks.

The use of nickel and its compounds may cause allergic contact dermatitis and is therefore restricted by REACH regulation. Nickel and its compound shall not be used in any post assemblies that are inserted into pierced ears and other pierced parts of the human body unless the rate of nickel release from such post assemblies is less than 0.2 µg/cm²/week (migration limit), and in items intended to come into direct and prolonged contact with the skin such as: earrings, necklaces, bracelets and chains, anklets, finger rings, wrist-watch cases, watch straps and tighteners, rivet buttons, tighteners, rivets, zippers and metal marks, when these are used in garments, if the rate of nickel release from the parts of these items coming into direct and prolonged contact with the skin is greater than 0.5 µg/cm²/week. The European consumer is particularly concerned about the nickel content in jewellery. Many European buyers require nickel-free jewellery articles.

AZO dyes is a group of synthetic dyestuffs based on nitrogen often used in the textile industry. Leather and textile components used in jewellery made of coloured leather or other synthetic materials should contain less than 30 mg/kg (0.003% by weight) of the AZO dyes listed in [Appendix 8](#) and [Appendix 10](#) of REACH. The use of AZO dyes/Azocolourants is regulated by REACH regulation. Azo dyes/Azocolourants that are listed in [Appendix 9](#) of REACH shall not be used for colouring textile and leather articles in concentrations higher than 0.1% by mass. No other toxic substances than Azo dyes should be used when colouring jewellery.

Chromium VI in Leather

If your jewellery has leather elements, make sure that the chromium VI content does not exceed 3.0mg/kg. This a new legislation adopted in March 2014 and although it is officially valid as of May 1, 2015, buyers already require compliance with the legislation.

Tips:

- Before approaching a European buyer, gather more information on relevant REACH requirements. Be aware that REACH applies to several sectors; for jewellery exporters to Europe the following regulations are of significant importance:
 - Consult [Regulation EU No. 836/2012](#) for lead content restrictions in jewellery;
 - Consult [Regulation EU No 494/2011](#) for cadmium content restrictions in jewellery;
 - Consult [Regulation EC No 552/2009](#) for nickel content restrictions in jewellery;
 - Consult [Annex XVII of REACH](#) for Azo dyes use restrictions in jewellery.
- Make sure that the lead, cadmium, nickel or Azo dye content does not exceed the permitted level in all your jewellery products, metal parts and beads used in the final product.
- To verify compliance with the restriction of Chromium VI in Leather, consider using the test method described in [EN ISO 17075](#).
- Make sure that the chemicals content does not exceed the set limits, since European manufacturers and importers are obliged to meet the above-mentioned requirements. Consult your potential buyers to find out if test reports are required. Typically larger retailers either require test reports from importers/manufacturers or they test products themselves. Smaller buyers typically expect DC exporters' products to comply with the chemicals requirements.

CITES

If used in bridge jewellery, parts of wild plants and animals (e.g., shells, coral, leather and wood) should not be from endangered species and not fall under the restrictions of the Convention on International Trade in Endangered Species (CITES).

Tip:

- Make sure that your products or product elements do not fall under CITES. Check the [EU Export Helpdesk](#) for more information on the regulation, and consult the list of restricted species in [Annexes A, B, C](#) and [Annex D](#). The EU Export Helpdesk also provides information on the different procedures applicable to such products.

Hallmarking

Jewellery hallmarking in the UK is compulsory and there is a hallmarking and monitoring system in place to verify the precious metal content in gold and silver jewellery. Please, note that the rules on precious metals control are not harmonised in the EU.

Tip:

- For more details, see the summary of compulsory and voluntary hallmarking systems for precious metal jewellery in Europe [here](#).

Common Buyer Requirements

Sustainability

Sustainable products offer things such as recycling and a choice of sustainable materials (see Niche requirements), as well as improved social conditions. EU buyers increasingly look for products that have been manufactured with due respect for human rights, labour conditions and the environment. This is particularly important for the textile and apparel industry, in mining and jewellery, but also in many other industries. There are two retail initiatives that have gained ground in Western European countries: the [Business Social Compliance Initiative \(BSCI\)](#) and the [Ethical Trading Initiative \(ETI\)](#). Bigger EU companies have even developed their own Corporate Social Responsibility (CSR) policies and require suppliers to conform to these requirements. Workers' health and safety in particular are sensitive topics in Europe, and buyers want to prevent damage to their reputation.

Tip:

- Understand how you can improve your sustainability performance. This will not necessarily mean immediate certification. Nevertheless, it is important to familiarise yourself with the [ETI base code](#) and to check what [ETI members](#) require from their suppliers. Consult the [Standards Map database](#) for the different labels and standards relevant for jewellery. Also consider visiting the websites of British companies to find out which CSR policies they require.

Niche Buyer Requirements

Fairtrade labelling

Fairtrade-labelled products are an initiative that supports fair pricing, improved social conditions for producers, and guaranteed fair and responsible practices in the entire jewellery supply chain. Sustainability initiatives are important for manufacturers of jewellery that contains precious metals and precious stones, which are associated with the welfare of miners and the effect of mining activities on the environment. They force the jewellery sector to provide more transparency and accountability in terms of the materials used. Many jewellery manufacturers apply for transparency and accountability certificates at Fairtrade, the Responsible Jewellery Council and other international organisations to demonstrate their ethical practices. For more information refer to the [EU Buyer Requirements for Jewellery](#).

Tips:

- The actual use of Fairtrade labels is still a niche in this sector, but familiarising yourself with the initiatives and how they work is an initial step.
- Familiarise yourself with the programmes offered by the [Responsible Jewellery Council](#), [Fairgold](#), [Fairmined](#), and other initiatives.
- It is clearly an advantage to demonstrate your engagement and to state your ethical principles in all your marketing materials and your website.

For more details consult the [EU Buyer Requirements for Jewellery](#) on the CBI Market Intelligence Platform.

Macro-Economic Statistics

The UK is the third-largest economy in Europe and has a large population. Due to the economic instability over 2010-2013, consumer confidence and spending fell, which impacted the retail sectors in many industries. The general outlook is positive – the economy has returned to a positive growth, unemployment rates have fallen and consumers have regained their purchasing power. A healthy economic environment offers better market entry opportunities for DC exporters.

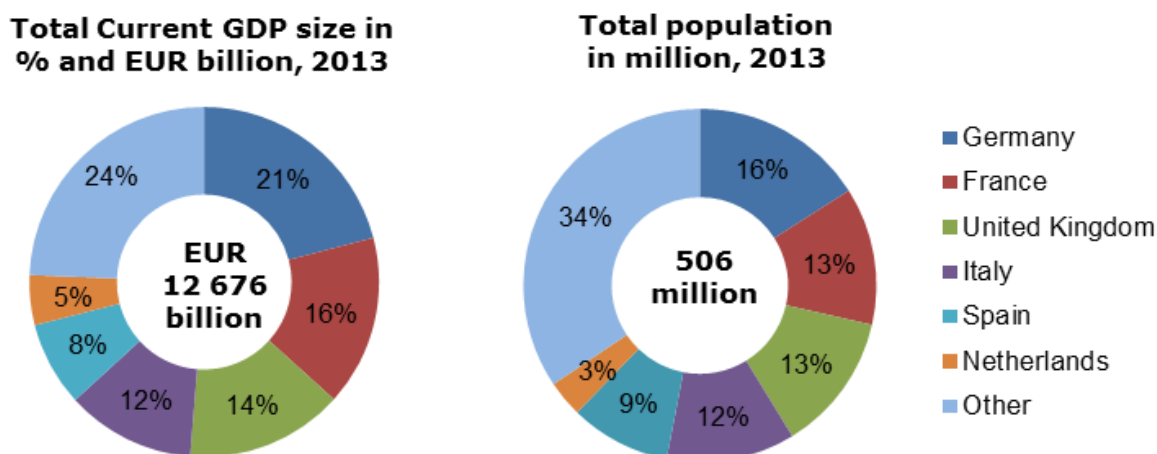
Population

The population of the EU was estimated at 506 million in 2013, and the UK constitutes 13% of the total EU population (approximately 64.1 million people).

Economy size

The UK is the third-largest country in Europe (after Germany and France) in terms of the current GDP size, holding a share of 14% of the total GDP.

Figure 1: Key 2013 macroeconomic indicators for the leading European countries including the UK

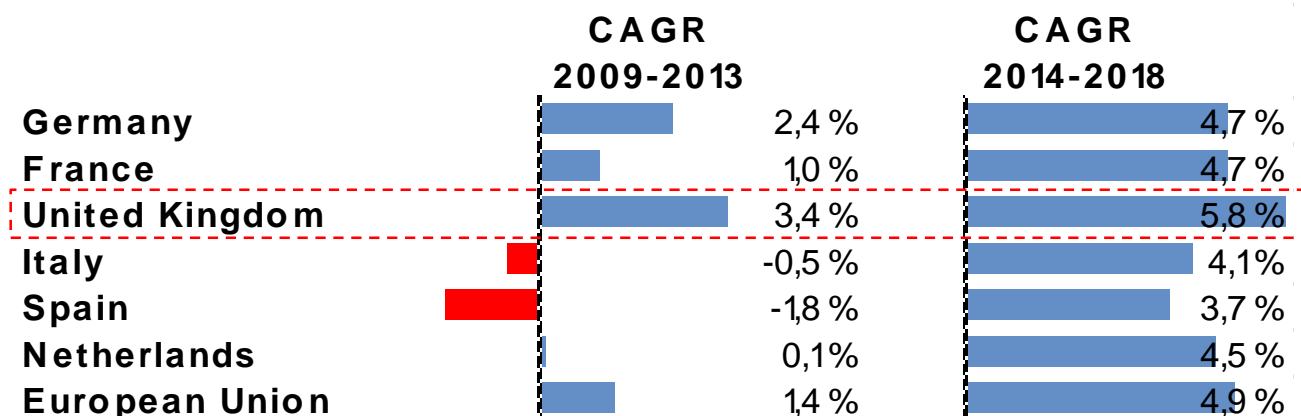


Source: IMF 2014

Economic growth

The UK's GDP is expected to grow annually by 5.8% over 2014 - 2018 and it is forecasted to exceed the GDP growth for Europe (6.2%) with a year-over-year growth of 11.5% in 2014. (See Figure 1)

Figure 2: GDP (current prices) Compound Annual Growth Rate (CAGR) for 2009-2013 and estimate for 2014-2018 for the leading European countries including the UK

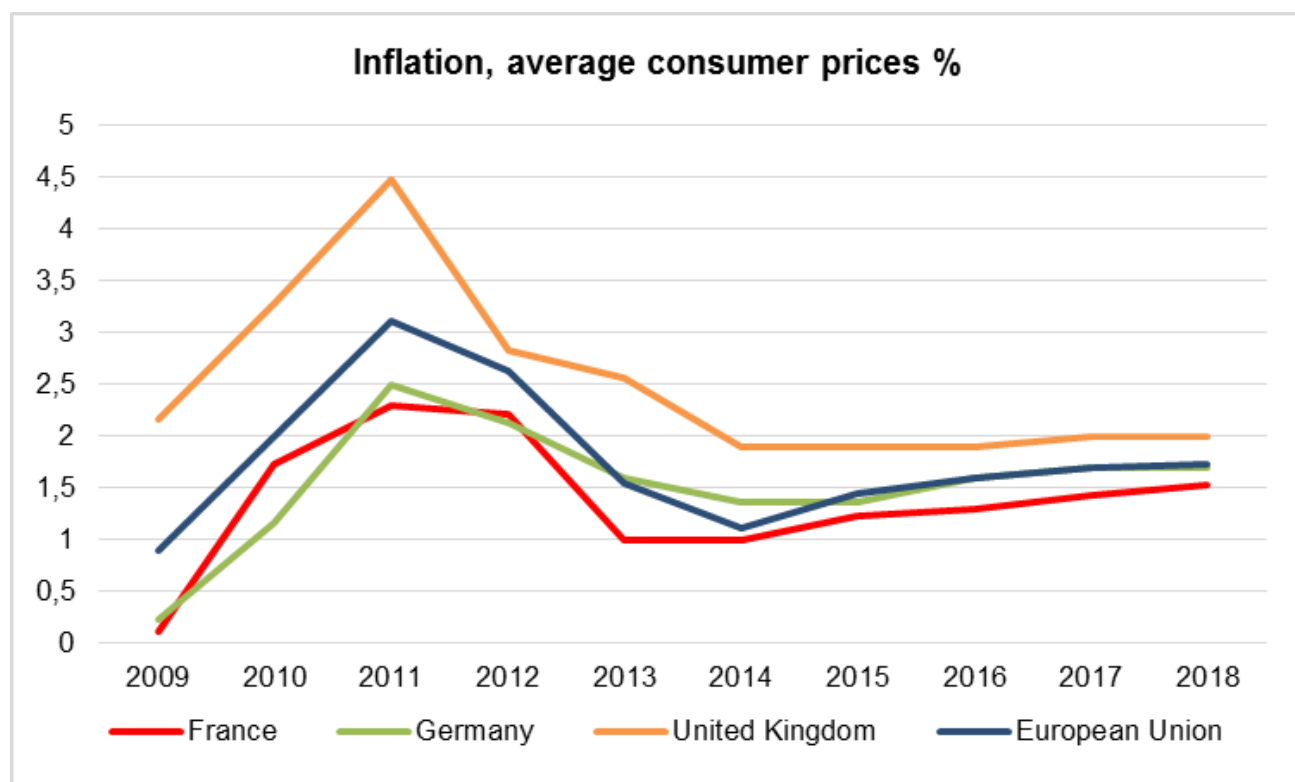


Source: IMF 2014, World Economic Outlook Database

Consumer prices and inflation

The economic instability in the UK and in Europe, as well as price increases, led to low consumer confidence and purchasing power between 2010 and 2013. In 2013, the average consumer price change was as high as 2.6%. In 2014, inflation is expected to fall to 1.9%, and it will maintain this rate through to 2018, above the average European level. Consumer confidence and thus purchasing power, will recover in 2014, driving retail performance.

Figure 3: Consumer pricing changes in 2009-2013 and expected inflation rate for 2014-2018 in the leading European countries including the UK and the EU, in %

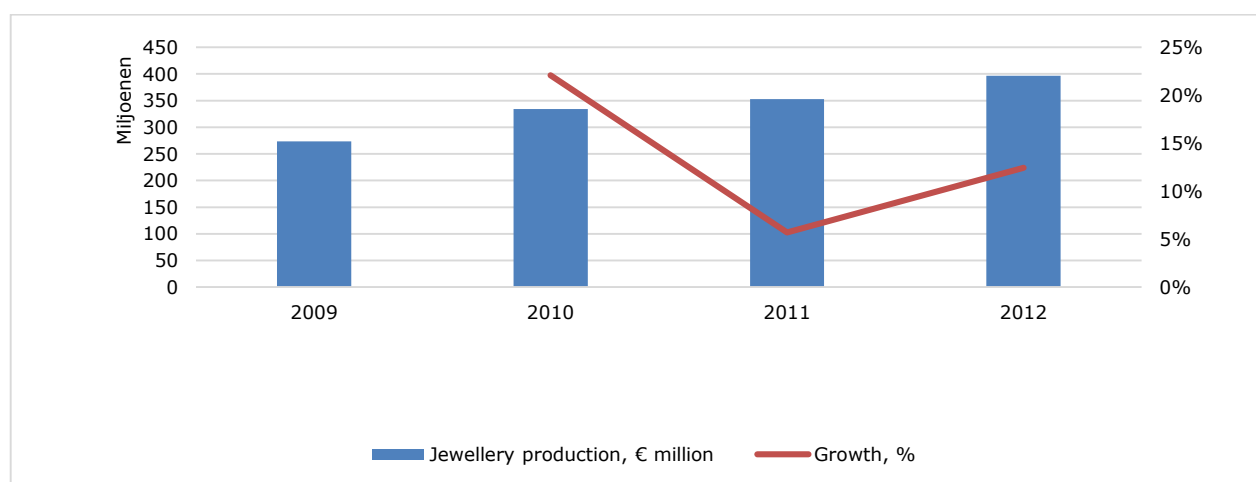


Source: IMF 2014

Trade Statistics

Production and consumption

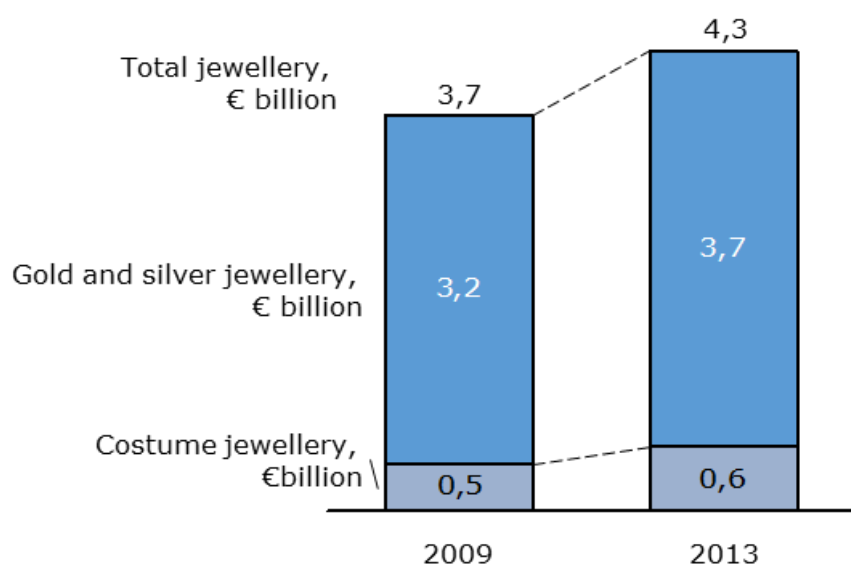
Figure 4: Production of jewellery in the UK in 2009-2013, value in millions of € and growth in %



Source: Eurostat Prodcum database (October 2014)

*All silver and gold jewellery (fine + bridge jewellery)

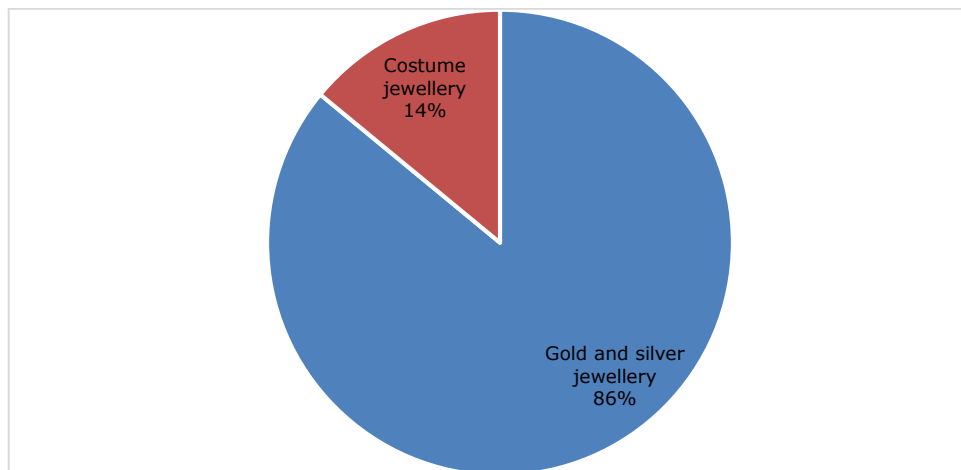
Figure 5: Sales of jewellery in the UK in 2009 and 2013, value in billions of €



Source: Key Note market research company

*Gold and silver jewellery includes fine and bridge jewellery

Figure 6: Structure of jewellery in the UK in 2013 in terms of value, %



Source: Key Note market research company

*Gold and silver jewellery includes fine and bridge jewellery

The UK is a medium-sized producer of gold and silver jewellery, accounting for 12% of the total production value of gold and silver jewellery in Europe. The production level has remained stable over the past five years. The production growth is driven by a stable demand for jewellery in the UK, despite the European economic slowdown. A while ago, the UK saw a strong trend of outsourcing production to low-cost markets. Many branded jewellery companies relocated their facilities to countries such as China, Thailand and India for their mass production benefits. Now, UK production has started benefiting from the trend of encouraging more designers to keep their small-scale manufacturing in the UK. To keep up with the severe competition where costs are concerned, British designers focus on quality and craftsmanship. The possibility of a high degree of customisation and improved customer service are the main advantages of keeping production local.

The UK is one of the leading markets in terms of the demand for jewellery, thus offering excellent opportunities for DC exporters. According to the Key Note market research company, jewellery market sales increased by nearly 9% between 2009 and 2013. Gold and silver jewellery has seen a total increase of almost 7%, but costume jewellery was up by 24% in 2009-2013. In terms of value, gold and silver jewellery hold the largest share in total jewellery sales.

Market experts have observed a shift from the mid-range price segment to high-cost fine jewellery or low-cost costume jewellery. Nevertheless, mid-range bridge jewellery remains the largest jewellery category in terms of value.

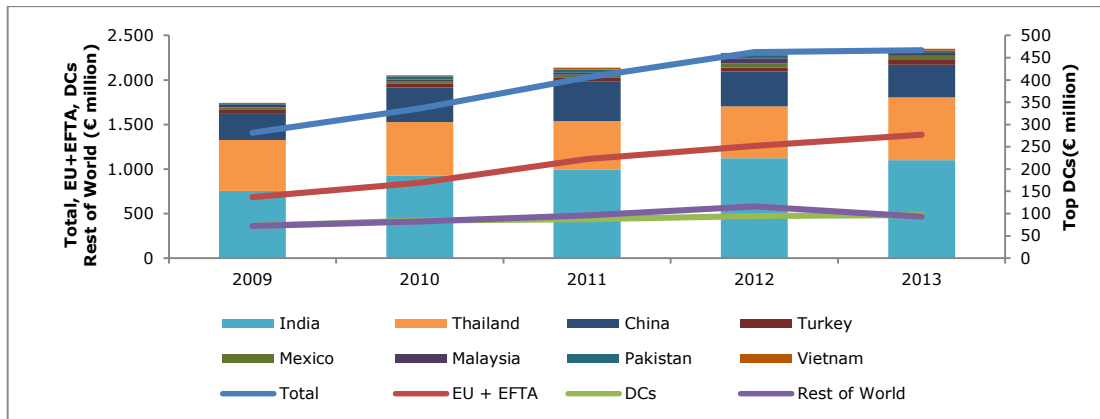
The outlook for jewellery demand in the UK is positive, as consumer purchasing power is rising and the UK economy returns to a positive growth rate. Costume jewellery is expected to be the best-performing category, but gold and silver jewellery from the high-end and medium range will remain the biggest jewellery categories in terms of value.

Tips:

- Enter the UK market with a value-added proposition – the low costs in combination with the product design and customisation options based on customer requirements are the key decision-making criteria on the market.
- Offer outstanding customer service, including the ability to manufacture or adapt your product offering based on customer requirements.
- Carefully consider which metals and stones to use, trying to keep the total production cost low. Consider shifting from higher priced gold to lower priced metals.

Import and export

Figure 7: Import of silver and gold jewellery* to the UK, value in millions of €



Source: Eurostat (October 2014)

*All silver and gold jewellery (fine + bridge jewellery)

In terms of value, total imports of gold and silver jewellery were up by 13.5% CAGR in 2009-2013. The majority of imported gold and silver jewellery (59%) came from the EU and EFTA countries, and about 21% was imported from the DCs to the UK. DCs' imports of gold and silver jewellery increased by nearly 7.5% CAGR over 2009-2013 and it was up by 2% year-over-year in 2013.

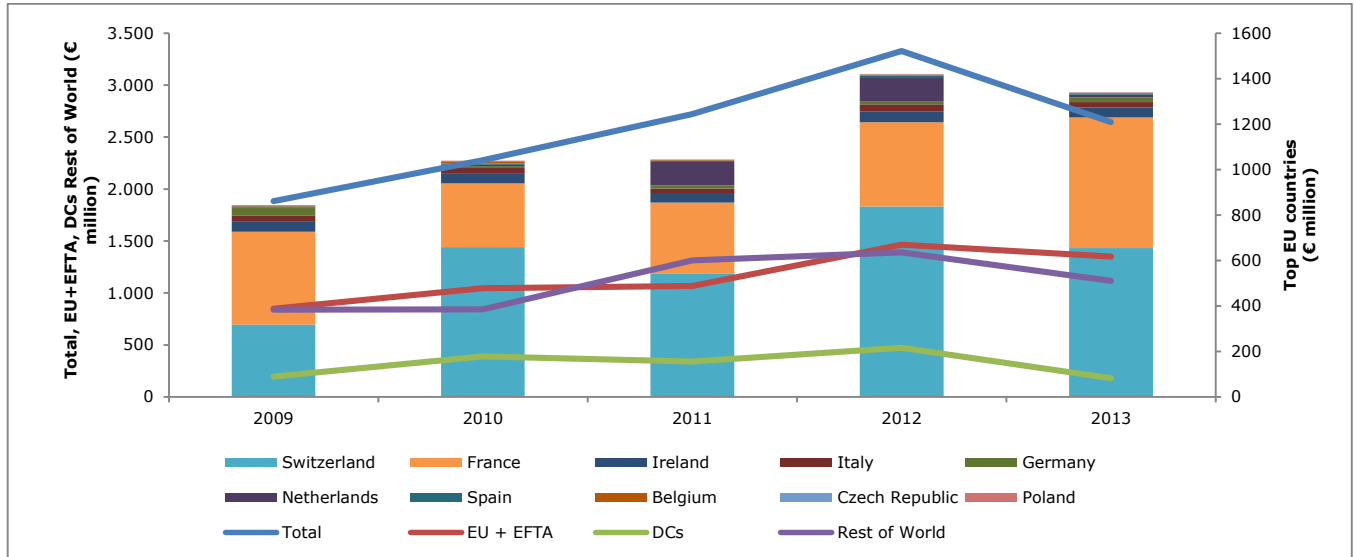
The outlook for gold and silver jewellery imports to the UK remains positive. The growing demand for more lower-cost jewellery will drive imports from DCs and other countries.

India, Thailand and China are the leading exporters of jewellery to the UK, holding a cumulative share of 18% of total imports or about 90% of the imported value from DCs. Imports from these top 3 countries increased between 2009 and 2013. Mexico, Vietnam and Jordan saw the strongest growth in import value between 2009 and 2013, benefiting from the low labour costs and experience in creative design. UK consumer interest in ethnic jewellery with an oriental or other cultural touch has also driven up sales.

Tip:

- Consider the UK as a gold and silver jewellery destination market. To stand out among the numerous suppliers of low-cost jewellery, consider adding value to your product:
 - Improve your jewellery positioning by adding a clear statement and a background story to your collection. Use this in all your marketing materials.
 - Offer ethnic jewellery, thus benefiting from the increasing interest of British consumers in cultural jewellery.
 - Consider focusing on niche segments such as ethical and/or recyclable jewellery.

Figure 8: Export of silver and gold jewellery* from the UK, value in millions of €



Source: Eurostat (October 2014)

*All silver and gold jewellery (fine + bridge jewellery)

Exports of gold and silver jewellery from the UK experienced a healthy growth over the past five years, up by 9% CAGR over 2009-2013. However, in 2013, the year-over-year export development was down by 21% due to the slower than expected economic recovery of other European countries.

Half of the British exports of gold and silver jewellery go to other European countries, signalling the importance of the country as a trade hub. In 2009-2013, the British export of gold and silver jewellery to Europe was up by 12% CAGR. Switzerland, France and Ireland are the top 3 destinations of British exports, accounting for almost half of the total export of gold and silver jewellery or 94% of the British export to Europe.

Tip:

- DC exporters have opportunities with regard to indirect exports when cooperating with British retailers, since the UK is an important trade hub in Europe.

Market Trends

The British consumer is increasingly interested in sustainable products and putting pressure on unethically operating companies. The awareness of social imbalance and environmental issues make consumers think 'ethically' and go for Fairtrade and recycled products. Globally the combined sales of diamonds, gold and platinum group metals in the jewellery supply chain by [RJC](#) Members grew by 8.5% in 2013, and RJC members' combined sales accounted for about 26% of global jewellery sales. There are a few organisations in the UK, such as [The Responsible Jewellery Council](#), [The Jewellery Ethics Committee](#), [PositiveLuxury](#) and [RecycledJewellery](#), that actively promote sustainable jewellery amongst other fashion items. Some jewellers, such as [Cred Jewellery](#), [La Jewellery](#) by Lisa Anne, [Oria Jewellery](#) and [Elle Georgia](#), amongst many others have specialised in this niche market and focus solely on fair jewellery. Recycled jewellery is another important trend on the market, with some companies specialising in offering recycled jewellery, for example [Hairy Growler](#) and [CasSam](#). Sales of sustainable and recycled products are still not as high as those of conventional jewellery, but the UK is one of the leading markets in terms of sustainable product sales.



Ring, [Elle Georgia](#)

Tip:

- Consider operating on the niche market for sustainable or recyclable jewellery. To offer such jewellery, carefully source your materials and pay attention to the certification and ethical principles of your suppliers and partners.

The ongoing global personalisation trend has raised consumer interest in charms and other customisable jewellery. Customisable jewellery gives customers the opportunity to create individual designs. Charms and beads by international and local brands such as [Links of London](#), [Pandora](#), and [TrollBeads](#) are some of the most popular customisable jewellery in the UK. There are also a number of online retailers specialising in unbranded beads and charms sales in the UK, for example [Dizzy Beads](#), [Creative BeadCraft](#), [JillyBeads](#) and many others.

Tip:

- Depending on your specialisation and your jewellery statement, consider offering customisable jewellery collections along with your key jewellery lines.

British jewellers are increasingly using alloys in jewellery to keep production costs low and to meet consumer requirements for more affordable jewellery. Besides cost-efficiency, new alloys such as Silvadium and Argentium Silver make jewellery designs look more innovative, creative and high-value.

Tip:

- Consider using lower-priced alloys for your jewellery collection to keep the production costs low. Using some of the modern alloys, you'll be able to keep up with competitors by adding a modern touch to your collections. Continue working on the creativity of your designs.

For more information on market trends, please refer to CBI Trends for Jewellery.

Market Channels and Segments

Online retailing is an important and dynamically developing market channel in the UK. According to market experts, there is nowhere where online retail is as dynamic as in the UK. According to IORMA (The global Consumer Commerce Knowledge Centre), online retailing is expected to more than double by 2020 (from the current €58.5 billion to €133 billion in 2020). Mobile commerce is driving online shopping in the UK, as 62% of UK consumers use their smartphones for e-

shopping. In 2012, total online sales accounted for 9.6% of total retail (source: [i2i events group](#)) and the share is expected to increase to 12.3% by 2017.

In jewellery, UK online retail has increased by 800% since 2007. In 2011/2012 alone, online sales were up by 35%, overtaking online clothing sales in the UK.

Tip:

- Consider approaching online retailers and wholesalers in the UK who specialise in finished jewellery and elements (such as beads and charms) sales. Do additional research to find out who the leading online retailers of jewellery in the UK are or visit local trade shows to establish face-to-face contact and create possible partnerships.

Price

Figure 9: Price structure



Your "Free On Board" (FOB) Price must be calculated in such a way that all costs are covered: production costs (raw materials, labour costs), administration costs (rents, electricity and other fixed costs) and marketing costs (expenses for marketing materials, catalogues, website, travel costs to European trade shows and other related costs). If you're using Alibaba, Google, Amazon or other online marketing tools, be prepared to also pay a fee for these tools and add it to your calculation.

Be aware of the different costs and value chain margins that add to the product price. Logistics costs for bridge jewellery are higher than for fine jewellery, as the total order value is typically smaller (compared to fine jewellery).

Tip:

- Carefully estimate all your costs and select the preferred European buyer. Working directly with a retailer, you can have higher profit margins, but be aware that your costs will increase as well. Logistics costs will be higher as the order volume will tend to be smaller when compared to collaboration with a wholesaler. Besides, travel costs (part of marketing costs) may be higher when working with independent retailers.

Field of Competition

For more information, please refer to CBI Field of Competition for Jewellery, as the market competitiveness of Bridge jewellery in the UK does not differ significantly from this general overview.

Main Sources

- Eurostat, URL: <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/>
- International Monetary Fund (IMF), URL: <http://www.imf.org/external/index.htm>
- The British Jewellers' Association, URL: <http://www.bja.org.uk>
- The Global Consumer Commerce Knowledge Centre IORMA, URL: www.iorma.com
- Jewellery news portal Professional Jeweller, URL: <http://www.professionaljeweller.com>

Trade Shows

- International Jewellery Trade Show in London - IJL, URL: <http://www.jewellerylondon.com>
- Fashion Trade Show Pure London also exhibits ethical fashion and accessories (including jewellery), URL: <http://purelondon.com>
- Home and Gift trade show also showcases jewellery and other fashion products, URL: <http://www.homeandgift.co.uk>
- Jewellery and Watch London, URL: <http://www.jewelleryandwatchlondon.com>
- Goldsmiths' Fair for independent designer-makers in the UK, URL: <http://www.goldsmithsfair.co.uk>
<http://www.thegoldsmiths.co.uk/exhibitions-promotions/goldsmiths%27-fair/>



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