

Platinum Vs White Gold; Why is My White Gold Ring Turning Yellow?

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I am the author of a platinum brochure that helps clear up some of the confusion. In it, I delve into the history of platinum as well as answer some of the most popular questions concerning platinum vs. gold. For example:

Q: What is the difference between white gold and platinum?

A: There is a tremendous difference between the two metals and it has to do primarily with purity. White gold is a fabricated color. In order to obtain the "white" look of white gold, pure gold is diluted with white metal(s), such as nickel. However, this resulting metal is still not a true "white" and must be plated in platinum to achieve the look of platinum. Over time, this plating wears away and a yellowish tint emerges. This yellowish hue is not tarnish; it is the true color of white gold. To restore the white and bright finish, the metal must again be plated. Platinum, on the other hand, is 99% pure and will always remain naturally "white".

Here's another question that often comes up.

Q: Why does platinum cost more than white gold?

A: The market value for platinum per ounce is much higher than gold. One reason is that platinum is much more rare than gold. In fact, it is 60 times rarer. It takes ten tons of ore and eight weeks to produce just one ounce of platinum. But it's worth it.

There is an additional factor to the price disparity. While platinum requires less ongoing maintenance than that of silver or gold, platinum does require very special attention when fabricating a quality piece of jewelry. Today, there are few jewelers who can work well with platinum. It requires special tools, special techniques and highly trained individuals.

Platinum is the metal of kings. It's pure and it's dense. Did you know that a six inch cube weighs an incredible 165 pounds? I've always advised my customers to purchase platinum when they could afford it.

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