

Avi Paz Group

WFDB President is personally overseeing Swiss Watch Industry Diamond Requirements

Avi Paz Group is one of the biggest baguette diamond manufacturers in the world. For years it has been supplying polishers with baguette stones for subsequent re-cutting.



Mr. Avi Paz, CEO Avi Paz Group, President of the Israeli Diamond Exchange and President of the World Federation of Diamond Bourses.

Mr. Avi Paz, the President of Israeli Diamond Exchange and the President of World Federation of Diamond Bourses (WFDB), is the owner of the company and driving force in its expansion into the precision cut market serving Swiss Watch Industry.

In January 2004 the company established a department of precision-cut stones for the watch industry. This includes a new state-of-the-art factory in Ramat Gan and a customer service facility in Geneva run by Mr. Alex Popov, who is also actively involved in diamond world decision making. Both Israeli and Swiss teams work in perfect harmony to provide fastest service for the best possible price. Both are staffed with highly experienced watch industry professionals who have been working for major watch brands for years.

Avi Paz Fancy has become the first major diamond company with an in-house R&D and creative facility offering watch brands a range of services that includes, but is not limited to:

- Development of diamond geometry and cuts for existing watch models as well as prototypes.
- Cutting and polishing of diamonds in accordance with customer's drawings – with minimal losses and within short time-frames.

- Settings of diamonds and other stones – from simple bezels to full invisibly set watches and bracelets.

Being a market leader means keeping ahead in research and development. Responding to growing customer demand for a first-class choice of specially cut stones, Avi Paz has taken a next step in expanding its customer service facilities, offering supplementary services to watch brands and manufacturers like coloured stones, round diamonds as well as a choice of all cuts and sizes from its online inventory.

Since all these services are provided in-house our customers share our savings. Ordering baguette diamonds from Avi Paz can substantially reduce costs and, most importantly, shortens the development and manufacturing process.



High-precision digital videocamera for precision recutting.



Avi Paz Group – Switzerland, Belgium, Israel, Hong Kong.