

Case study

Sector: Jewellery

Client: Birmingham Assay Office

Macsa id
a code you can trust

Jewellery Engraving

COMPANY BACKGROUND

Located in Birmingham's historic Jewellery Quarter, the Birmingham Assay Office is one of the oldest and most renowned assay offices in the UK, with a history dating back to 1773. The office plays a crucial role in the UK's jewellery industry providing consumers with confidence in the authenticity and quality of their precious metals through hallmarking and testing.



THE CHALLENGE

The Birmingham Assay Office needed a reliable marking solution to efficiently apply hallmark codes and offer personalised engravings on jewellery. They relied on traditional stamping techniques—a time consuming and painstaking process that was prone to inconsistency and human error. This outdated approach made it difficult to efficiently apply hallmarks or provide personalised engravings, presenting a significant challenge in meeting the demands for quality, speed, and precision in modern jewellery marking.



By Clare Halsey

MACSA SOLUTION

Macsa id UK provided the Birmingham Assay Office with a state-of-the-art laser marking system, enabling them to engrave hallmarks and personalised details on jewellery with unprecedented speed and accuracy. To ensure a smooth and seamless transition, we delivered comprehensive training on both the advanced software and specialised equipment. Our dedicated support team worked closely with their staff throughout the process, addressing questions and troubleshooting any challenges to guarantee complete confidence with the new technology.

THE IMPACT

The introduction of Macsa id's laser technology has revolutionised operations at the Birmingham Assay Office. Marking jewellery is now significantly faster and more precise, resulting in significant improvements in efficiency and consistency.

Today, they operate a fleet of Macsa id laser systems, enhancing their capabilities and streamlining their processes - setting a new standard for quality and productivity in their industry.

CLIENT
Birmingham Assay Office

SECTOR
Jewellery

MATERIAL
Silver, Gold, Platinum

SOLUTION
Midi Workstation



"We've been working with Macsa for around eight years, building a strong and supportive partnership. The software and equipment are ideal for marking and engraving delicate, often intricate, pieces of jewellery."

"Whenever we encounter an issue, Macsa is just a phone call away. Their team is always happy to offer guidance and support, often resolving problems remotely before a call-out is even necessary. Well done, Macsa!"

Suki Singh – Laser Technician, Birmingham Assay Office

ABOUT MACSA

Macsa ID provides comprehensive solutions to meet clients' coding, identification, and traceability requirements.



We combine various technologies including hardware and software, along with services, consumables, and spare parts for businesses across diverse sectors such as food and beverage, cosmetics, pharmaceuticals, automotive, electronics, and jewellery industries.

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