

Press release

**4 December 2019 - Valcambi wins LBMA competition to design and deliver commemorative medallion**

Valcambi's unique medallion 'Celebrating 100 Years of the LBMA Gold Price 1919-2019 – Past, Present and Future' has been revealed as the winning design in a prestigious international competition.

To mark the centenary of the first London Gold Price, the LBMA invited its Members, Associates and Good Delivery Refiners to enter a competition to design and deliver a commemorative 1oz silver medallion.



Ruth Crowell, CEO of the LBMA said:

"All of the submissions we received for this competition were of an exceptionally high standard, which is testament to the creativity and technical ability of those who submitted designs. Our esteemed judging panel truly enjoyed reviewing all of them, and the judges and LBMA would like to thank the companies who participated. With so many high quality entries our judges had a difficult time reaching a consensus, but in the end Valcambi's contemporary design with its distinctive cut out feature really stood out. The judges were also impressed with the beautiful presentation of the packaging. LBMA's team have kept the winning entry a secret since the judges made their decision during the summer, so it was a great relief to finally be able to let the cat out of the bag at last night's Gold Price Centenary Dinner at Goldsmiths' Hall. The dinner guests were delighted to receive a complimentary gift of the winning entry. We trust that they will treasure this precious coin and we hope that many of these coins will still be around in another one hundred years"

This medallion, one of its kind in both design and manufacturing, is the result of perfect collaboration within the Valcambi team.

"After coming up with many drawing options, we captured the significance of the moment through elegance and simplicity using the elements of the LBMA visual identity," explains Graziella Brolpito, responsible for design at Valcambi and the creator of the coin design. "What makes the piece special is the inclusion of the first gold fixings in 1919, the last ones in 2018, and those at the turn of 2019. These are in continuous harmony with the two cavities which form the zeros in the number 100 referring to the Centenary and serve as an open window inviting the holder to look beyond the present to the future ahead.

"For this special coin, we designed a Plexiglas box packaging allowing the owner of the coin to admire it from every angle, and to observe the perspective through the cavities of the zeros.

"We are proud of the way we have been able to express the spirit of the 100 Years Gold Price Fixing in a small piece of art."

Norberto Molteni, Head of Production at Valcambi. adds:

"It has been a stimulating challenge to turn an innovative design into a physical piece and then to develop the right packaging for this special medal, which combines elegance and minimalism with the required proof quality. We were pleased to seize this opportunity with passion, experience and expertise, values that have always characterised Valcambi."

Commenting on Valcambi's success, Michael Mesaric, CEO, said:

"Valcambi winning this prestigious competition is testament to our constant pursuit of excellence and fills me with great pride. The centenary of the first London Gold Price is an important moment for the industry and the Valcambi team brought all its creativity and expertise into play to design and produce this beautiful piece to commemorate it. I want to recognize the industry for regarding the fixing price as the pricing mechanism of our sector for 100 years and to personally congratulate the industry my team for their wonderful work."

## **Notes to editors**

### **About Valcambi**

Valcambi is a world leader in the refining and manufacturing of precious metals. Based in Switzerland, we operate one of the world's largest integrated precious metals plants, with an annual refining capacity of up to 2,000 metric tonnes. We refine gold, silver, platinum and palladium and offer a broad range of products and services of the highest quality. Valcambi is at the forefront of promoting responsibly mined and sourced precious metals. With a special focus on artisanal and small-scale mining (ASM), we support miners in their efforts to adopt responsible labour, technical and environmental practices, and source and refine gold from a number of certified Fairtrade, Fairmined and non-certified ASM mines.

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