LEGOR GROUP, GUERRA AL NICKEL

“La nostra lega a base di rodio, un’invenzione che cambierà il mercato”. Intervista a Massimo Polliero, presidente di Legor, war on nickel. “Our rodium based alloy is an invention that will change the Market”. Interview with Massimo Polliero of Legor.

Alessandro Tullio, NOVITÀ/DOSSIER 1-gold

Leghe: la grande sfida delle aziende per il 2013

Dal primo aprile 2013 entrerà in vigore una norma che interdiperisce agli ingegneri, tecnici e produttori di gioielli a contatto con la pelle, che di fronte a questa iniziativa dovrebbero rispondere. È ovvio, ovviamente, che non potranno più essere introdotti nel mercato prodotti non conformi, devono garantirsi alla base normative le nuove soglie. La norma, naturalmente, riguarda tutti i produttori del mondo, non solo quelli italiani.

The 1st April 2013 will be a crucial day for gold and jewelry business. All of the Sale, new and more restrictive trends will come into force on the use of nickel in the production. Legor Group will be amongst the first producers to adhere to the UNI EN 11812012 regulation, the European standard that sets the metal content parameters for items sold to consumers. This regulation is therefore a standardization of the market which could cause an alarm reaction, and in this period we need to find a valid strategy for new goods and allow all its steps and decide what to do with the warehouse stock since any compromise product will not be sold.

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