

KEY SELLING POINTS OF POPULAR ALTERNATIVE METALS



STAINLESS STEEL

Features

- Stainless Steel is heavy, corrosion resistant and strong.

Benefits

- Stainless Steel still is a metal of choice for active individuals going from day to night.



TITANIUM

Features

- Titanium is 99% pure.
- Titanium will not fade in sunlight and has no reaction to saltwater.
- Titanium is strong.

Benefits

- Titanium is hypoallergenic.
- Titanium possesses a mystique all its own for people looking for something sophisticated yet distinctive.
- Titanium rings will last a lifetime.



TUNGSTEN CARBIDE

Features

- Tungsten Carbide is strong; ten times harder than 18k gold.
- Tungsten Carbide is created by firing tungsten combined with carbon powder in an oxygen-free oven at an astounding 6,200 degrees fahrenheit. This process called **sintering** creates the hardest metal used for making jewelry.

Benefits

- Tungsten Carbide is tough and rugged, perfect for a man's active lifestyle.
- A Tungsten Carbide ring will remain polished forever, and is scratch and tarnish resistant. It is a unique metal that epitomizes today's man more than any other.
- Tungsten Carbide rings need to be treated as precious piece of jewelry.
- Should not be abused.

PLATINUM GROUP METALS



PLATINUM

Features

- Platinum is among the purest, and most valuable of the precious metals. It is more rare than gold, and more than 60% heavier than 14 karat gold.
- Platinum, in its purest form, is one of the only naturally occurring white precious metals that will not tarnish.
- Platinum's purity makes it the perfect choice for those with allergies, or for those who have experienced reactions to other metals.

Benefits

- Getting more of what you are paying for
- Wearing jewelry that has one of the highest purity standards
- Will always remain white with no additives or rhodium plating
- Maximizes the brilliance of diamonds
- Platinum is hypoallergenic.



PALLADIUM

Features

- Palladium is a member of the PGM or Platinum Group Metals. The PGM group is also referred to as "Noble Metals" because of their superior ability to withstand corrosion and oxidation.
- Palladium is one of the most rare and scarce metals in the world.
- Palladium rings are 95% pure.
- Palladium is nickel free.

Benefits

- Palladium is a silver-white metal that will not tarnish in air and remains forever white.
- A Palladium ring is very durable and will last for a lifetime, to be passed down for generations to come.
- Palladium is hypoallergenic.
- Contains no skin irritants