Instappraise Officially Enters the UK Market, Starts Off by Sponsoring Upcoming 2024 NAJ Summit

Thursday 20 June, 2024

Instappraise, the world's leading digital solution for jewellery valuations and appraisals, is thrilled to announce its official launch in the UK market as a sponsor of the prestigious National Association of Jewellers (NAJ) Summit. The landmark event will take place from June 22 to June 24, 2024, at the Park Regis Hotel in Birmingham. The NAJ Summit is a premier event that brings together all sectors of the jewellery industry from across the UK and beyond. It is a unique opportunity for members and supporters to share knowledge and experiences in a modern and accessible venue.

Instappraise is set to revolutionize the jewellery valuation industry in the UK with its innovative platform, which streamlines the valuation-creation process, offering unparalleled accuracy, efficiency, and convenience. By leveraging advanced technology, the company enables jewellers and valuers to create comprehensive and professional watch and jewellery valuations in minutes, significantly enhancing customer satisfaction and operational efficiency.

The NAJ Summit is an extended weekend event, featuring the Valuers' Conference hosted by the Institute of Registered Valuers (IRV) and the Retail Jewellers' Congress hosted by the JET Business Network. Centrally located in Birmingham, the NAJ Summit offers attendees modern amenities and state-of-the-art conference facilities. The Valuers' Conference is a dynamic and engaging event that features a mix of rigorous business sessions and hands-on workshops. Designed to broaden the knowledge and expertise of all attendees, it includes main presentations on Saturday and practical, lecture-based workshops and masterclasses on Sunday— ideal for anyone looking to stay at the forefront of the industry.

"We are delighted that Instappraise is supporting this year's NAJ Summit, and we are sure the delegates in attendance will be keen to learn more about the powerful software solutions available to help with the valuation process," says Ben Massey, NAJ Chief Executive Officer.

This year's main presentations feature notable speakers such as Branko Deljanin, who will delve into the "Historical Review of the Diamond Industry and Methods for Identifying Synthetic and Treated Diamonds," sharing tools for lab grown diamond identification." Dr. Maria Maclennan, known as the world's first 'Forensic Jeweller,' will discuss "Forensics: Jewellery, The Body, and Identity," exploring the links between jewellery, identity, and the human body. Freelance conservator and restorer of jewellery, Joanna Whalley, will present "Valuing Conditions," taking a closer look at deterioration, damage, and methods of repair and alteration, as well as the role of condition in valuation. Kerry Gregory will offer a presentation titled "Gemmological Minds: Gemstone Profiling to Catch the Offenders," discussing how gemstone profiling techniques can enhance gemmological practice. Gemologist and Gem-A Educator Charles Bexfield, will provide an "Overview of the UK Gemstone Market," analyzing pricing against economic and external factors, while comparing markets. Sarah Fergusson will delve into "Valuing Time: Pricing Watches in a Changing Market," discussing the rise of the watch category, and issues affecting the value of vintage watches. Dr. Thomas Hainschwang will lecture on "Coloured Diamonds: The Processes and Challenges of Colour Origin Determination," detailing the testing processes used to determine whether diamond colours are natural or treated.

In addition to these presentations, the Valuers' Conference will offer a range of hands-on workshops. Highlights include sessions on identifying natural and synthetic diamonds, understanding coloured diamonds, gemstone profiling, and social media management for valuers. Hosted by the NAJ's JET Business Network (JBN), the one-day Retail Jewellers' Congress focuses on delivering practical and valuable business insights for retail business owners and leaders. Attendees will hear from various speakers on chosen topics and will have the opportunity to develop relationships beyond their regional group and share knowledge firsthand.

A significant portion of NAJ Summit attendees are professional valuers committed to staying up to date with the latest information and technology to excel in their roles. Therefore, it is a natural fit for Instappraise to sponsor and support the event. Instappraise is dedicated to the education of valuers worldwide, recognizing the critical role they play in the jewellery and watch industries. By providing advanced tools and resources, Instappraise enhances the professional lives of appraisers, enabling them to produce highly accurate valuations efficiently. This commitment to professional excellence aligns seamlessly with the objectives of the NAJ Summit, establishing Instappraise as a principal sponsor of the event.

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As part of the NAJ Summit, Instappraise will demonstrate its groundbreaking platform to attendees, showcasing how it can transform the appraisal process for jewellers and valuers in the UK. Attendees will have the opportunity to experience live demonstrations, interact with the Instappraise team, and learn how the platform can enhance their business operations.

Instappraise Founder, Raphael Boivin, says, “Our participation to the NAJ Summit in Birmingham signifies an important milestone for Instappraise’s growth and evolution since our launch in 2019. It will be the company’s first official visit to European soil and will be an amazing opportunity to introduce our innovative solution to UK-based jewellers and valuers. It will also highlight our dedication to building close relationships with our community and will allow us to spend valuable time learning from users in a new vibrant market. I personally look forward to meeting new jewellery industry professionals in person and getting the chance to discuss how we can help them address their business’ biggest challenges.”

Instappraise invites all attendees to visit their booth at the NAJ Summit to explore the innovative features of the platform and discover how it can benefit their business. To be at the forefront of digital transformation in the jewellery appraisal industry, visit Instappraise online at instappraise.com, call 866-351-5566 or email info@instappraise.com. To learn more about the NAJ Summit, visit https://naj.co.uk/summit-2024. For inquiries regarding this press release, contact Pietra Communications at 212-913-9761 or email info@pietrapr.com.

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