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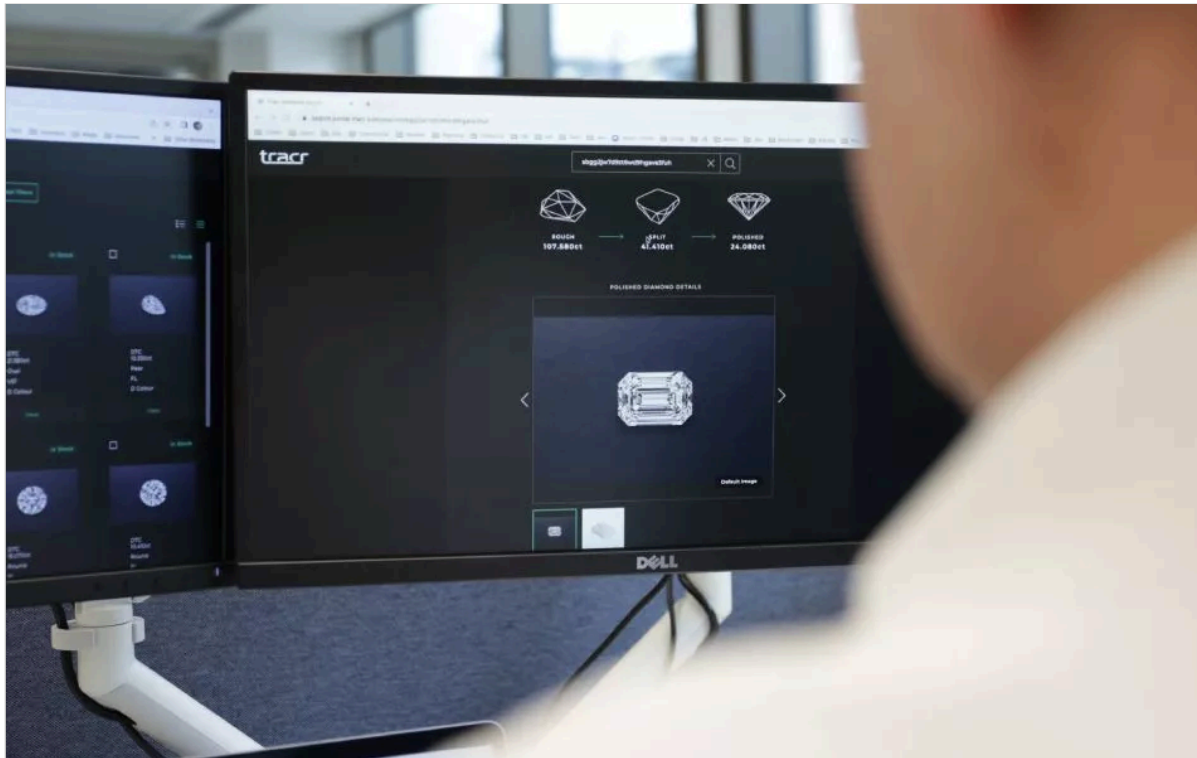
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The De Beers Group has confirmed it will provide provenance data on all sourced-rough diamonds above one carat from the start of 2025. | Source: GJEPC/Anglo American

## Provenance: De Beers announces new diamond tracing offering

Posted October 29, 2024 | By Samuel Ord

**The De Beers Group has confirmed it will provide provenance data on all sourced-rough diamonds above one carat from the start of 2025.**

The data will be provided via the Tracr platform, a digital program that tracks diamonds through the supply chain.

A company statement suggested that diamond jewellery consumers can trace the ‘journey’ of their stone from source to store for the first time. CEO AI Cook made the announcement at the ‘Spotlight on Diamonds’ event in Paris.

“For the first time in history, we have the technology to provide our customers with the provenance of their diamonds at scale,” he said.

“We know that our clients care deeply about sustainability and want to understand the good their diamonds have done. Our ambition is to offer them the story of every De Beers-sourced diamond, tracing its journey and positive impact from its origin to its crafting.”

The statement added that with new proprietary scanning technology and the application of ‘advanced algorithmic matching’, Tracr can ‘digitally disaggregate’ diamonds to confirm their specific country of origin.

De Beers recently partnered with Signet Jewelers in the US to [release](#) the ‘Worth The Wait’ marketing campaign ahead of the holiday period.

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[Proof of origin: Diamond tracing debate resurfaces](#)

[Worth The Wait: De Beers and Signet launch new campaign](#)