

Buying Jewelry For Your Business Part 4 Buying Platinum Jewelry

By: Sam Serio

Whether you presently own a retail or web based business and are looking for an additional profit center or you are thinking of starting a business, jewelry is a "no-brainer" choice for a proven product category. The buying public, (particularly women) never tires of jewelry as the choices in color, materials, finishes and styles are endless and innovations are continual. Every generation reinvents jewelry for itself in much the same way that it reinvents music and fashion. Styles change but the basic facts remain the same. If you are a seasoned professional, please consider the following a refresher course. To the new comer, use this information as a foundation for your ongoing jewelry education.

The Facts About Platinum Jewelry

Platinum is a precious metal that costs more than gold. It usually is mixed with other similar metals, known as the platinum group metals: iridium, palladium, ruthenium, rhodium and osmium.

Different markings are used on platinum jewelry as compared with gold jewelry, based on the amount of pure platinum in the piece. The quality markings for platinum are based on parts per thousand. For example, the marking 900 Platinum means that 900 out of 1000 are pure platinum, or in other words, the item is 90% platinum and 10% other metals. The abbreviations for platinum - Plat. or Pt. - also can be used in marking jewelry.

Items that contain at least 950 parts per thousand pure platinum can be marked simply platinum. Items that have at least 850 parts per thousand pure platinum can be marked with the amount of pure platinum and the word platinum or an abbreviation (for example, 950 platinum, 900 Plat. or 850 Pt.). Jewelry that contains less than 850 parts per thousand pure platinum, but has a total of 950 parts per thousand of platinum group metals (of which at least 500 parts is pure platinum), may be marked with both the amount of pure platinum and the amount of the other platinum group metals in the piece. For example, the marking 600 Plat. 350 Irid. means that the item has 600 parts per thousand (60%0 platinum, and 350 parts per thousand (35%) iridium, totaling 950 parts per thousand of platinum group metals, and 50 parts per thousand (5%) other metals.

About The Author:

Sam Serio is an Internet Marketer, musician and a writer on the subject of jewelry and gemstones. For more information on jewelry and gemstones, we cordially invite you to visit <http://www.morninglightjewelry.com> to pick up your FREE copy of "How To Buy Jewelry And Gemstones Without Being Ripped Off." This concise, informative special report reveals almost everything you ever wanted to know about jewelry and gemstones, but were afraid to ask. Get your FREE report at <http://www.morninglightjewelry.com>.

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