RHODUNA® PT

When resisting simply doesn't make sense.

www.ep.umicore.com

Rhodium creates a brilliant white surface on decorative products. Platinum has enjoyed an incredibly stable price for a number of years, and its name is desirable for all buyer groups. Imagine an alloy that combines the benefits of both precious metals.

IRRESISTIBLE ALTERNATIVE – RHODUNA® PT

Take advantage of our experience as one of the leading providers of decorative precious metal surfaces and give your product the perfect finish.

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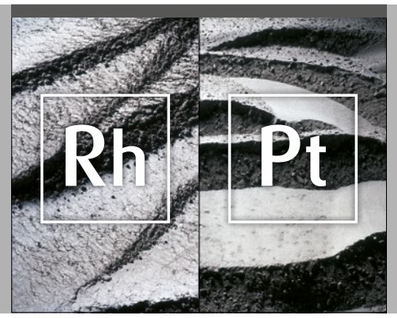
Electroplating

More individuality, more glamour.

RHODUNA® PT is the answer to the needs of many jewellery makers. This cost-effective alternative to pure rhodium electrolytes with the unique ‘platinum’ selling point could give you a competitive edge. Offer your end customers more glamour and more individuality with a flawless RHODUNA® PT finish.

The well-known flipside of trend products: the competition is always growing and your own product may get lost in the crowd without a special feature.

Rhodium and platinum, two precious metals that have always been used for decorative applications - combining the best of both worlds in one alloy makes so much sense in today’s climate.



Demand for majestic white rhodium jewellery remains strong, especially on the Asian market. More and more producers are jumping on the bandwagon to get their slice of the pie - the market has become a shark tank. Similar products lead to price wars amid competitors, while the price for rhodium has risen relentlessly over the last few years. Margins are becoming almost pointless for more and more producers.

Standing out from the crowd is the only option. RHODUNA® PT lets you do just that with an innovative surface finish made from equal parts of rhodium and platinum. You are still able to offer a high-quality brilliant white surface to the same glossy standard for decorative applications - made economically viable because of the following two reasons. On one hand, the addition of platinum makes the product considerably more attractive to customers, which leads to a higher price acceptance. On the other, halving the rhodium content in the alloy minimises your purchasing costs.

Alternatively, the alloy composition of rhodium and platinum can be variably adjusted. Compositions of 80 % platinum to 20 % rhodium, and vice versa, are possible - and all this with constant layer properties. Therefore you always have the price advantage on your side.

THE ADDITION OF PLATINUM IS ESPECIALLY ATTRACTIVE - FOR PRODUCERS AND CONSUMERS ALIKE

Market research has actually shown that platinum enjoys an undiminished high profile among end consumers. Even despite its loss of value over the years. Platinum still stands for premium in many circles (not just in credit card jargon and the music industry), and remains very popular especially in the jewellery industry.

So your decorative product - with a brilliant white finish that is unusual for platinum - increases in value in the minds of end consumers.

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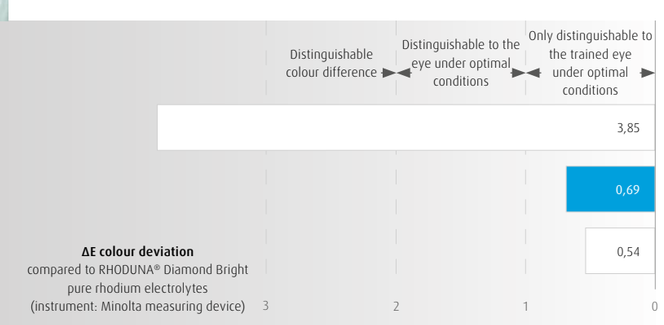
Electroplating

RHODUNA® PT

ADVICE AND TECHNICAL SUPPORT FROM THE START

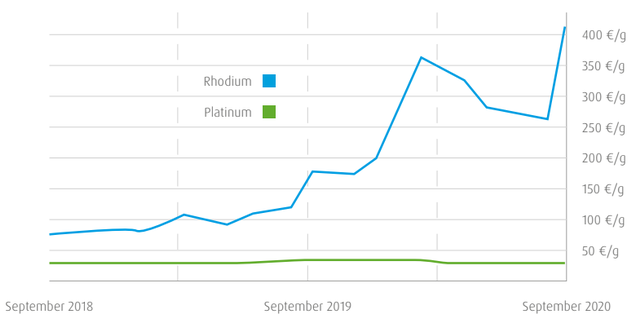
Our sales team's broad electroplating background will put you at an advantage, especially when it comes to introducing new electrolytes. In the initial phase, we offer comprehensive, no-obligation advice.
Together, we'll establish your financial parameters. We'll also be happy to clarify any specific details about your electroplating process. So you'll have all the information you need to make the right decision for or against RHODUNA® PT.
We'll still be on hand after the successful installation of the electrolyte - and offer on-site visits worldwide.

HARDLY DISTINGUISHABLE FROM A PURE RHODIUM FINISH



In theory, there's no way that an alloy made from equal parts of white rhodium and grey platinum can boast the same brilliant white as pure rhodium. Through the targeted development of electrolytes, we have achieved a ΔE value of just 0.69 compared to pure rhodium electrolytes.
This is impressive when you consider that any difference in colour that has a ΔE value less than 1 cannot be seen by the naked eye in most circumstances.

SAVINGS OF UP TO 60% ARE REALISTIC



RHODUNA® PT is designed to establish price acceptance, which is achieved by increasing the alloy's attractiveness. However, the specially developed electrolyte is also lucrative thanks to its low rhodium content.
You can expect savings of up to 60% compared to pure rhodium electrolytes, as the constantly increasing price of rhodium will continue to push up your saving.

ALMOST OPTICALLY IDENTICAL - THE DIFFERENCE IS IN THE DETAIL

RHODUNA® Diamond Bright	RHODUNA® PT	RHODUNA® Alloy	Product	COATING CHARACTERISTICS
100 % Rhodium	50 % Rhodium 50 % Platinum	75 % Rhodium 25 % Ruthenium	Alloy composition	
Approx. 800 - 900 HV	Approx. 600 HV	> 900 HV	Hardness	
up to 5 µm	up to 0,3 µm	up to 5 µm	Coating thickness	
Approx. 12,4 g/cm³	Approx. 15,7 g/cm³	Approx. 12,4 g/cm³	Density	
Reference	15 %	25 %	Saving	

The layer properties and attributes of the electrolyte in production are comparable to those of previous products in the high-end RHODUNA® family:

- High resistance to abrasion
- Even, crack-free layers
- Good throwing power and minor porosity
- Good coverage speed
- Wide current density range

Please note: All prices, price comparisons and resulting calculations are based on Umicore sales prices for the relevant precious metal as of 1st October 2020.

Give your product the perfect surface.

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