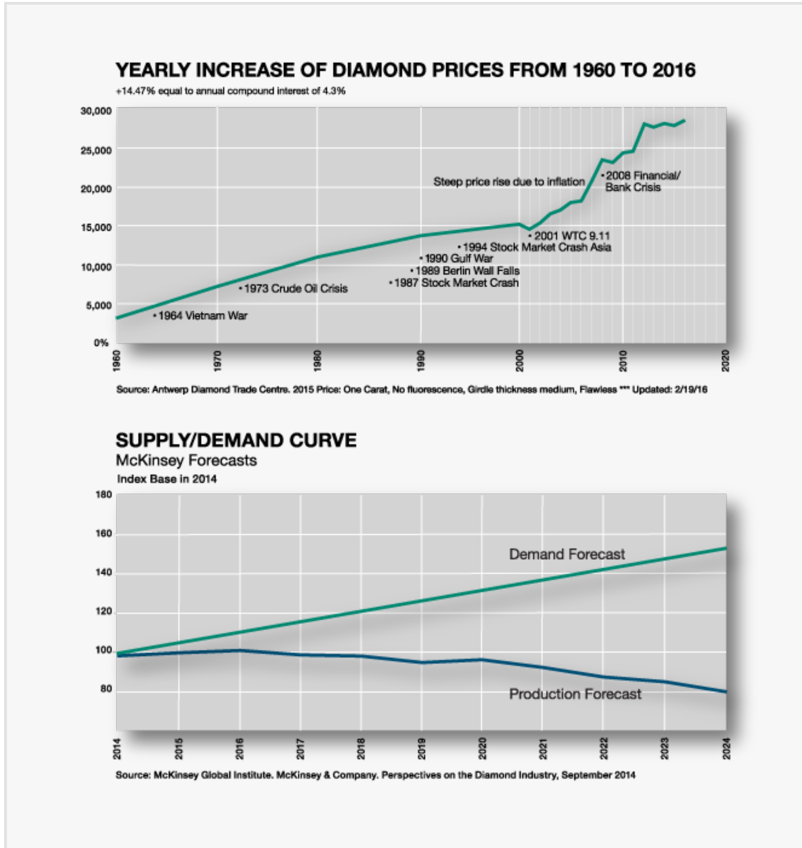
Van Zwam LLC Announces Launch of Defined Value Diamonds



Diamonds now become a rock solid alternative investment

NEW YORK, NEW YORK, UNITED STATES, September 28, 2016 /EINPresswire.com/ -- New York, NY – Today, Van Zwam LLC announces the official launch of Defined Value Diamonds (DVDs) a groundbreaking new investment-grade diamond asset that will revolutionize the portfolios of individual investors. DVDs are set to accomplish what no diamonds have previously offering diamonds of defined value directly to the public. DVDs are a solid alternative investment that comprehensively answer age old diamond purchase concerns. They are ideal for those looking for a tangible asset, or seeking the ultimate in wealth security. They also make the incomparable gifts.

According to McKinsey & Company's Perspectives On the Diamond Industry,

Diamond production is set to decline over the next decade. At the same time, global wealth continues to increase so the demand for high-specification, high-quality, and consistent engagement diamonds will continue to grow. Van Zwam saw an opportunity and capitalized on these diamond industry trends.

> Defined Value Diamonds (DVDs), a groundbreaking new investment-grade diamond asset will revolutionize the portfolios of individual investors.
>
> *Sean Cohen, President*

"Like Microsoft or Apple, we did not invent a new technology, rather we recognized that existing analytical technologies and third-party verification enabled us to create an understandable, defined value investment asset." says Van Zwam LLC president Mr. S. Cohen. "With the advent of Defined Value Diamonds, diamonds have become a stable, purchasable, tangible asset, that is easy to buy, value, and resell. And on average, diamonds of fine engagement quality have seen 5% growth per annum."

"Every DVD is cut to highest cut grade rated by the Gemological Institute of America (GIA) - Triple Excellent.", says Mr. S. Cohen, "This eliminates the variable of the diamond cut quality, the most overlooked in valuation. We then utilize the laboratories of the GIA to identify and document each of the remaining characteristics necessary to determine its value. Then Gemprint takes each diamonds “fingerprint”, so it can be identified at any time.”

Van Zwam goes a step further, grading these diamonds to narrower tolerances than the GIA. This eliminates any debate about the diamonds characteristics and therefore its value.

Another unique concept behind DVDs assuring their market liquidity is that each diamond is hand selected to be of sizes and fine qualities most in demand for engagement rings globally.

Van Zwam sells DVDs directly to consumers at the same price that jewelry retailers pay for inventory of the same quality, the Polished Trade Price or PTP. Because each diamond is so well defined, at any time, Van Zwam can quote the value of each DVD by phone from its DVD disc, GIA or Gemprint numbers. Van Zwam’s resale policy also enables owners to resell each DVD at the then current PTP. DVDs range in price from as low as $1,000. and can be configured to $500,000. and above.

For more information on DVDs and to learn more about preconfigured DVDs for sale, visit www.dvddiamonds.com. Interested parties can also call 1 (888) 818-7552 and a DVD diamond expert will custom-tailor a DVD disc to suit your exact needs at no added cost.

ABOUT VAN ZWAM LLC
Mr. S. Cohen is a third generation fine diamontaire. Van Zwam LLC is a wholly-owned subsidiary of Rand Diamonds Inc., a 3rd generation company established on the diamond fields of South Africa in 1947. The company supplies diamonds to some of the world’s finest jewelry retailers.

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