PREMIUM CUT | ACCURATELY GRADED | SUPPORTED BY SCIENCE | GUARANTEED BY GCAL

8X®

THE ULTIMATE
DIAMOND CUT GRADE



SALES GUIDE

WHY RETAILERS NEED 8X

When customers walk into your store and ask, “What’s your best diamond?”, you need more than just a generic answer. The problem? Most grading labs rate nearly every diamond as “Excellent” cut. In fact, 95% of both natural and lab-grown diamonds receive the highest cut grades from other grading labs, making it nearly impossible for you to differentiate and showcase a true 'best of the best'.

WHAT’S HOLDING BACK YOUR PREMIUM SALES?

‘Excellent’ cut is no longer the best: with the majority of diamonds labeled ‘Excellent’ or ‘Ideal’ by other labs, the terms no longer create meaningful differentiation.

Insufficient grading reports: many other lab reports have no images, no videos, and no meaningful cut analysis — leaving you no way to know if a diamond is well cut, especially for fancy shapes.

No clear way to show the best: When every diamond looks “the same” on paper, customers struggle to understand why one deserves a premium price. Standard reports only grade to a certain level, leaving the very top-performing diamonds lost in the crowd.

THAT’S WHERE 8X COMES IN

8X solves this by providing proof customers can see and trust—cut precision, light performance, guaranteed grading, and high-resolution visuals. It gives retailers a clear and undeniable way to separate the best from the rest, empowering them to confidently present premium diamonds and close more high-value sales.

FEATURES & BENEFITS:

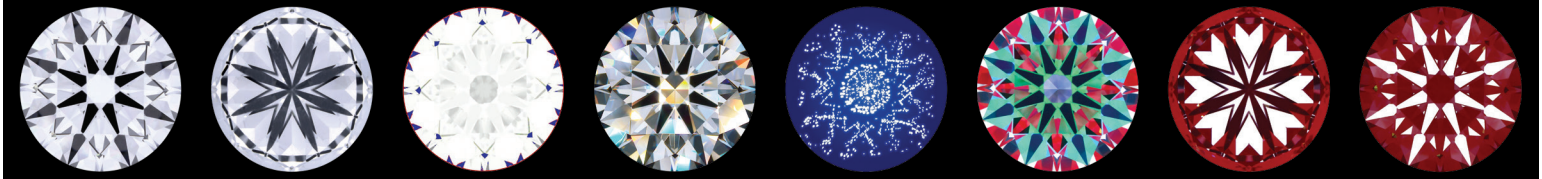
GUARANTEED ACCURACY – The only lab with a 100% 4Cs grading guarantee.

VISUAL PROOF – Actual images and videos of brilliance, fire, scintillation (sparkle), and symmetry (no stock images).

EASY SELLING TOOL – Printed and digital certificates with photos and videos transforms technical grading into a simple, compelling customer story.

EXCLUSIVITY – 8X elevates your inventory with a premium tier above standard “Excellent” grades.

CONFIDENCE & TRUST – GCAL’s reputation and Sarine’s technology give the 4Cs grading more credibility.



“It’s like GCAL is printing money! When I demonstrate the 8X cert, I never lose the sale.”

- Retailer, Rochester, NY

“It makes it a whole lot easier to sell diamonds. Once my customers see an 8X, they can’t buy anything else.”

- Retailer, Austin, TX

“Triple Ex is not good enough for my standards. I know eight excellents are greater than three.”

- Consumer, New York, NY

The GCAL 8X® Ultimate Diamond Cut Grade System encompasses all aspects of diamond cut quality assessment. 8X® is the ultimate achievement in precision diamond cutting. Only extraordinarily brilliant and beautiful diamonds achieve EXCELLENT grades in all EIGHT aspects of CUT quality assessment.

THE UNIQUE BEAUTY OF EACH SHAPE

Every 8X Certificate includes actual photos of the diamond, and the digital verification page includes videos so buyers can see its beauty for themselves.

For rounds, Shape Aesthetics features Hearts and Arrows imaging that proves precision and symmetry. For fancy shapes, it highlights axis symmetry and light obstruction to ensure minimal bow-tie and maximum sparkle. It gives you a powerful, visual way to present every diamond with confidence.



ROUND 8X
Crafted to perfection, with super ideal proportions and hearts & arrows precision, delivering the perfect combination of brilliance, fire, and scintillation.



MARQUISE 8X
Tapered elliptical shape with attractive symmetrical outline, defined pointed tips, and minimal bow-tie, analyzed to ensure bright light return throughout.



RADIANT 8X
Precisely cut with a refined rectangular shape and symmetrical corners, crafted in proportions that minimize bow-tie effect and maximize light return.



OVAL 8X
Graceful curved outline and desirable ellipse shape with minimal bow-tie effect, proportions are optimized to deliver brilliance, fire, and balanced light return.



PEAR 8X
Elegant teardrop shape with symmetrical outline, even sides, and minimal bow-tie effect, proven to deliver brilliance, fire, and sparkle throughout.



PRINCESS 8X
Perfectly square with pristine corners and precise symmetry, proportions are engineered to deliver exceptional brilliance and fire in a beautifully balanced cut.



CUSHION 8X
Elongated with soft rounded corners and crafted to deliver exceptional brilliance, fire, and balanced light return with both broad and fine contrast.

Scan QR to learn more about each 8X shape

PHYSICAL EXCELLENCE	LIGHT PERFORMANCE EXCELLENCE	OPTICAL EXCELLENCE
1. Polish	4. Optical Brilliance	7. Optical Symmetry
2. External Symmetry	5. Fire	8. Heart & Arrows or Shape Aesthetics
3. Proportions	6. Scintillation	

HOW TO SELL 8X IN 30 SECONDS

Start with a simple question:
"Can I show you a diamond that's stunning with exceptional brilliance and fire?"
"Do you have a shape in mind, or would you like to see which one shines best on your hand?"

Show the difference in the certificate:
"This diamond is 8X Certified, rated Excellent in all eight areas of beauty, including brilliance, fire and more. Watch it sparkle in these videos! Can you imagine showing it off?"

Make it easy to understand:
"Most round diamonds are graded 'Excellent' polish and symmetry. Can you guess how many earn the 8X rating? Only the top 1%."
"For fancy shapes, most other reports only give Table%, Depth%, Polish, and Symmetry, but GCAL 8X gives you every proportion and proven light performance so you know it truly sparkles."

Close with confidence:
This is the kind of diamond you'll cherish 20 years from now and proudly pass down, with both beauty and grading fully guaranteed."

WHY GCAL BY SARINE IS THE SMART CHOICE

Founded in New York in 2001, GCAL (Gem Certification & Assurance Lab) is trusted worldwide for delivering precise, independent diamond grading. Now partnered with Sarine Technologies, a publicly traded global diamond technology leader, GCAL offers a unique blend of scientific accuracy and cutting-edge innovation that gives buyers complete confidence.

UNMATCHED ACCURACY & INTEGRITY
GCAL is the only ISO 17025 accredited forensic diamond grading lab in the world.

100% CONSUMER MONEY-BACKED GUARANTEE
The only lab that stands behind its grading certificates with a money-backed guarantee.

POWERED BY SARINE TECHNOLOGIES
In 2023, GCAL joined forces with the global leader in diamond AI, bringing retailers and buyers AI-driven grading, traceability, and worldwide reach.

GEMPRINT® DIAMOND FINGERPRINTING
Every certificate includes a unique optical fingerprint, used by law enforcement and insurers globally for added protection.

INDEPENDENT & TRANSPARENT
GCAL remains fully independent, ensuring objectivity and transparency in every certificate.

GCAL BY SARINE

GCALUSA.com
sales@gcalusa.com
1-212-869-8985
@GCALbySarine