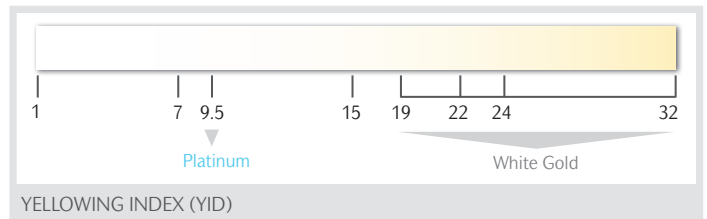


REAL WHITE

One of the greatest distinctions between platinum and white gold is the pure, real white color of platinum. Platinum's whiteness is natural, so your customers are getting something that will not change.



Without continual rhodium plating, white gold eventually returns to its natural yellow color.



The yellowness index (YID) created by Gretag Munsell helps to communicate the variance of white gold color as a result of different plating techniques. This index is the standard for determining white gold color. The higher the number, the more yellowness is visible in the metal. White gold is considered yellow gold once it exceeds 32.

- Platinum is an authentically white precious metal. White gold is yellow gold that has been whitened and rhodium plated.
- Because it is a naturally white metal, platinum requires no maintenance to be white, unlike white gold. Platinum is a real white metal.
- The optimal setting for diamonds is platinum, a naturally white metal that won't ever reflect color into the diamond. Platinum enhances the brilliance of diamonds and other gemstones.

*tips to sell platinum YOU COULD SAY:
Only the natural, real white color of a platinum setting is worthy of showcasing an important diamond, like the one for her engagement ring.