

Reasons Why Your Customer **PREFERS** Platinum

Platinum jewelry is more **PURE**

Platinum is 30 times more **RARE**
than gold

Platinum is **ENDURING**

Platinum **FEELS SIGNIFICANT**

Platinum elicits an **EMOTIONAL** response

Platinum is a **REAL WHITE** metal

Platinum holds diamonds most **SECURELY**

PREFERS

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Pure

Platinum jewelry is more pure

- Platinum Jewelry in the US is typically 90-95% pure platinum
- In comparison - 14 Kt. gold is 58.5% gold
- Platinum jewelry's purity makes it naturally hypoallergenic so it's kind to sensitive skin



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Rare

Platinum jewelry is rare

- Platinum is 30 times rarer than gold. Approximately 88 tons of platinum is made into jewelry per year, compared to 2700 tons of gold
- Over 50% of the platinum mined goes to other industries because of its non-corrosive nature and strength
- Like all things rare, platinum is valuable and will hold its value over time.



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Enduring

Platinum jewelry is enduring

- Platinum's density makes it highly durable
- When scratched, the metal is displaced rather than lost like gold. Little metal is lost with everyday wear.
 - Like running your finger across a stick of butter—it just moves around on the surface when it's scratched. It doesn't flake away
- Over time, the surface of a platinum ring will reflect a satiny finish, often referred to as patina. It's platinum's mark of authenticity and evidence of its superior wear resistance.
- Lasts for generations; wearable, heirloom quality



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Feels Significant

Platinum has a significant feel

- One of the densest of precious metals, platinum is 60% heavier than 14K gold and 40% heavier than 18K
- Compared to other metals, platinum jewelry feels distinctly different when you hold it in your hand. Drop a gold ring in one hand and a platinum in the other - feel the difference!
- A 6-inch cube of platinum weighs 165 lbs

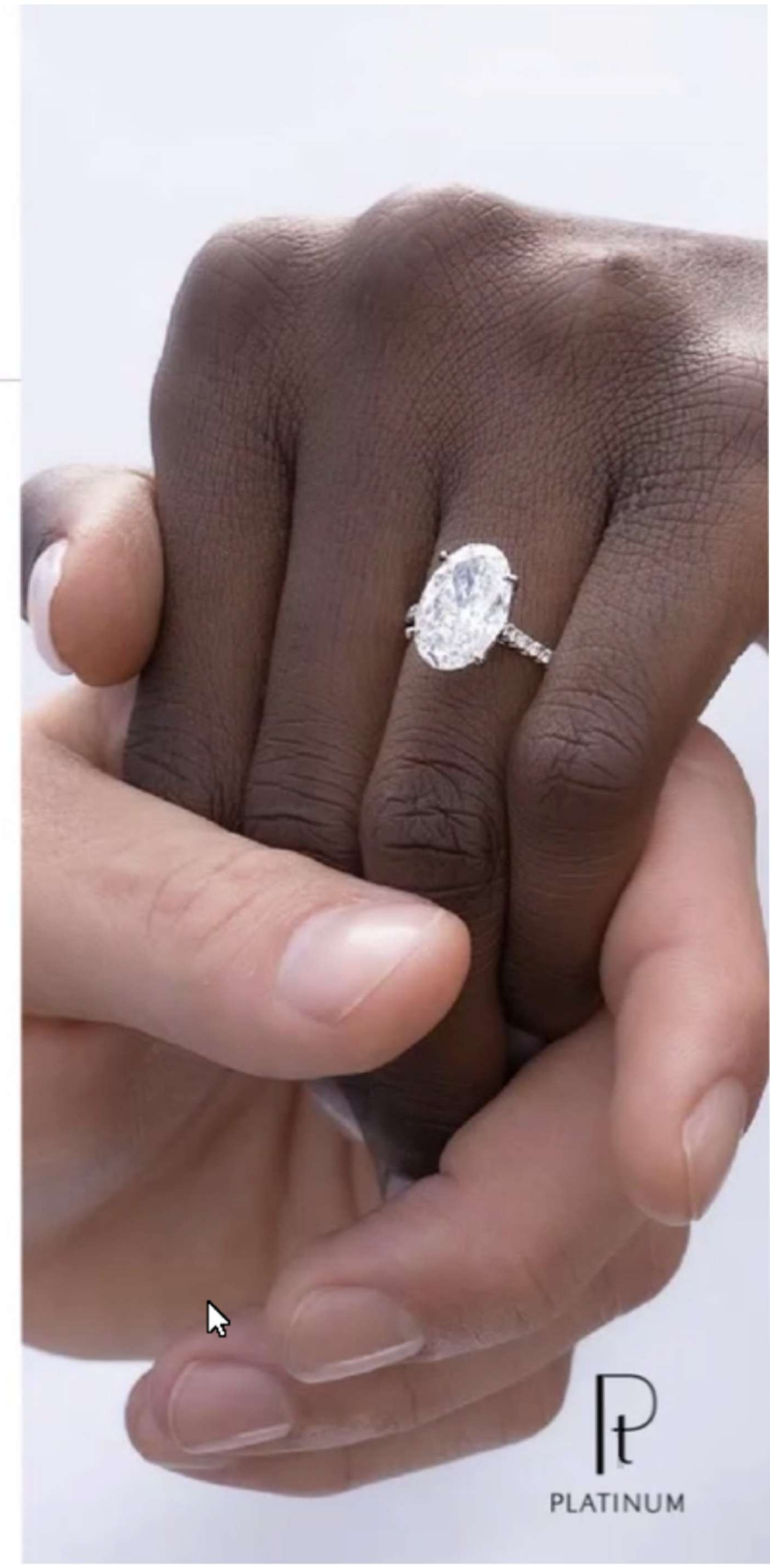


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Emotional

Platinum usually elicits a positive emotional response from people

- Nearly 70% of consumers said they preferred platinum for their engagement ring. You can be confident that platinum is likely their first choice.
- Platinum is the most befitting metal to signify the ultimate commitment and has a legacy of being the metal of choice for engagement rings and wedding bands
- Innate feeling of pride in giving, wearing and owning platinum



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Real White

- Platinum is a real white metal
- It's a genuinely natural white color
- It won't change color or fade over time



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Secure

Platinum holds diamonds most securely

- Dense, durable and corrosion resistant
- More likely to bend, but not break when subjected to force
- Peace of mind and security, no matter how delicate the design
- Nothing holds a diamond or gemstone more securely than platinum

