

DON'T SWEAT IT, CHOOSE **PTLUX** PLATINUM RUTHENIUM ALLOY

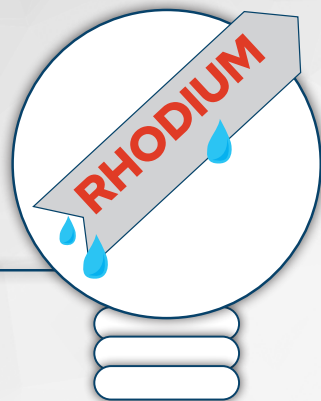
How to Face the Drastic Increase in Rhodium Price?

CHOOSE PTLUX
(PATENT PENDING)



NOWADAYS RHODIUM PRICE IS INCREASING EXPONENTIALLY.

Companies in the jewelry and fashion accessories sector need to make a choice: increase prices, change materials, or find new solutions.



Legor Group and its highly advanced R&D laboratory are always looking for new ways to meet the market requests.



THE ALTERNATIVE TO RHODIUM



To face the drastic increase in rhodium price, which as of today* has reached 800 EUR/g, we come to you with an alternative: **PTLUX**, a new plating process that makes possible the electrodeposition of **platinum** bonded in alloy with a minor percentage of **ruthenium**.

PTLUX has been developed with the aim of obtaining a precious white finishing, even whiter than pure platinum, **at a lower price compared to rhodium and less subject to market fluctuations**

WHAT ARE THE FEATURES OF THIS ALLOY?

Whiter color compared to pure platinum (reduction of b* coordinate)

Further savings compared to pure platinum deposition

Easy to use

Good performance as intermediate layer before the final color finishing

THE COLOR OF PTLUX

Process	L*	a*	b*	YI
RHODIUM std	90	0,8	1,8	4,9
PLATINUM std	85,6	0,9	4,8	10,9
PTLUX	87	0,6	3,0	6,7

This new formula increases the brightness and whiteness of a standard platinum deposit, to be as close as possible to a standard rhodium deposit.

*data for April 6th 2021



PTLUX
PLATINUM RUTHENIUM ALLOY



legorgroup.com

LEGOR GROUP SPA

Via del lavoro, 1 - 36050 Bressanvido (VI) Italy
tel. +39 0444 467911 - info@legor.com