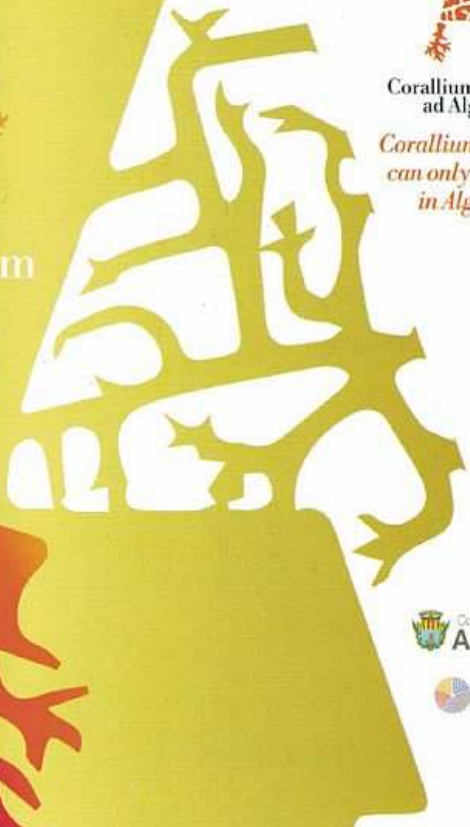


*You will find  
many reds.*



*In Alghero,  
Corallium Rubrum  
is the only one.*



**Corallium Rubrum  
ad Alghero**

*Corallium Rubrum  
can only be found  
in Alghero.*



Corallium Rubrum, known as red coral, is of great value for the economy of Sardinia and even more so for the city of Alghero. Recognized since ancient times for its strength and intense natural colour. Our fishermen collect this living material and craftsmen transform it into art-pieces and unique, timeless jewellery. For the city, red coral is more than a precious local product; it represents an expression of its culture and tradition, so important that its coastline is named Riviera del Corallo and it also appears in the city's coat of arms which contains a branch of the treasured red coral on a rock. Artisanal and commercial activities of great value are tied to this extraordinary product.





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**Trademark  
Licensed  
Shops**



**Corallium Rubrum  
ad Alghero**

### *The quality Trademark*

In Alghero, coral is sold by specialised shops whose quality is certified and guaranteed by the Trademark. Licensed shops can best advise customers on how to choose their products, providing them with information about coral quality and manufacturing techniques. The Trademark certifies their expertise and guarantees the purchase of a quality product compared with non natural, artificially coloured products, that are sold on the market at much lower prices, deceiving buyers with untruthful information. The issuance of a guarantee certificate with the Trademark logo attests to the authenticity and quality of the Corallium Rubrum of the Mediterranean Sea.



### **Rights and Obligations of Licensee**

In order to obtain the Licence of use of the Trademark, the shops undergo periodic checks and agree to specific commitments, including:

- not to sell any product made with imitations of *Corallium Rubrum*, be it in their own shop or in any other shop related to them, in the area of Alghero;
- agree to receive inspections of their premises and grant full access to inspectors, providing them with all due assistance and necessary information in order to fulfil the inspection objectives
- not to use any other symbol, slogan or information that could generate confusion regarding the Trademark or mislead the customers.



Corallium Rubrum  
ad Alghero

[www.comune.alghero.ss.it](http://www.comune.alghero.ss.it)



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Fondazione  
di Sardegna