

Nurturing a customer-focused company culture



Diamond loupes from Rubin & Son

Founded in 1988, Hong Kong-based Rubin & Son (HK) Ltd prides itself on its jewellery tools and equipment, and its commitment to provide first-class customer service. Ronald Cheng, marketing manager of Rubin & Son, explains to *JNA* how the company's comprehensive knowledge of the industry and technical expertise helped it build a solid presence in Asia.

JNA: Rubin & Son has been in the industry for almost three decades. What is the secret of your success?

Ronald Cheng: We put in a lot of effort and manpower to ensure that our products are of the highest quality. We invest in research and production. We also provide courier services. An OEM expert, we mainly provide gemmological instruments, diamond and jewellery equipment, cleaning tools, window displays and packaging boxes. One of our competitive advantages is our after-sales service. Our relationship with our customers does not end with the purchase

of the product. If they encounter problems, they can call or email us for support. Although we are not always the cheapest in the market, our customers believe in our products and services.

JNA: How did your company perform in 2014?

Cheng: Business was stable in 2014. This year, however, we expect a slight decline. While we do not deal directly with end consumers, we still expect steady demand from jewellery manufacturers. They are working on a tighter budget this year, so we do not expect them to buy high-end tools and equipment. We see demand for mid-range products. This is good for us since we have a diverse product range.



Rubin & Son supplies the market with the Thermo Scientific Niton X-Ray Fluorescence Analysers

JNA: What are your major markets?

Cheng: China is one of our strongest markets. We also have customers from the Philippines, Thailand, Vietnam, Cambodia and South Korea as well as some European and US clients. We have had orders and contacts from Colombia and West and East Africa. These are markets that we want to further develop in the future.

JNA: What are the challenges that you are facing in the industry?

Cheng: We face tough competition from China. In the last 10 years, we saw tremendous improvement in their product offerings in terms of quality and market knowledge. However, the industry will keep on expanding, with the Asian market fuelling the growth. Competition is part of the business but we believe our expertise and quality service give us an edge in the market.

JNA: Could you share with us your plans in 2015?

Cheng: We always expand our product line. Every year, there is a ground-breaking invention in the jewellery industry. Last year, the main focus was on CVD diamonds. A number of portable testers came out in the market. We are planning to provide a similar device, and we are looking for the right match for our customers and suppliers. Currently, we are offering precious metal analysers such as the Thermo Scientific Niton X-ray Fluorescence Handheld Analyser that enables users to determine the exact precious metal content in jewellery, coins and other valuable products. **JNA**