

Ref: Jewelry Guides
Matter No. G71101



On the issue of .585 platinum, you must consider multiple layers of concern. The industry has assumed, and to some extent, touted 'platinum' as being synonymous with high quality, purity and rarity. Any allowable reduction in the purity and unique characteristics of this metal in the jewelry industry will also alter the trust and mystique gained from years of standardization.

As a bench jeweler with thirty years in the industry I have already faced the unique challenges involved in the repair and alteration of rings identified as .585 or lower platinum jewelry. I have consulted with numerous technical specialists, and they are baffled as to a proper technique that would complete this repair effectively.

Do I make the case that standards should be put into place simply to make my job possible? No. However, the serviceability of platinum jewelry should not be jeopardized from misleading practices. If .585 platinum is not repairable to like new condition, then the platinum should not be allowed to be stamped on the piece.

With each step in the supply chain a complete understanding in the different properties of each quality stamped must be understood and conveyed to the next level, and ultimately to the consumer. At this time no such understanding is readily available. The average consumer (or retailer) is not familiar with any differences in platinum. They have, however, developed clear-cut ideas with regard to the purity and perceived value of gold based on the standards of 14K vs. 10k.

When considering the possible restrictions on 585 platinum the need for consumer education is the most important of all considerations. However, the retailers most likely to sell .585 platinum as 'platinum' are often the same retailers that do not routinely hire highly informed employees, nor are they as vigilant in consumer training, as price point is often the predominant driver.

Herein lies the dilemma: What standard does the industry set as "pure platinum", and how does it identify and label to the consumer and industry, items which fall below this industry standard. Taking it a step further, how does a technician know which alloys are being used and how they react to heat and manipulation? *And can this item be repaired?* If this is not possible, the current regulations should stand and platinum not be allowed to be stamped on the piece.

Sincerely,
G.T. Kelley, G.G.