

## ABOUT PLATINUM

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Platinum is pure, rare, eternal and versatile - discover the qualities that make this most precious of metals so special.

## PLATINUM QUALITIES

### Pure

Platinum is pure, an expression of integrity, a reflection of inner truth. Platinum's purity endows it with a brilliant white luster. This helps to reflect the true radiance of diamonds. Because it is generally 95% pure (18 karat gold is 75% pure), platinum jewelry does not fade or tarnish and keeps its looks for a lifetime. Platinum's purity makes it hypoallergenic and ideal for those with sensitive skin.

### Rare

Platinum is rare, the coveted treasure of discerning individuals. There is very little platinum on this earth and it is found in very few places around the world. This exquisite metal is 35 times rarer than gold. In fact, it is estimated that if all the platinum in the world were poured into one Olympic swimming pool it would be scarcely deep enough to cover your ankles. Gold would fill more than three pools. Platinum's rarity makes it exclusive and distinctive - a celebration of your individuality.



A nugget of pure platinum

### Eternal

Platinum jewelry is the perfect choice for a lifetime of everyday wear. Its density and weight make it more durable than other jewelry metals. Platinum does not wear away and holds precious stones firmly and securely. Like all precious metals, platinum scratches. However, the scratch on a platinum piece is merely a displacement of the metal and none of its volume is lost. So, even though wearing it each and every day may leave an impression on the surface, it remains what it was - a symbol for all things eternal.

### Versatile

In addition to its strength and density, platinum has another remarkable quality - pliability. Platinum is so pliable, that just one gram of the metal can be drawn to produce a fine wire over one mile (almost 2 km) long. This quality has enabled jewelers to create some amazing versatile platinum mesh accessories, which could not be fashioned from other precious metals. Platinum is also in demand in other fields - it is used in industry, most notably in catalytic converters. Platinum also plays an important role in medicine. It is not affected by the oxidizing reaction of blood, has excellent conductivity, and is compatible with living tissue. Because of these properties, platinum is used for pacemakers. At present, more than 50,000 people are living healthily on pacemakers. Platinum is a life-saving metal for these people.



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