

“There is nothing more powerful than an idea whose time has come.”

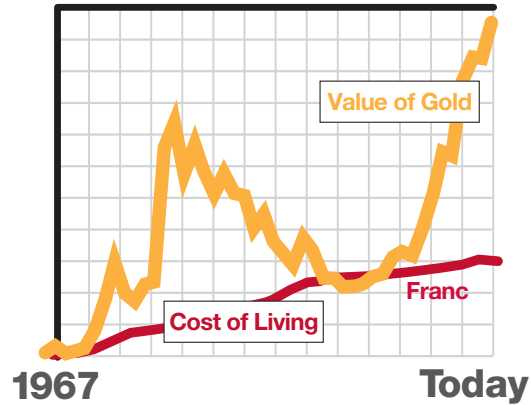
*Victor Hugo*



“A franc-gold combination would bring more security”

*Prof. P. Bernholz*

Winning Combination...  
Gold Coin & Franc



**SWISS GOLD COINS**

Simple • Practical • Safe

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**SWISS GOLD COINS**

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**The Democratization  
of Gold:**



*Initiative to introduce constitutionally  
protected private gold coins*

## The Situation

Today's monetary system gives virtually all political parties reasons for reservations and concerns, which have their ultimately cause in the politicization of money. In broad strokes the Left do not like government privileges for private financial institutions, ecologically minded people worry about the unsustainability of the worldwide debt regimes, private business about the proliferating regulations and the patriots about international dependencies. The reason for this dates back to 1971, when the Dollar got detached from gold. Since then national banks and bureaucrats decide on monetary policy and thus on the value of money. Monetary policy became once and for all a political affair and will remain controversial as all political tasks.

## The Proposal

Gold has a politically neutral position in the monetary system and is therefore the ideal complement to paper money. Gold is the precursor and the origin of paper money and still the only logical alternative. If today's paper money should collapse (which we neither want nor expect), we would find gold once again as a standard of value, maybe even used as a medium of exchange. No other good has its monetary quality. No other good can and will replace gold in this function. Gold is therefore the best hedge against paper money's problem and even the central banks believe this, since they appear, according to the IMF for the first time since 1971 as net buyers of gold in the market.



The introduction of practically useable Swiss Gold Coins in addition to the Franc, is a quasi-democratization of gold and offers benefits to voters of all parties. Soberly considered the Swiss Gold Coins are a new, easy-to-understand norming of the gold trade. Buying and selling of gold is expected to become much easier and cheaper especially for lay people and small savers and this easier access to gold is what is meant by its democratization. Moreover, these gold coins have the legal status of a currency. This in turn means that the already existing tax-free status and the unhindered trade of gold will be enshrined unambiguously in the Swiss constitution. This helps all current and all future owners of gold.

## Advantages and No Disadvantages

The Swiss Gold Coins are a right and not an obligation and there is no honorable reason to fight them. "A franc gold combination would bring more security," says Professor Peter Bernholz, a world-renowned luminary in the field of money and currency, and this sums up the topic and the advantage of the Swiss Gold Coins<sup>2</sup>. In 2012, according to Pro Aurum, 13% of the Swiss population possessed gold. With the Swiss

Gold Coins, the remaining 87% can get easier, more convenient and safer protection against the risks of the financial system, the debt regimes and fiscal repression. This is in the interest of every voting citizen, regardless of political affiliation. The success of Swiss Gold Coins is entirely dependent on the voluntary decisions of individuals and institutions, which are hoping to thereby gain a personal advantage, with emphasis on advantage. Neither the federal government nor the taxpayer will incur any risks or special costs. For more details, and why these benefits today cannot be used under [www.goldfranc.ch](http://www.goldfranc.ch).

## The Advantages for Political Parties and Economic Interest Groups (alphabetically)

1) **Banks: positive headlines and new business opportunities.** The gold coins are million fold ambassadors for Swiss values and quality all over the world and a source of positive headlines for the financial sector. Due to the worldwide unique legal protection, the gold trade is increasingly moving in the direction of Switzerland, and creates new business opportunities: new clearing and payment systems, new asset strategies etc

2) **BDP: "The New Power."** As a new political party, we support innovative concepts for the future of Switzerland.

3) **CVP: "For a liberal-social Switzerland."** The democratization of gold is at the same time liberal and social and fits the CVP values without ifs and buts.

4) **Export industry and the National Bank: stable franc for the benefit of all of Switzerland.** The Swiss Gold Coins are a "safe haven" for investors. If Dollars, Euros and other currencies are invested in gold coins instead of Swiss Francs, this will stabilize the Franc tends and relieve the National Bank in their respective efforts. This benefits the whole of Switzerland.

5) **FDP: "For the love of Switzerland, with courage and intelligence."** The Swiss Gold Coins support the three main political priorities of the FDP: more jobs, secure social welfare and less bureaucracy.

6) **Trade and industry: Business and prestige.** While the big players talk, we act. The new gold coins are ideal as gifts, collectibles and as attractive souvenirs, obtainable in newly designed and equipped Gold-ATM's etc. etc..

7) **Unions: job security and pension benefits.** The Swiss Gold Coins stabilize the franc, thereby ensuring long-term jobs. In addition, a portion of the pension benefits can be accumulated and paid out in gold coins.



8) **Green party: "ecologically consistent, socially committed, with global solidarity."** Among the many other benefits the public interest in gold leads to globally accepted social and sustainability-standards in the gold industry.



9) **Liberal Green Party: "Now. But also tomorrow."** The Swiss Gold Coins bring short-and long-term benefits and this on the basis of a new, sustainable monetary system.

10) **Socialist Party: "Towards a policy for the entire population instead of a few privileged."** This concern coincides 100% with the democratization of gold by the Swiss Gold Coins.

11) **SVP: "Swiss quality."** The creation of a the Swiss Gold Coins is possible only in Switzerland, thanks to our direct democracy, and thanks to our independence. That says it all.

12) **Insurance companies and pension funds: More safety in a zero interest rate environment.** The global debt crisis is increasingly resolved through "financial repression," i.e. by low interest rates and high inflation. The addition of gold in annuities, pension plans and life insurance products is a valuable contribution to alleviate the problem for insurers as well as insured. See also <http://www.goldfranc.ch/die-nutzniesser/die-zukunft>

## CONCLUSION:

The Swiss Gold Coins are a unique opportunity and therefore almost a moral obligation for Switzerland and Swiss politics.

*The Swiss Gold Coins consist of a newly defined federally set of coins with the prescribed content of gold; in contrast to today's gold coins, not only for collection purposes, but also for easy, practical use in everyday life. (The smallest coin is a gold coin with core 0.1 grams of gold, according to current market price (June 2013), a value of approximately £ \$ 4 - In comparison, £ \$ 260 - for the popular Swiss "Vreneli"). The federal government provides for the necessary checks of privately producing coins.*

<sup>2</sup>NZZ, 16.5.2012