

Dramatic Rise In Platinum Prices Creates Higher Demand for Palladium Rings and Wedding Bands



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Titanium-Jewelry.com features creative designs in modern metals comparable to platinum



(Modesto, Calif.) April 06, 2010 – Titanium-Jewelry.com, a preeminent online jewelry retailer has announced a brand new addition to its considerable selection of titanium and tungsten jewelry, and [mens wedding bands](#): a collection of [palladium rings](#) and wedding bands possessing all the quality and allure of platinum at a fraction of the price.

Palladium is an investment quality precious metal, part of what's known as the Platinum Group Metals. Chemically similar to platinum, it is likewise prized for its purity, durability, and brilliant white color. Palladium also has a broad range of applications beyond jewelry including electronics and industry. Along with platinum, gold and silver, it is one of the four metals to be given an ISO currency code.

The popularity of this white precious metal has been rising steadily in recent years, thanks to its similarities to platinum, wide range of tech applications, not to mention platinum's rising prices. To boot, one troy ounce of .9999 platinum was quoted at in the commodities market last week at \$1636, compared to \$470.00 per troy ounce of palladium.

In the last few months, experts have been predicting greater demand for platinum and palladium in the coming year, citing persistent demand from industrial consumers as well as swelling demand abroad for jewelry.

Like platinum, palladium is a superior jewelry metal due to its rarity, luxurious white luster and hypoallergenic properties. (Actually palladium is slightly whiter, lighter in weight and harder than platinum.) Previously white gold- an alloyed metal, was the popular affordable alternative to platinum.

White gold jewelry however, depends on a rhodium coating for its brilliant hue, and over time the coating wears off and requires refinishing. Palladium, a much purer and more durable metal requires no such coating to maintain its crisp whiteness.

"More and more people are choosing palladium rings and [palladium wedding bands](#) over platinum; they're discovering that they can have all the rarefied eye-appeal and superior quality of platinum at a small fraction of the price," says Ron Yates, the founder of Titanium-Jewelry.com. "For example, the ARDENT platinum wedding band by ArtCarved sells for \$2885. This very same ring in palladium sells for \$695, less than a fourth of the price!"

Titanium-Jewelry.com's palladium rings and wedding bands are made from 95% pure palladium and come in an alluring diversity of both modern and classic styles, by esteemed designers ArtCarved, COGE and Diana Classic. Like all jewelry sold by the retailer, the palladium collection is backed by a 30-day "love it or return guarantee" and a lifetime warranty.

About

Titanium-Jewelry.com

Titanium-Jewelry.com provides a wide selection of titanium rings, tungsten rings and black titanium jewelry uniquely styled for men and women. Experts in modern men's wedding rings and modern metals jewelry, Titanium-Jewelry.com leads the industry in contemporary jewelry fashions. For more information, please visit www.Titanium-Jewelry.com.

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