

# Gold and Gems Fine Jewelry Launches a New Brand of Diamond Alternative

*Oregon jeweler introduces TRU-Hybrid - an exclusive brand of simulated diamonds for price sensitive, eco-conscious consumers.*

ASHLAND, OR, UNITED STATES, October 5, 2017 /EINPresswire.com/ -- Ron Hansen, Vice President of Operations for [Gold and Gems Fine Jewelry](#), announced today the launch of TRU-Hybrid, an exclusive brand of [simulated diamonds](#) with unparalleled likeness to high-quality mined diamonds, sold at prices representing a small fraction of mined diamond prices.

In the jewelry business for over 30 years, Gold and Gems has become known as an authority on diamonds and a pioneer in the high-growth industry of [diamond alternatives](#). TRU-Hybrid represents its latest venture, which was preceded by DIAMELIA™ launched last year, each brand with unique distinctions in the world of diamond alternatives.



After spending a few successful years in lab grown diamonds (genuine diamonds made in a laboratory), the company embarked in diamond alternatives through its DIAMELIA™ gem, which is comprised of carbon, the same element of the mined diamond, plus silicon carbide. These two combined substances form the gem known as moissanite, and DIAMELIA™ represents the highest end of moissanite quality in the jewelry market today.

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We're excited about our new brand of simulated diamonds representing the best of all worlds to consumers – a beautiful jewel with diamond-like qualities that is highly affordable and warranty-backed.”

*Ron Hansen*

The DIAMELIA™ brand then led to the creation of TRU-Hybrid – a diamond simulant with its own unique properties and even lower price points. Unlike moissanite, the TRU-Hybrid jewel combines hardened man-made crystals with actual diamond (carbon) through a process known as IDI – Ionic Diamond Infusion. The result is a non-porous, extremely hard jewel with excellent luster and color like that of the finest mined diamond.

Because the TRU-Hybrid jewel is made in a clean, high-tech lab, it is eco-friendly, unlike mined

diamonds that are extracted from the earth often at the expense of disrupting land and water resources and exploiting human labor in remote, economically challenged areas of Africa. In addition, TRU-Hybrid invests portions from each purchase to the citizens of Rwanda through Food for the Hungry.

And most notably, TRU-Hybrid jewels are priced 98% lower than comparable mined diamonds, making them very affordable to most consumers, and they are backed with a lifetime warranty.

About Gold & Gems Fine Jewelry  
In the jewelry business for 34 years, the Hansen family has succeeded in retail jewelry on one basic principle - focus on the customer as much as the product. This Oregon-based jeweler has satisfied thousands of customers by providing high quality jewelry at competitive prices with extraordinary customer service. Whether you visit their physical store front in beautiful Ashland, Oregon or shop online at [www.goldandgems.com](http://www.goldandgems.com), [www.diamondalternatives.com](http://www.diamondalternatives.com) or [www.tru-hybrid.com](http://www.tru-hybrid.com), they are committed to providing an exceptional customer experience. Providing internationally recognized brand name designs, as well as custom designs made in the USA, the Hansen family and their personable staff understand that jewelry is truly a people business and therefore strive to make buying jewelry from them an experience that is both gratifying and memorable.

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TRÜ-HYBRID™



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