



NEWSLETTER

Precious Metals

Times are tough for costume jewellery producers – this sector has taken yet another hit with a dramatic rhodium price increase through the EUR 800/gram barrier. Such producers typically comprise tightly budgeted small manufacturers and artisans who are financially ill-equipped for a run on precious metal prices, and are still recovering from the palladium price shock from two years back.

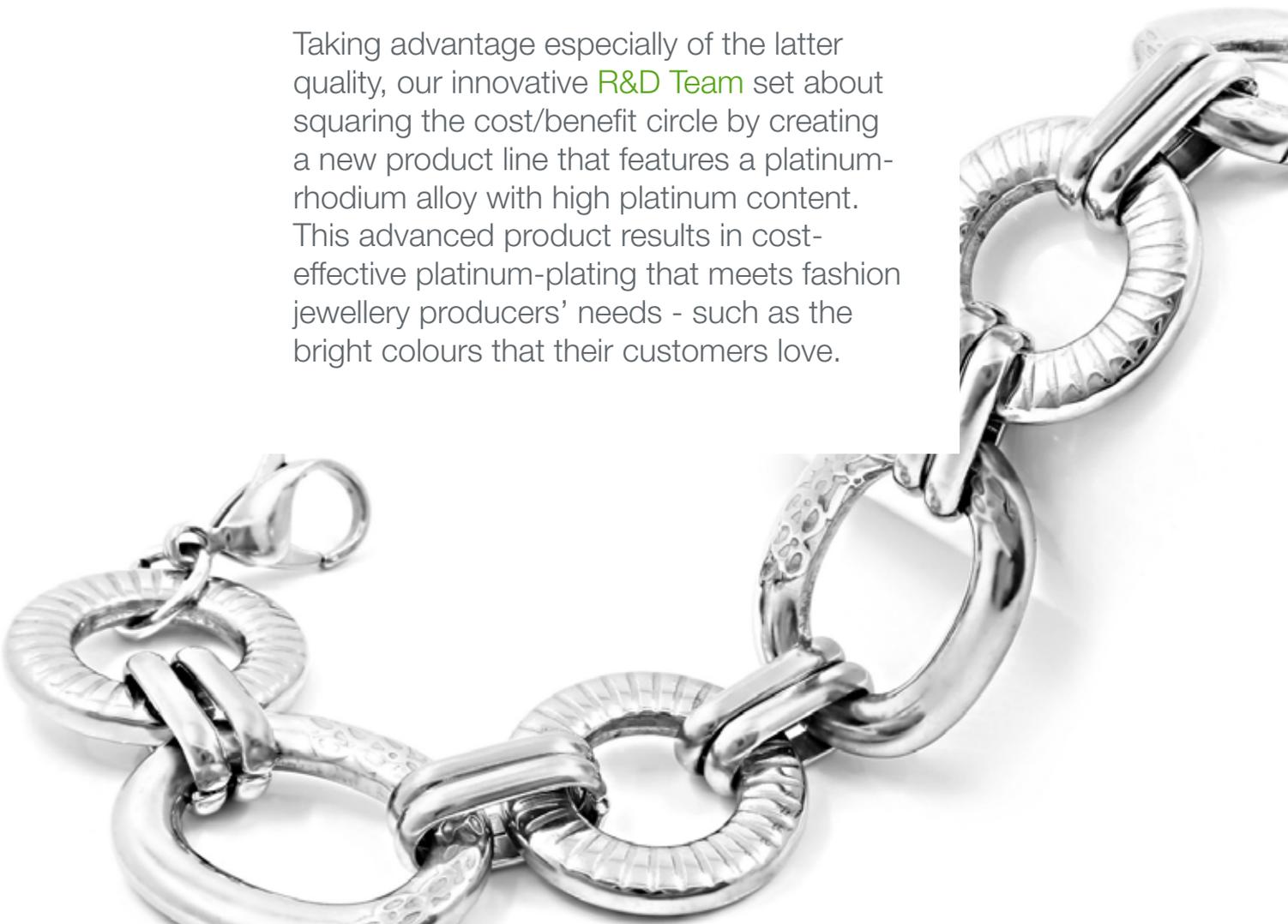
So how to maintain quality while keeping a lid on costs? This is exactly the sort of challenge that the **COVENTYA** team thrives on – listening to our customers' concerns and responding by delivering product excellence and cost efficiencies. As a developer and supplier of specialty chemicals for metallic surface treatments, we set about developing a more economical alternative without changing rhodium-plating performance and features.



We targeted platinum - the highly noble metal that withstands acidic environments (such as perspiration), a crucial performance indicator for the fashion jewellery sector.

Because while rhodium has better colour and higher brightness value, platinum delivers in terms of stable market price, attractive colour, and affinity with other alloyed metals.

Taking advantage especially of the latter quality, our innovative **R&D Team** set about squaring the cost/benefit circle by creating a new product line that features a platinum-rhodium alloy with high platinum content. This advanced product results in cost-effective platinum-plating that meets fashion jewellery producers' needs - such as the bright colours that their customers love.



Cost-effective Platinum Plating

This table highlights each potential alloys' features and potential cost savings:

Deposit	Process Name	Deposit brightness	Metal quantity into solution	Deposit cost*
Rhodium	RHODIUM 100	89 - 90	Rh 2 g/L	636 €/g
Platinum	PLATINE 780	85 - 87	Pt 2 g/L	31,86 €/g
Platinum – Rhodium (10% Rh)	PLATINE 780 ECO WHITE	86 - 88	Pt 2 g/L – Rh 0.2 g/L	92,27 €/g
Platinum – Rhodium (20% Rh)	PLATINE 780 ECO extra WHITE	87 - 88.5	Pt 1 g/L – Rh 0.1 g/L	152,69 €/g
Platinum – Ruthenium (15% Ru)	PLATINE 780 ECO	84 - 86	Pt 2 g/L – Ru 0.2 g/L	30,45 €/g

**cost evaluation as per June 2021*

