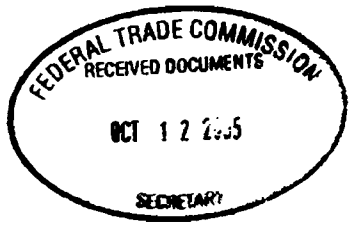

To: Federal Trade Commission
Division of Enforcement
Bureau of Consumer Protection
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

Via e-mail: http://secure.commentsworks.com/ftc-jewelry
Attachments forwarded via U.S. Postal Service

Dated: October 12, 2005

Re: Jewelry Guides, Matter No. 711001

The following constitutes the comments of the undersigned trade associations ("the associations") whose members consist of thousands of large and small businesses in the jewelry trade. Members of the associations submitting these comments include manufacturers, wholesalers, distributors, precious metal suppliers and refiners, diamond dealers, color gemstone dealers, large and small retailers (both chain and independent retail stores) – essentially the entire jewelry community.

The associations all have as a core purpose the promotion of ethics and integrity among members of our trade. The associations work to support consumer confidence in our products and selling practices. The Jewelers Vigilance Committee's mission is to promote legal compliance with all regulations and laws pertaining to the manufacture, sale and advertising of jewelry, again with the purpose of promoting consumer confidence. It is in this context that these comments are submitted, on behalf of the industry as a whole.

We are gratified that the FTC published its solicitation for comments on this important matter to the jewelry industry – permissible nomenclature applied to products made of less than 850 parts per thousand ("ppt") pure platinum. The FTC Guidelines for Jewelry are an important reference for the industry, and amendments to the Guides, if required, are a matter of the highest importance to the trade.

Background

CS66-38, addressing the "Marking of Articles Made Wholly or in Part of Platinum" was issued by the National Bureau of Standards of the

U.S. Department of Commerce in 1938.[1] Some states adopted these standards into law. New York, New Jersey, California, Wisconsin and Illinois all have statutes based on these standards. Generally, both CS66-38 and the state statutes prohibited the marking or marketing of products as "platinum" (or any abbreviation or version thereof) for products comprised of anything less that 950 parts per thousand (ppt) pure platinum (with solder) or 985 ppt (without solder).[2]

In 1977, CS66-38 was replaced by a Voluntary Product Standard ("VPS") (PS69-76) issued by the U.S. Department of Commerce. The VPS was consistent with the prior standards, and prohibited the use of the word "platinum" in marking or describing any product with less than 950 ppt pure platinum (with solder) or 985 ppt pure platinum (without solder).

In 1997, the FTC issued the current Guides, having first considered simply adopting the VPS into the section addressing platinum. Instead, the current guidelines were drafted, and published a year after the full Jewelry Guides.[3]

On December 17, 2004, the JVC was informed that the FTC intended to issue a staff opinion letter at the request of a company intending to market a product consisting of 585 parts per thousand pure platinum and no other platinum group metals. The opinion solicited from the staff pertained to whether the word "platinum" could be used to describe such a product. Comments from the undersigned trade associations were submitted on January 10, 2005 and are hereby fully incorporated by reference herein. At that time, the associations took the position that the Guides restricted the use of the term "platinum," or any abbreviation thereof to those alloys described in the Guides.[4] This meant that the term platinum could not be applied to alloys consisting of 585 ppt platinum and no PGM's.

The FTC staff opinion letter issued on February 2, 2005. The letter stated that the FTC Guides neither "prohibited nor allowed" an alloy consisting of 585 ppt platinum and no other PGM to employ the term

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[1] For a full history of the development of the section of the Guides pertaining to platinum, please refer to Section II b. of the joint January 10, 2005 submission to the FTC (hereinafter "Joint Submission, 1/10"), Exhibit 1.)

[2] California Business Code §§22120-22132; Illinois Business Transactions 815ILCS §§395/0.01-395/0.11; Platinum Sales Act; New Jersey State Law; Title 51, Chapter 6-Platinum and Alloys; New York State Consolidated Laws - General Business Article 13-A, §§230-238; Platinum Stamping ; Wisconsin Miscellaneous Trade Regulations; Chapter 134, §134.33; Platinum Stamping

[3] See, Exhibit 1, Joint Submission, 1/10, Section II b.

[4] See, Exhibit 1, Joint Submission, 1/10, Section II c.

"platinum" in marking, marketing or describing the alloy. The staff recommended that a notice be published soliciting comments on whether the Guides should be amended to address such products.

The Federal Register notice was published on July 6, 2005, seeking comments on whether the Guides should be revised to discuss specifically how products composed of between 500 and 850 ppt pure platinum and no other PGM's should be marked or described. Further comments were solicited on whether the Guides should be revised to provide guidance on how to mark or describe platinum-clad, filled, plated or platinum-overlay products.

Research and information gathering

From the time that the FTC informed the associations that they intended to issue a staff opinion letter, the JVC and the other trade associations have been publicly discussing the issues associated with the marking and marketing of platinum products. An advisory Platinum Task Force was formed, chaired jointly by JVC, Manufacturers Jewelers and Suppliers of America (MJSA) and Jewelers of America (JA). All interested industry members were invited to participate, and nearly 50 industry members, representing retailers, manufacturers, refiners and platinum producers, participated in two public meetings of the Task Force, and responded to request for information and input. Open discussion on a variety of topics associated with platinum was conducted with all participants in the Task Force, and information gathered about industry views.

Views of international trade associations were solicited. CIBJO – a federation of international trade associations polled its members on the subject of marking and marketing of platinum products.

The associations polled the members of their governing boards. Thus, the following comments are based on this widespread information gathering process, and represent a compilation of the views of the contributors.

1. Should the platinum section of the Jewelry Guides be amended to address with particularity products that contain 500-850 ppt pure platinum and no other PGM?

Industry members universally believe that the Guides should be revised to address products that contain 500-850 ppt pure platinum and no other PGM. Since products employing this alloy (and others) have become available, clarity in marking and description standards for these products is needed. From the time the FTC staff opinion

letter issued, there has been a lack of certainty within the industry on how products made of lower amounts of pure platinum and no other PGM should be marked, marketed, described and labeled. The goal in establishing this clarity is to set industry norms that avoid consumer confusion and limit the potential for deception.

Specifically, our information gathering and research indicates that the Guides should be revised to specifically prohibit the use of the term "platinum" or any abbreviation or version thereof to mark, market or describe an alloy consisting of 585 ppt pure platinum and no other PGM.

The industry has long understood the FTC Guides (as did all government published standards for platinum starting in 1938) to prohibit the use of any form of the term platinum to describe an alloy containing less than 850 ppt pure platinum, unless it was combined with other PGM. Among other factors, this understanding was based on the necessity to conform to international standards for marking and describing platinum.

From the first date of regulations on this subject, the use of the term "platinum" was employed to describe a premium product of high purity. Standards did address when the term could be used to describe a less pure product, but only when combined with other PGM. This maintained the durability, the strength, weight, the hypoallergenicity and "purity" of the product.

The use of the term "platinum" was distinguished from the manner in which the term "gold" was used in the industry – platinum was restricted to high purity products, and those that only employed PGM in the alloy. Gold inherently requires alloying because gold in its pure form is less durable for jewelry. Gold has been historically combined with other metals to improve its color and strength. This explains the varying karat qualities unique to gold. In contrast, platinum has always been produced as nearly pure, or only combined with PGM's - Gold has never been marketed for use in jewelry as pure. Instead, the specific amount of gold in a item of jewelry is disclosed.

If the previous restrictions on the use of the word platinum are altered, there is an increased chance of consumer deception. Consumer messages and educational material about platinum have been consistent over time – platinum is pure, durable, strong, heavy, hypoallergenic and distinguished from all other precious metal. The current intense interest in employing the term platinum to describe low purity alloys using non-PGM (which does not have all of the characteristics of the purer alloy) is motivated by those sellers

seeking to take advantage of the positive traditional messages about pure platinum as a premium product. Thus, consumers could be misled into thinking that "585 Platinum and 0 PGM" products have all the characteristics of platinum, but are advantageous because available at lower cost.

Given the complication and technical nature of the disclosure that would be required to distinguish this alloy from the pure platinum or platinum/PGM alloys, the information could be confusing, and delivered in a manner purposely designed to mislead. The other possibility exists that sellers might choose not to provide the information at all, given the technical nature of the information.

2. Is there empirical evidence on what consumers generally expect in terms of performance or other objective qualities when purchasing a product marked or described as "platinum"? What does the data show?

Most industry members expressed the view that consumers believe the term "platinum" refers to a pure product of 850-ppt pure platinum or more.

While the associations have not gathered specific empirical data from consumers, there is a widespread belief among industry members that for many years, consumers have been educated to believe that the term platinum refers to a high quality, premium and pure product consisting of high levels of pure platinum. This is in no small measure a result of long term marketing and consumer educational efforts by many industry members.

According to those who market or produce platinum, consumers have been educated to expect that platinum is pure, durable, hypoallergenic, heavy and strong. The non-PGM alloys may not perform similarly to the pure product, or platinum alloys that use only PGM. If an alloy made of 585 Platinum and no PGM's is marketed on the same basis as the pure premium product (i.e. using the term platinum to describe it) the possibility of marketers misrepresenting the characteristics of this alloy (as having the same characteristics as the purer platinum alloy) increases. As argued below, given the complicated nature of disclosure of the differences of the alloy from pure platinum, it is likely to be poorly understood, or simply not provided.

3. Are products containing 500-850 ppt pure platinum and no other PGM currently being marketed and if so, how? Is there empirical evidence, e.g., copy testing or other research, as to how consumers interpret the disclosures or marketing materials, or proposed disclosures and marketing materials, accompanying such products?

Products containing 500-850 ppt pure platinum and no other PGM are currently being marketed in the U.S. These products are either made of between 500 – 850 ppt pure platinum and no other PGM or plated with platinum. A variety of such products are available – products that are alloys, products that are coated with platinum over base metal or sterling silver or products which combine very low amounts of platinum with sterling silver. Attached, please find a sampling of advertisements and web-based advertising for such products. For example, there are numerous sources for platinum plated products. (Exhibit 2). These ads do not reveal what metal underlies the platinum plate nor the purity or thickness of the platinum used. Some companies market metals that combine low amounts of platinum with sterling silver. (Exhibit 3A) These are marketed using names other than platinum (i.e., "Platafina").

Other marketers sell products made of "silver platinum" or "platinum sterling" without stating which metal is the predominant one. (Exhibit 3B). A company is marketing "Platinum V" – with a mark of "585Pt/.415Co.Cu." This marketing material does not contain any other description of the metal alloy or its characteristics when compared with pure platinum in words that can be understood by a consumer of the product.[5] (Exhibit 3C) Another company markets a product named "Polarium" which contains 777 ppt pure platinum. (Exhibit 3D)

Other indications of planned marks or descriptive terms for metals combining low amounts of platinum with non-PGM are indicated in a number of applications for registrations of trademarks. These include "14K Pt" and "14Karat Platinum" (Reg. Nos. 2,753,436.)[6] The associations have not gathered empirical data on how these marks

[5] It should be noted that the choice of "585" platinum (as opposed to 600 or 650 ppt platinum) for this alloy might be purposeful. 585 ppt of gold in an alloy is 14 karat gold. The mark as used by the platinum marketer could suggest to the consumer that purity of the platinum is analogous to the purity of 14 karat gold – a comparison which is itself confusing, since platinum is understood by consumers to be pure, and gold is not.

[6] JVC has moved at the USPTO to oppose or cancel these registrations on the grounds that they are deceptively misdescriptive, since any designation using the term "karat" is for gold, not platinum. The registrant for these trademarks has not asserted that they intended for products containing gold.

would be understood by consumers, but there is a risk that the marks may be confusing to consumers since the karat designation is well understood to apply to gold, not platinum. The chance of consumer deception is heightened when low purity platinum alloys are compared with gold. Platinum has long been marketed as a pure product, and gold has never been so marketed.

4. For products containing 500-850 ppt pure platinum and no other PGM what, if any, additional information, in addition to disclosure of the product composition, may be necessary to prevent deception under Section 5 of the FTC Act? How do these disclosures compare to disclosures already required for other jewelry products, for example, gold?

There is no question that most consumers will not understand the meaning of a mark such as "585 PT/0 PGM" or "585PT/.415Co.Cu." These marks are incomprehensible to all but the few among us who remember the abbreviations of the Periodic Table of Elements.

Since industry based information has educated the consumer to expect that products described or marked "platinum" are pure (or nearly pure), any marketer selling an alloy with lower purity than has heretofore been permitted using the term "platinum" should be required to disclose information pertaining to all of the differences between the premium product and their lower purity alloy. This disclosure should made in a manner which communicates the required information on the differences in durability, hypoallergenicity, weight, and any other characteristic of pure platinum. This is required to ensure that the consumer fully understands the differences in nature, characteristics and performance of the lower purity product and any other alloy. This disclosure would need to address those characteristics that consumers seek in platinum – durability, strength, hypoallergenicity, weight and purity. Since such disclosures could be lengthy, there is a risk that some marketers might fail to adequately explain the differences or choose to not make the full disclosures.

5. Are there significant differences between the 500-850 ppt pure platinum alloys with no other PGM and other platinum products in terms of durability, scratch resistance, tarnish, hypoallergenicity, ability to hold settings, or similar qualities? What evidence is there on these issues?

While the associations do not intend to submit scientific data on this question, we have consulted with members with expertise and knowledge on this subject. Two concerns were presented: one a

bench jeweler (repair) issue, and the other the hypoallergenicity question.

Most industry members expressed concerns about bench jewelers making repairs, sizing or performing other alterations on products without knowing whether their work would be compromised by the level of purity of platinum in the alloy with which they are working. In addition, working with alloys containing low purity platinum and no other PGM could raise the risk factor of damaging the product for such repairs.

The hypoallergenicity issue is an unknown factor for alloys containing between 500 and 850 ppt platinum and no other PGM. The non-PGM content of the alloy will govern what allergic risks exist. What is known is that products using only PGM are hypoallergenic.

6. How would a product containing 500-ppt pure platinum and no other PGM be marked if it were being sold outside the United States? Is there an international standard that addresses a product with this composition?

The standard for platinum most widely observed abroad are the International Standards Organization (ISO) standards.[7] Under ISO standards, the use of the term platinum is restricted only to alloys consisting of 850-ppt pure platinum or more. In practice, in most international markets, the term platinum is applied only to alloys containing 850-ppt pure platinum or better. Thus, ISO standards would prohibit the term "platinum" being used to mark or describe a product consisting of 585 platinum and no PGM.

Many industry members with whom the JVC and the Task Force consulted expressed concern regarding incongruent international and US platinum standards. If the term platinum were to be permitted to describe products containing less than 850 ppt pure platinum, such a description would be inconsistent with the ISO standard widely employed abroad. In sum, industry members expressed the need for consistency with international standards in U.S. law in order to facilitate marketing their products abroad.

CIBJO is an international confederation of jewelry associations, whose chief mission is to protect consumer confidence in the global gem and jewelry industry. The members of CIBJO consist of jewelry associations from 35 nations worldwide. CIBJO polled its members regarding the use of the term "platinum." The members

[7] See Exhibit 4, International Standards Organization 9202:1991 (E) – Jewellery (sic) – Fineness of precious metal alloys.

overwhelmingly endorsed restricting the use of the term platinum to describe platinum alloys that contain 850 ppt or more pure platinum, consistent with ISO standards. The leadership of CIBJO emphasized that consumers abroad expect jewelry made of platinum to have high levels of purity. Their concerns regarding potential consumer confusion arising from suggested changes in the rules for the use of the term platinum were also expressed publishing the results of the poll.[8]

According to the Trade Agreements Act of 1979, no federal agency "may engage in standards-related activity that creates unnecessary obstacles to the foreign commerce of the United States." 19 U.S.C. 2532 (1995.) The FTC noted this statutory requirement when it published the Guides for Platinum in 1997. By establishing a standard for the use of the term platinum that is not applicable abroad, and one that is inconsistent with international standards, the FTC would certainly be creating an obstacle to foreign commerce by the United States.

7. Should the platinum section of the Jewelry Guides be amended to address other products that contain platinum, such as platinum-clad, platinum-filled, platinum-plated, platinum-coated or platinum overlay products, that are not currently addressed in the section? If so, why? What guidance is needed to ensure that consumers are not mislead about the composition of such products and their performance, durability, value and special care requirements, if any? Are such products currently being marketed and if so, how? How are such products marked, if they are sold outside the United States? Are there any international standards that address such products?

There clearly is a need to set standards for plated or coated products using platinum as the coating. There is a large amount of such product identified as "platinum coated" or "platinum plated" currently available for sale.[9] The thickness of the coating or plate, and the purity of the platinum employed to cover the base metal are not regulated at all. These factors should be regulated, as it is for other plated products in order to address two factors: issues of wear and the representation of the purity of the metal employed to coat the product.

Unless a coating is sufficiently thick, it will wear off, and compromise the appearance of the item. This is a matter of consumer confidence

[8] See Exhibit 5, CIBJO Press Release, dated July 27, 2005.
[9] The JVC is not now aware of any products being offered described as "platinum filled."

– consumers must have confidence that the products they buy will generally maintain their appearance when purchased. Regulation in this area will ensure the consumer is fully informed as to the integrity of the product, and of any special care requirements to maintain the appearance.

As to the matter of the purity of the coating, this is also an appearance issue. The coating should maintain its appearance. Further, there are similar concerns with accurate representation of metal quality. Legal standards for purity of precious metal have long been applied in order to assure that sellers make accurate and honest representations about the amount of precious metal used in a product.

Attached please find a proposal to revise Section 23.7 of the FTC Guides.[10] The proposal also includes new provisions that address coating and plating using platinum.[11] We welcome future discussions to ensure these revisions are useful for the purpose of setting correct standards.

Conclusion

The undersigned associations appreciate the opportunity to address the important questions on the use of the term platinum raised in the FTC solicitation for comments. Creating a clear set of regulations for the use of the tem platinum for products marketed by our industry is a matter of great importance to the industry. Clear standards set into the FTC Guides for Jewelry will put an end to the confusion on labeling, marking or describing products that are made wholly or in part of platinum. Regulation in this area is historical – records show standards as early as 1938. Current technological developments have necessitated amendments and additions to the Guides in order to make them consistent with practice.

In order to accomplish the above objectives, we believe it is essential for the FTC to make significant changes to the Platinum Guides as currently drafted rather than only incremental changes that could still be subject to industry ambiguity. Based upon our experience, it is now clear that the current use of "safe harbor" examples in the Platinum Guides has led to significant industry confusion and should be abandoned. Further, our experience has also made clear that merely providing examples of markings or descriptions that "may be misleading" is not effective and also leads to significant industry confusion. Rather, we believe it is imperative for the Platinum Guides

[10] Exhibit 6

[11] These proposals have as their source the guides for gold plated material.

to be modified to be consistent with other sections of the Jewelry Guides whereby certain representations are clearly categorized as unfair or deceptive.

Therefore, attached, please find drafted proposed revisions to the entire Section (23.7) of the Guides that address misuse of the word "platinum." The proposed revisions are attached as an Exhibit 6 to this submission. The proposed revisions are consistent with the positions taken in this comment letter.

The FTC Guides for the Jewelry Industry are an important document to this trade. These standards are widely known and adopted in every day business practices in the jewelry trade. They are the legal compliance standards applied by businesses that manufacture, sell or advertise jewelry products. Therefore, it is vital that these Guides are clear. The proposed revisions provide the clarity that might currently be missing from the Guides. This improved clarity will serve to inform the entire industry of the standards they must follow to be in compliance with legal standards as established by the FTC to protect consumers and prevent deceptive trade practice.

We look forward to continuing to work with the FTC to provide the clarity the industry seeks on these important matters.

Cecilia L. Gardner, Esq.
President, CEO and General Counsel, Jewelers Vigilance Committee
The industry's "Guardian of Ethics and Integrity", the Jewelers Vigilance Committee (JVC) is the leading industry expert on matters of legal compliance and sound business practices. Its membership consists of 1,100 firms, representing nearly 10,000 individual businesses from all segments of the jewelry industry, including manufacturers, retailers, wholesalers, diamond dealers, colored gemstones dealers, designers, laboratories and precious metal refiners.

Frank Dallahan
President and CEO, Manufacturing Jewelers and Suppliers of America
MJSA is a national trade association with over 1,750 members, which includes finished jewelry manufacturers, designers and industry suppliers.

Matthew A. Runci
President, Jewelers of America
Jewelers of America (JA) is the national trade association of the retail jewelry industry. JA represents nearly 14,000 jewelers nationwide and serves as a center of knowledge and as an advocate for professionalism and high social, ethical and environmental standards in the jewelry trade.

Ruth Batson
Executive Director and CEO, American Gem Society
American Gem Society, founded in 1934 by Robert M. Shipley, is a trade association dedicated to proven ethics, knowledge and consumer protection within the jewelry industry. Members are held to the highest ethical standards in the industry and are re-certified annually to maintain their AGS titles. AGS' membership consists of 1600 firms and 3500 credentialed jewelers.

Dated: October 12, 2005

JEWELERS VIGILANCE COMMITTEE

The Industry's Guardian of Ethics and Integrity

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KOICHI TAKAHASHI
Rosy Blue Fine, Inc.
EDWARD TUFEXIS
Sears Roebuck & Co.
JEFFREY WEINMAN
DesignWorks Jewelry Group Ltd.

January 10, 2005

Ms. Lydia Parnes
Acting Director, Bureau of Consumer Protection
Federal Trade Commission
600 Pennsylvania Ave., N.N.
Washington, D.C. 20580

RE: Karat Platinum, LLP request for a staff opinion

Dear Ms. Parnes:

We are writing in response to a letter from Karat Platinum, L.L.P, ("Karat Platinum") to the FTC requesting a written staff opinion pertaining to the marking of a product allegedly composed of 58.5% platinum and no other platinum group metal ("PGM"). We take no position on the quality, performance, attractiveness or nature of the product.[1]

The FTC Guides for the Jewelry Industry ("the Guides") address the misuse of the word "platinum" to describe jewelry products containing platinum and other platinum group metals ("PGM's") (16 CFR Section 23.7(a) – (c)). The undersigned associations take the position that the proposed mark for the alloy described by Karat Platinum is not in compliance with the above cited section of the Guides. The drafters of the Guides did envision platinum/non-PGM alloys and products at the time they were published, and thereby specifically limited the use of the term platinum (or any authorized abbreviation) to the alloys described. The undersigned ask the FTC to refrain from issuing the staff opinion letter requested. Instead, we request that the FTC issue a Federal Register Notice seeking industry comment on proposed changes to the rules pertaining to the misuse of the word platinum for products combining platinum and non-platinum group metals.

[1] In its letter, Karat Platinum alleges that the JVC (among other trade associations) has impaired its efforts to market the "new" alloy, and JVC may have "branded" this product as illegal. For the record, the JVC denies any such claim.

I. The provisions of the Guide for platinum, 16 CFR Part 23.7, do not permit the mark "585 Plat. 0 PGM" proposed by Karat Platinum.

Karat Platinum has proposed to mark its alloy using the mark "585 Plat., 0 PGM." This is inconsistent with the standards for use of the term "Plat." provided in the current Guide.

Section 23.7 sets a minimum standard for when the word "platinum" or any authorized abbreviation thereof can be used. To avoid misuse of the term platinum, the product must consist of 950 parts per thousand ("ppt") platinum group metals, at least 500 ppt of which have to be pure platinum. In its comments when it published the revised Guide in 1997, the FTC stated that it "revised section [23.] 7 to provide that an industry product consisting of at least 950 ppt PGM's and of at least 500 ppt of pure platinum may be marked or described as platinum provided that the mark of each PGM constituent is preceded by a number indicating the amount in ppt of each PGM."[2]

The Commission went on to explicitly state that the "[t]he revised Guide also retains the requirement of the V[oluntary] P[roduct] S[tandard] that products containing lower levels of pure platinum must contain 950 ppt PGM."[3]

It is from this guidance that the industry has long held it would be a misuse of the word "platinum" (or any authorized abbreviation) to describe a product that contains only 585 ppt PGM (whether pure platinum or any other PGM) since it does not meet the minimum standard for PGM content contained in the Guides requiring at least 950 PGM's (of which 500 ppt must be pure platinum).

II. The FTC did "envision" a metal product combining platinum and non-PGM metals when issuing Section 23.7 of the Guides.

a. Patents granted at early as 1916 indicate the existence of platinum and non-PGM products and alloys.

Metal products combining platinum and non-PGM metals have long been in existence, and are well known to the industry. For example, numerous patents were granted by the U.S. Patent and Trademark Office for alloys containing combinations of platinum and non-PGM's. For example:

- U.S. Patent No. 4,853,048, patent granted on August 1, 1989, describing the invention of a permanent magnetic alloy for making personal ornaments composed of 50-75% by weight gold, 12-40% by weight platinum, greater than 5 but less than or equal to 15% by weight cobalt and 3-12% by weight at

[2] 62 FR 16669, 16673-74 (April 8, 1997)

[3] Id, at fn. 50, 16674. As described in Section II, the Department of Commerce issued a Voluntary Product Standard for the "Marking of Articles Made Wholly or in Part of Platinum". See Attached.

least one metal selected from the group consisting of iron, nickel, copper, palladium and silver.

- U.S. Patent No. 3,591,373, patent granted on July 6, 1971, describing the invention of a permanent magnetic alloy for use in the manufacture of magnetic elements for precision small devices such as watches composed of 15-40% platinum, 5-35% gold, and 40-60% Iron.
- U.S. Patent No. 1,169,753, patent granted on January 25, 1916, describing the invention of an alloy for the manufacture of jewelry, instruments, dental restorations and electric equipment, composed of 10 parts of platinum, 30 parts of palladium and 60 parts of gold.

Thus, the evidence indicates that there have been alloys and products similar to the alloy proposed by Karat Platinum since 1916. This was well known, as further evidenced by the regulation of such products in the Department of Commerce standards regulating such products.

b. Department of Commerce standards regulated the marking of platinum and non-PGM products and alloys since 1938 and were an important consideration in revising the Guides.

When first considering the revision of the Guides, the FTC had Department of Commerce product standards to use as a basis for the revised Guides. These were well known in the industry and had guided the marking of these products and alloys for decades.

The former Department of Commerce Standards ("CS") entitled "Marking of Articles Made Wholly or in Part of Platinum." were first issued in 1938. Those standards were later replaced by Department of Commerce Voluntary Product Standards ("VPS") in 1976. The present Guides replaced both Department of Commerce documents in 1997.[4]

The relevant provision contained in CS 66-38 "Marking of Articles Made Wholly or in Part of Platinum" (1938) governed the use of the term "platinum" when applied to products containing platinum combined with other metals. (See attached Exhibit A, CS 66-38) Thus, the concept of platinum and non-PGM metal products was clearly envisioned as early as 1938 and standards for the use of the term "platinum" to any such product imposed.

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[4] The current Guide pertaining to the misuse of PGM names was published in 1997 after an extended period of solicitation of comments by the FTC, originally issued on June 12, 1992 (57 FR 24996) and extended to September 25, 1992 (57 FR 34532). The period for comments was further extended on May 30, 1996 as a result of a request for an advisory opinion regarding platinum markings filed in November 1995 by the JVC and Platinum Guild International, USA. (61 FR 27224). In total, the FTC received 806 comments on the subject of marking of platinum products. (62 FR 16670).

Provisions of the CS addressing combinations of platinum and non-PGM metals were carried over and made part of the VPS 69-76 which superceded the CS 66-38, again entitled "Marking of Articles Made Wholly or in Part of Platinum." (See attached Exhibit B, VPS 69-76) It reiterated the provisions in CS 66-38 regarding products made of platinum and non-platinum group metals:

> "Section 3.5 (5) – An article composed of platinum and gold which resembles, appears, or purports to be platinum, may be marked with a karat mark and the platinum mark, provided: (1) The platinum in such article shall be at least 985 parts per thousand pure platinum; (2) the fineness of the gold in such article shall be correctly described by the karat mark of said gold; (3) the proportion of platinum in such article shall be no less than 5 percent of the total weight of the article; and (4) the mark shall be so applied that the karat mark shall immediately precede the platinum mark, as for example, "14 K & Plat.," "18 K & Plat.," as the case may be it being expressly provided that in case the proportion of platinum exceeds 5 percent provided herein, the quality mark may also include a declaration of the proportion of platinum, as for example, "18 K & 1/10 Plat.," or "14 K & 1/8 Plat.," or as the case may be.
>
> Section 3.5 (6) – An article composed of platinum and any other material or metal not resembling, appearing or purporting to be platinum, may be marked with the quality mark 'Platinum,' provided all parts or portions of such article purporting to be platinum, or reasonably resembling or appearing to be platinum shall be at least 985 parts per thousand pure platinum."

Thus, both the Department of Commerce CS and VPS documents not only envisioned products of platinum and non-PGM, but regulated the platinum content by consistently requiring that the platinum portion had to be at least 985 ppt pure platinum in order to be permitted the use of the "mark" platinum.

In 1992, when the FTC addressed revising the FTC Guide on platinum, their original solicitation was for comments on their proposal to adopt the VPS in its entirety and incorporate it into the FTC Guides.

Repeated references to the VPS in FTC publications in the Federal Register discussing the proposed guide for platinum indicate awareness by the FTC of all issues contained therein. In both the 1996 solicitation for comments published on May 30, 1996 (61 FR 27224) and the publication of the final Guide on April 8, 1997 (62 FR 16673) reference was made to the Department of Commerce publications, as follows:

> Federal Register 5/30/96 (61 FR 27224) -
>
> "Analysis of comments- B. 1. Proposals Based on the VPS 66-38, states that markings in compliance with CS 66-38 (now VPS 69-76) on "The Marking of Articles Made Wholly or in Part of Platinum' will be regarded as 'among those fulfilling the requirements relating thereto which

are contained in this section.' The JVC proposed incorporating the VPS, with some changes, into the Guides."

Federal Register 4/8/97 (62 FR 16670, fn. 8)

"II. Background - The Commercial Standards were promulgated by the U.S. Department of Commerce and administered by the National Bureau of Standards ("NBS"). Later renamed by the NBS as Voluntary Product Standards, they had the same legal significance as FTC Guides."

Federal Register 4/8/97 (Volume 62, FR 16674, fn. 50)

"... The revised Guide also retains the requirement of the VPS that products containing lower levels of pure platinum must contain 950 parts per thousand PGM. The revised Guide includes this requirement for articles containing less than 850 parts per thousand platinum, where as the VPS required at least 950 parts per thousand PGM for any article to be marked as platinum."

Thus, to claim that products of platinum and non-PGM's were not envisioned by the FTC at the time of the revision and publication of the Guide is not supported by either the "legislative history" or the facts. Indeed, these products had been specifically contemplated and regulated since 1938.

c. In publishing the Guides, the FTC deliberately removed those portions of the VPS pertaining to platinum and non-PGM metals, thereby restricting the use of the term to those alloys described in the Guide.

Numerous comments were submitted to the FTC on provisions of the VPS at the time of the revision of the platinum guide. The significant number of comments received (806) indicates the intense interest by the industry in the Guide for platinum. Many of the comments advocated maintaining high standards for use of the mark platinum, and restricting it to alloys that contained high levels of pure platinum, and only when combined with other PGM's. These comments were consistent with the original VPS restriction on the use of the term platinum.

In announcing its final version of the platinum guide, the FTC stated that it had revised the Guide to simplify it, and "bring its guidance into closer accord with international standards. The revised guide adopts the international standard."[5] No statement was included in either the Guide, the included commentary or the press release, that the Guide was intended to provide business guidance to the jewelry industry for marketing platinum products. Instead, the Guide addressed the "misuse" of words platinum, iridium, palladium, ruthenium, rhodium and osmium. Use of the word "platinum" was specifically limited to products containing set minimum high standards of platinum, and only when combined with PGM's.

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[5] FTC Press release, "FTC Revises Guide for Platinum Jewelry Marking", April 8, 1997.

The FTC's determination to maintain high minimum standards for platinum content was consistent with the VPS in that it did not permit the use of the term platinum (or any authorized abbreviation of it) on products that did not meet a restricted high minimum standard of platinum content. However, those provisions of the VPS referring to platinum and non-PGM alloys were deliberately removed from the new Guide effectively prohibiting the use of the term platinum in a manner not consistent with the high minimum standards defined in the Guides. By affirmatively stating how to properly use the word platinum (or authorized abbreviations thereof), and removing any reference to the platinum and non-PGM combinations addressed in the VPS, the clear direction in the revised FTC Guide is that the label or mark is limited to usage on the alloys described and on no other products.

III. Publication of the proposed FTC staff opinion letter would have significant impact on the platinum market. Clarification of the Guide for platinum was historically addressed by solicitation of comments consistent with past revisions of the Guide, and not through an opinion letter at the request of one manufacturer.

The jewelry industry has an intense interest in the debate on the topic of markings for jewelry products containing PGM's. This is evidenced both by the number of comments submitted to the FTC when the Guide for Platinum was revised (806 comments were received by the FTC) and by the nature of those comments. This was an unprecedented level of interest.

The interest by the industry in this topic continues. JVC has had numerous recent inquiries on the subject from industry members. Further, the participation of the undersigned trade associations in this submission indicates the level of interest and concern.

As previously stated, many of the comments submitted to the FTC in 1996 advocated the maintenance of the high content standards that limited the use of the term to products with specific platinum and PGM content. This was to support the market, maintain consistency with international standards and avoid consumer confusion. The consumer in the U.S. had long been educated to expect that the term "platinum" meant that the level of platinum in a jewelry product was nearly pure, and when lower, was combined only with other PGM's. Since the appearance of a platinum product was so similar to other non-PGM metal alloys, it was necessary to restrict the use of the mark to high platinum content product so that the consumer could understand and rely on the representation. This improved the chance that the consumer would not be deceived into paying too much for a product that looks like platinum but actually contained only low levels of platinum. For years, consumer education by the

industry has been consistent with this concept – platinum is high quality, pure and durable, and the mark has been used in support of that education effort.

By simply issuing an opinion letter in response to a request from one manufacturer, and thus permitting Karat Platinum to include the term "platinum" (or any authorized abbreviation) to describe their alloy, the entire market place for platinum jewelry will be impacted. To date, the industry does not accept the use of the term "platinum" in any way for products composed of 58.5% platinum and 0 PGM's. If the FTC opinion letter permits this usage, standards for the use of the term platinum will be altered for the entire industry in the United States and will vary significantly from any other regulatory system for the use of the term platinum in the international market now known to the JVC.[6]

We agree with Karat Platinum that the Guide does not "prohibit innovation and consumer choice within the jewelry industry." And, we agree that the Guide does not regulate the manufacture of this proposed alloy.[7] However, the Guide does govern the use of the term to describe it, and the marking of products made wholly or in part of platinum.

The undersigned associations take no position whether the alloy can be manufactured. However, we do take a position on whether the mark as proposed or any use of the word platinum can be included in a mark used to label it. If Karat Platinum is permitted the use of the term to describe or label as proposed (eg. 585 Plat. 0 PGM), it will significantly change the industry's understanding of the use of the term platinum for jewelry. This is an important matter to the jewelry industry. Any change in the U.S. regulatory scheme for markings for jewelry made wholly or in part of platinum will alter years of understandings of how this product is to be labeled and how the term platinum is to be used in compliance with the Guides. Consumer education will be required to explain the change, and to avoid deception and confusion. Communication to international markets will be required.

Moreover, Karat Platinum's proposed product is not the only proposed "new" alloy that has come on the market. JVC is aware of a number of other companies who have developed alloys combining platinum and other non-PGM metals, and is further aware of companies that wish to market "platinum filled" or "platinum clad" products. The effect of the issuance of the staff opinion letter on these companies would be significant. These companies might also seek to use the word platinum (or some other iteration of the term) to describe their product, or seek FTC opinion on the products they intend to bring to market. In any case, there will be widespread confusion and uncertainty.

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[6] See, 62 FR 166717, fn. 19: "The Trade Agreements Act of 1979 states that no federal agency 'may engage in standards-related activity that creates unnecessary obstacles to the foreign commerce of the United States.' 19 U.S. C. 2532 (1995)."

[7] Jodie Z. Bernstein, Letter of December 15, 2004 to FTC.

The JVC and the undersigned trade associations, representing thousands of manufacturers, retailers and others in the jewelry industry urge the FTC to refrain from simply issuing a staff opinion letter to one manufacturer which will have the widespread impact we anticipate. Instead, we urge the FTC to consider clarifying the Guide for misuse of the term platinum after soliciting comments from the industry. Comments should be sought on whether the Guides for Platinum should be clarified to address the marking and labeling of platinum and non-PGM alloys. Given the current level of interest and concern on this topic communicated to us from our members at this busy time of the year, it is important for the FTC to understand fully the wide range of industry views on the impact of changes in standards for the use of the term platinum, both in the market in the U.S. and internationally.

Soliciting comments from the industry in the context of a proposed change to the Guide is consistent with the traditional means by which the FTC and the jewelry industry ordinarily consider important changes to the Guides and potential impact of those changes, if any, on the platinum market. It would allow the FTC to "take the temperature" of the industry to determine if there is a strong interest in changing the current status of the permitted use of the term platinum. It would allow the industry to consider whether the current restrictions on the use of the term should be changed, and whether differences in standards between the U.S. and international markets are advisable.

Therefore, we ask the FTC to refrain from issuing the staff opinion letter as requested by Karat Platinum. Instead, we intend to petition the FTC to re-open the discussion on Section 23.7 of the FTC Guides for the Jewelry Industry through a Federal Register Notice soliciting comments whether Section 23.7 of the Guides should be reconsidered.

Thank you for your consideration of this urgent request.

Respectfully submitted:

Cecilia L. Gardner, Esq.
Executive Director and General Counsel, Jewelers Vigilance Committee
The industry's "Guardian of Ethics and Integrity", the Jewelers Vigilance Committee (JVC) is the leading industry expert on matters of legal compliance and sound business practices. Its membership consists of 1,100 firms, representing nearly 10,000 individual businesses from all segments of the jewelry industry, including manufacturers, retailers, wholesalers, diamond dealers, colored gemstones dealers, designers, laboratories and precious metal refiners.

James F. Marquart
President and CEO, Manufacturing Jewelers and Suppliers of America
MJSA is a national trade association with over 1,750 members, which includes finished jewelry manufacturers, designers and industry suppliers.

Matthew A. Runci
President, Jewelers of America
Jewelers of America (JA) is the national trade association of the retail jewelry industry. JA represents nearly 14,000 jewelers nationwide and serves as a center of knowledge and as an advocate for professionalism and high social, ethical and environmental standards in the jewelry trade.

Ruth Batson
Executive Director and CEO, American Gem Society
American Gem Society, founded in 1934 by Robert M. Shipley, is a trade association dedicated to proven ethics, knowledge and consumer protection within the jewelry industry. Members are held to the highest ethical standards in the industry and are re-certified annually to maintain their AGS titles. AGS' membership consists of 1600 firms and 3500 credentialed jewelers.

Huw H. Daniel
President, Platinum Guild International USA
Platinum Guild International USA is the US marketing arm of the worldwide platinum mining industry whose mission is to grow trade and consumer markets for platinum jewelry by providing technical, marketing and educational assistance to the jewelry industry and consumer.

Dated: January 10, 2004

CC: C. Lee Peeler, Deputy Director
Elaine D. Kolish, Associate Director, Division of Enforcement
Jodie Z. Bernstein, Bryan Cave LLP

A

Superseded by PS69-76

CS66–38
Platinum and Part-Platinum-Articles; Marking of

U. S. DEPARTMENT OF COMMERCE
DANIEL C. ROPER, Secretary
NATIONAL BUREAU OF STANDARDS
LYMAN J. BRIGGS, Director

MARKING OF ARTICLES MADE WHOLLY OR IN PART OF PLATINUM

COMMERCIAL STANDARD CS66–38

Effective Date for New Production from June 20, 1938
Effective Date for Clearance of Existing Retailer Stocks from June 20, 1939

A RECORDED STANDARD OF THE INDUSTRY

UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1938

For sale by the Superintendent of Documents, Washington, D. C. - - - - Price 5 cents

U. S. DEPARTMENT OF COMMERCE NATIONAL BUREAU OF STANDARDS

PROMULGATION

of

COMMERCIAL STANDARD CS66-38

for

MARKING OF ARTICLES MADE WHOLLY OR IN PART OF PLATINUM

On July 16, 1937, the Jewelry Crafts Association requested that the platinum laws for the States of New York, New Jersey, and Illinois be made the substance of a commercial standard on the marking of platinum for the benefit of the trade in the other 45 States. Accordingly, after preliminary conferences, and with the approval of the other interested trade associations the question was submitted to manufacturers, distributors, and users, for the approval of all concerned. The industry has since accepted and approved for promulgation by the United States Department of Commerce, through the National Bureau of Standards, the standard as shown herein.

The standard is effective for new production from June 20, 1938, and for clearance of existing retailer stocks from June 20, 1939.

Promulgation recommended.

I. J. Fairchild,
Chief, Division of Trade Standards.

Promulgated.

Lyman J. Briggs,
Director, National Bureau of Standards

Promulgation approved.

Daniel C. Roper,
Secretary of Commerce.

MARKING OF ARTICLES MADE WHOLLY OR IN PART OF PLATINUM

COMMERCIAL STANDARD CS66–38

SCOPE

1. This standard covers the marking of articles made wholly or in part of platinum, as herein defined, offered for sale in the United States of America.

DEFINITIONS

2. In this standard, unless the context otherwise requires:

2a. "Article" means any article of merchandise and includes any portion of such article, whether a distinct part thereof or not (including every part thereof whether or not separable), and also including material for manufacture.

2b. Platinum, iridium, palladium, ruthenium, rhodium, and osmium, include alloys of each of the several said metals.

2c. "Mark" means any mark, sign, device, imprint, stamp, or brand applied to any article, or to any tag, card, paper, label, box, carton, container, holder, package cover or wrapping attached to, used in conjunction with or enclosing such article, or any bill, bill of sale, invoice, statement, letter circular, advertisement, notice, memorandum, or other writing or printing.

2d. "Apply" and "applied" include any method or means of application or attachment to, or of use on, or in connection with, or in relation to, an article, whether such application, attachment, or use is to, on, by, in, or with (1) the article itself, or (2) anything attached to the article, or (3) anything to which the article is attached, or (4) anything in or on which the article is, or (5) anything so used or placed as to lead to a reasonable belief that the mark on that thing is meant to be taken as a mark on the article itself.

2e. "Quality mark" is any mark as herein defined indicating, describing, identifying, or referring to, or appearing or seeming or purporting to indicate, describe, identify, or refer to, the partial or total presence or existence of, or the quality of, or the percentage of, or the purity of, or the number of parts of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium in any article.

APPLICATION OF QUALITY MARK

3. Application of quality mark:

3a. When an article is composed of mechanism, works, or movements and of a case or cover containing the mechanism, works, or movements, a quality mark applied to the article shall be deemed not to be, nor to be intended to be, applied to the mechanism, works, or movements.

3b. The quality mark applied to the article shall be deemed not to apply to springs, winding bars, sleeves, crown cores, mechanical joint pins, screws, rivets, dust bands, detachable movement rims, hat-pin stems, bracelet and necklace snap tongues. In addition, in the event that an article is marked under paragraph 6e, the quality mark applied to the article shall be deemed not to apply to pin tongues, joints, catches, lapel button backs, and the posts to which they are attached, scarf-pin stems, hat-pin sockets, shirt stud backs, vest button backs and ear screw backs, provided such parts are made of the same quality of gold as is used in the balance of the article.

TRADE-MARK

4. *Trade-mark.*—If there is any quality mark printed, stamped, or branded on the article itself, there must also be printed, stamped, or branded on the said article itself the following mark, to wit: A trade-mark duly applied for or registered under the laws of the United States of the manufacturer of such article; except that if such manufacturer has sold or contracted to sell such article to a jobber, wholesaler, or retail dealer regularly engaged in the business of buying and selling similar articles, this provision shall be deemed to be complied with if there is so marked on the said article the trade-mark duly registered under the laws of the United States of such jobber, wholesaler, or retail dealer, respectively; and there may also be marked on the said article itself numerals intended to identify the article, design, or pattern, provided, however, that such numerals do not appear or purport to be a part of the quality mark and provided that they do not tend to mislead or deceive anyone into believing that they are a part of the quality mark.

QUALITY MARKS; DESCRIPTION

5. *Quality marks; description.*—All quality marks applied to any article shall be equal in size and equally visible, legible, clear, and distinct, and no quality mark which is false, deceptive, or misleading shall be applied to any article or to any descriptive device therefor. No more than one quality mark shall be applied to any article, and such quality mark shall be applied to such article in only one place thereon, except as elsewhere herein specifically permitted.

Wherever in this standard, provision is made for marking the number of parts or proportion of metals, such number or proportion shall refer to weight and not to volume, thickness, or any other basis.

QUALITY; CONTENTS

6. *Quality; contents.*—There shall not be applied to any article any quality mark nor any colorable imitation thereof, nor any contraction thereof, nor any addition thereto, nor any words or letters, nor any mark purporting to be or resembling a quality mark except as follows:

6a. An article consisting of at least 985 parts per thousand of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of said metal or metals where solder is used, may be marked "platinum," provided that the total proportion of the aforementioned metals other than

pure platinum shall be no more than 50 parts per thousand of the entire article.

6b. An article consisting of at least 985 parts per thousand of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of the said metal or metals where solder is used, and provided further that at least 750 parts per thousand of said article are pure platinum, may be marked "platinum," provided immediately preceding the mark "platinum" there is marked the name or abbreviation as hereinafter provided, of iridium, palladium, ruthenium, rhodium, or osmium, whichever of said metals predominates, and provided further that the proportion of such predominating other metal must be more than 50 parts per thousand of the entire article.

6c. An article consisting of at least 985 parts per thousand of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of said metals where solder is used, provided at least 500 parts per thousand of said article consist of pure platinum, may be marked with the word "platinum," provided that said word is immediately preceded by a number indicating in parts per thousand the proportion of platinum in the entire article, and further provided that said mark "platinum" be followed by the name or abbreviation as herein allowed, of such one or more of the following metals, to wit: Iridium, palladium, ruthenium, rhodium, and/or osmium, that may be present in the article in the proportion of more than 50 parts per thousand of the entire article. The name of such other metal or metals other than platinum, however, shall each be immediately preceded by a number indicating in parts per thousand the proportion of such other metal or metals in the entire article, as for example, 600 Plat., 350 Pall.; or 500 Plat., 200 Pall., 150 Ruth., 100 Rhod.

6d. An article consisting of 950 parts per thousand of any two or more of the following metals: Platinum, iridium, palladium, ruthenium, rhodium, and/or osmium with less than 500 parts per thousand of the entire article consisting of pure platinum, may be marked with the name iridium, palladium, ruthenium, rhodium, or osmium, whichever predominates in the said article, but in no event with the mark "platinum", provided, however, that the proportion of such metal other than platinum so marked, must be marked in parts per thousand, and provided further that the name of such metal other than platinum so used must be spelled out in full irrespective of any other provisions herein to the contrary.

6e. An article composed of platinum and gold which resembles, appears, or purports to be platinum, may be marked with a karat mark and the platinum mark, provided: (1) The platinum in such article shall be at least 985 parts per thousand pure platinum; (2) the fineness of the gold in such article shall be correctly described by the karat mark of said gold; (3) the proportion of platinum in such article shall be no less than 5 percent of the total weight of the article; and (4) the mark shall be so applied that the karat mark shall immediately precede the platinum mark, as for example, "14K & Plat.", "18K & Plat.", as the case may be, it being expressly provided that in case the proportion of platinum exceeds the 5 percent provided herein, the quality mark may also include a declaration of the proportion of platinum, as for

example, "18K & 1/10th Plat.", or "14K & 1/8th Plat.", or as the case may be.

6f. An article composed of platinum and any other material or metal not resembling, appearing, or purporting to be platinum, may be marked with the quality mark "platinum", provided all parts or portions of such article purporting to be platinum, or reasonably resembling or appearing to be platinum shall be at least 985 parts per thousand pure platinum.

ABBREVIATIONS

7. *Abbreviations.*—Whenever provided for in this article, except as specifically excepted in 6d:

The word "platinum" may be applied by spelling it out in full or by the abbreviation "Plat."

The word "iridium" may be applied by spelling it out in full or by the abbreviation "Irid."

The word "palladium" may be applied by spelling it out in full or by the abbreviation "Pall."

The word "ruthenium" may be applied by spelling it out in full or by the abbreviation "Ruth."

The word "rhodium" may be applied by spelling it out in full or by the abbreviation "Rhod."

The word "osmium" may be applied by spelling it out in full or by the abbreviation "Osmi."

LABELING

8. In order that the consumer may become familiar with the significance of the quality marks herein defined, articles made wholly or in part of platinum and marked for quality in conformity with this standard may be accompanied by a certificate, tag, card, or other label incorporating the following wording:

> The _____ Co. guarantees this article to be marked for quality in strict accordance with Commercial Standard CS66–38, as issued by the National Bureau of Standards of the United States Department of Commerce.

EFFECTIVE DATE

The standard is effective for new production from June 20, 1938, and for clearance of existing retailer stocks from June 20, 1939.

STANDING COMMITTEE

The following comprises the membership of the standing committee, which is to review, prior to circulation for acceptance, revisions proposed to keep the standard abreast of progress. Each association nominated its own representative. Comment concerning the standard and suggestions for revision, may be addressed to any member of the committee or to the Division of Trade Standards, National Bureau of Standards, Washington, D. C., which acts as secretary for the committee.

Manufacturers:

WILLIAM B. OGUSH (chairman) Katz & Ogush, Inc., 33 West 60th Street, New York, N. Y., representing the Jewelry Crafts Association.

JOHN L. CORBETT, Corbett & Bertolone, Inc., 74 West 46th Street, New York, N. Y., representing the Jewelry Crafts Association.

G. H. NIEMEYER, Jewelers Vigilance Committee, Inc., 83 Fulton Street, New York, N. Y.

SIGMUND COHN, 44 Gold Street, New York, N. Y., representing Jewelers Vigilance Committee, Inc.

Distributors:

GEORGE A. FERNLEY, 505 Arch Street, Philadelphia, Pa.; representing the National Wholesale Jewelers' Association.

WILSON A. STREETER, Bailey, Banks & Biddle Co., Philadelphia, Pa., representing American National Retail Jewelers Association.

MAX SCHUSTER, L. Bamberger & Co., Newark, N. J., representing National Retail Dry Goods Association.

Consumers:

Miss KETURAH BALDWIN, 602 Mills Building, Washington, D. C., representing American Home Economics Association.

Representative to be appointed by the American Association of University Women, 1634 Eye Street, Washington, D. C.

Miss VIRGINIA ADDISON, R. F. D. Box 187, Annapolis, Md., representing General Federation of Women's Clubs.

Assay Laboratories:

L. P. LEDOUX, Ledoux & Co., 155 Sixth Avenue, New York, N. Y.

THOMAS A. WRIGHT, Lucius Pitkin, Inc., 47 Fulton Street, New York, N. Y.

HISTORY OF PROJECT

Inspired by the beneficial results in the direction of fair competition and better understanding between buyers and sellers which followed the establishment of the Commercial Standard for Gold Filled and Rolled Gold Plate Articles Other than Watch Cases, CS47–34, the Jewelry Crafts Association on July 16, 1937, requested the cooperation of the Bureau of Standards in the establishment of a commercial standard for marking of platinum and part-platinum articles based upon the New York State platinum law and the corresponding laws of Illinois and New Jersey. In line with the request, a proposed standard was circulated to more than a score of interested trade associations and distributor and consumer organizations who approved the proposal subject to minor improvements in the wording, as a means of protecting the public on the quality of platinum articles in the 45 States which have not enacted laws on the subject.

Following preliminary conferences in New York City on October 5, 1937, and on January 27, 1938, the proposed standard was circulated to industry for written acceptance on February 7, 1938. After receiving acceptances representing approximately 75 percent of the productive volume, the success of the project was announced on May 20, 1938.

CS No.	Item
0-30.	The commercial standards service and its value to business.
1-32.	Clinical thermometers (second edition).
2-30.	Mopsticks.
3-38.	Stoddard solvent (second edition).
4-29.	Staple porcelain (all-clay) plumbing fixtures.
5-29.	Steel pipe nipples.
6-31.	Wrought-iron pipe nipples (second edition).
7-29.	Standard weight malleable iron or steel screwed unions.
8-33.	Gage blanks (second edition).
9-33.	Builders' template hardware (second edition).
10-29.	Brass pipe nipples.
11-29.	Regain of mercerized cotton yarns.
12-38.	Fuel oils (fourth edition).
13-30.	Dress patterns.
14-31.	Boys' blouses, button-on waists, shirts, and junior shirts.
15-29.	Men's pajamas.
16-29.	Wall paper.
17-32.	Diamond core drill fittings (second edition).
18-29.	Hickory golf shafts.
19-32.	Foundry patterns of wood (second edition).
20-36.	Staple vitreous china plumbing fixtures (second edition).
21-36.	Interchangeable ground-glass joints, stopcocks, and stoppers (third edition).
22-30.	Builders' hardware (nontemplate).
23-30.	Feldspar.
24-30.	Standard screw threads.
25-30.	Special screw threads.
26-30.	Aromatic red cedar closet lining.
27-36.	Mirrors (second edition).
28-32.	Cotton fabric tents, tarpaulins, and covers.
29-31.	Staple seats for water-closet bowls.
30-31.	Colors for sanitary ware.
31-35.	Wood shingles (third edition).
32-31.	Cotton cloth for rubber and pyroxylin coating.
33-32.	Knit underwear (exclusive of rayon).
34-31.	Bag, case, and strap leather.
35-31.	Plywood (Hardwood and Eastern Red Cedar).
36-33.	Fourdrinier wire cloth (second edition).
37-31.	Steel bone plates and screws.
38-32.	Hospital rubber sheeting.
39-37.	Wool and part wool blankets (second edition).
40-32.	Surgeons' rubber gloves.
41-32.	Surgeons' latex gloves.
42-35.	Fiber insulating board (second edition).
43-32.	Grading of sulphonated oils.
44-32.	Apple wraps.
45-36.	Douglas fir plywood (domestic grades) (second edition).
46-36.	Hosiery lengths and sizes (second edition).
47-34.	Marking of gold-filled and rolled-gold-plate articles other than watch cases.
48-34.	Domestic burners for Pennsylvania anthracite (underfeed type).
49-34.	Chip board, laminated chip board, and miscellaneous boards for bookbinding purposes.
50-34.	Binders board for bookbinding and other purposes.
51-35.	Marking articles made of silver in combination with gold.
52-35.	Mohair pile fabrics (100-percent mohair plain velvet, 100-percent mohair plain frieze, and 50-percent mohair plain frieze).
53-35.	Colors and finishes for cast stone.
54-35.	Mattresses for hospitals.
55-35.	Mattresses for institutions.
56-36.	Oak flooring.
57-36.	Book cloths, buckrams, and impregnated fabrics for bookbinding purposes except library bindings.
58-36.	Woven elastic fabrics for use in overalls (overall elastic webbing).
59-36.	Woven dress fabrics—testing and reporting.
60-36.	Hardwood dimension lumber.
61-37.	Wood-slat venetian blinds.
62-38.	Colors for kitchen accessories.
63-38.	Colors for bathroom accessories.
64-37.	Walnut veneers.
65-38.	Wool and part-wool fabrics.
66-38.	Marking of articles made wholly or in part of platinum.
67-38.	Marking articles made of karat gold.
68-38.	Liquid hypochlorite disinfectant, deodorant, and germicide.
69-38.	Pine oil disinfectant.
70-38.	Coal tar disinfectant (emulsifying type).
71-38.	Cresylic disinfectants.
72-38.	Household insecticide (liquid spray type).

NOTICE.—Those interested in commercial standards with a view toward accepting them as a basis of everyday practice in their industry, may secure copies of the above standards, while the supply lasts, by addressing the Division of Trade Standards, National Bureau of Standards, Washington, D. C.

CS66-38

ACCEPTANCE OF COMMERCIAL STANDARD

This sheet properly filled in, signed, and returned will provide for the recording of your organization as an acceptor of this commercial standard.

Date _____

Division of Trade Standards,
National Bureau of Standards,
Washington, D. C.

Gentlemen:

Having considered the statements on the reverse side of this sheet, we accept the Commercial Standard CS66-38 as our standard of practice in the

Production [1] Distribution [1] Use [1]

of platinum articles.

We will assist in securing its general recognition and use, and will cooperate with the standing committee to effect revisions of the standard when necessary.

(Out on this line)

Signature _____

(Kindly typewrite or print the following lines)

Name and title _____

Company _____
(Fill in exactly as it should be listed in pamphlet)

Street address _____

City and State _____

[1] Please designate which group you represent by drawing lines through the other two. Please file separate acceptances for all subsidiary companies and affiliates which should be listed separately as acceptors. In the case of related interests, trade papers, colleges, etc., desiring to record their general approval, the words "in principle" should be added after the signature.

TO THE ACCEPTOR

The following statements answer the usual questions arising in connection with the acceptance and its significance:

1. *Enforcement.*—Commercial standards are commodity specifications voluntarily established by mutual consent of the industry. They present a common basis of understanding between the producer, distributor, and consumer and should not be confused with any plan of governmental regulation or control. The United States Department of Commerce has no regulatory power in the enforcement of their provisions, but since they represent the will of the industry as a whole, their provisions through usage soon become established as trade customs, and are made effective through incorporation into sales contracts by means of labels, invoices, and the like.

2. *The acceptor's responsibility.*—The purpose of commercial standards is to establish for specific commodities, nationally recognized grades or consumer criteria and the benefits therefrom will be measurable in direct proportion to their general recognition and actual use. Instances will occur when it may be necessary to deviate from the standard and the signing of an acceptance does not preclude such departures; however, such signature indicates an intention to follow the commercial standard where practicable, in the production, distribution, or consumption of the article in question.

3. *The Department's responsibility.*—The major function performed by the Department of Commerce in the voluntary establishment of commercial standards on a Nation-wide basis is fourfold: first, to act as an unbiased coordinator to bring all branches of the industry together for the mutually satisfactory adjustment of trade standards; second, to supply such assistance and advice as past experience with similar programs may suggest; third, to canvass and record the extent of acceptance and adherence to the standard on the part of producers, distributors, and users; and fourth, after acceptance, to publish and promulgate the standard for the information and guidance of buyers and sellers of the commodity.

4. *Announcement and promulgation.*—When the standard has been endorsed by companies representing a satisfactory majority of production, the success of the project is announced. If, however, in the opinion of the standing committee of the industry or the Department of Commerce, the support of any standard is inadequate, the right is reserved to withhold promulgation and publication.

ACCEPTORS

The organizations and individuals listed below have accepted this Commercial Standard as their standard of practice for quality marks in the production, distribution, and use of platinum. Such endorsement does not signify that they may not find it necessary to deviate from the standard, nor that producers so listed guarantee all of their products to conform with the requirements of this standard. Therefore, one should look for the quality mark applied to the article, the trade mark and the guarantee label as indications of conformity with the standard.

ASSOCIATIONS

American National Retail Jewelers Association, New York, N. Y.
Asheville Merchants Association, Inc., Asheville, N. C.
California Retail Jewelers Association, Inc., Glendale, Calif.
Chicago Jewelry Manufacturers Association, Chicago, Ill. (In principle.)
Columbia Merchants Association, Columbia, S. C. (In principle.)
Greensboro Merchants Association, Inc., Greensboro, N. C. (In principle.)
Jewelers' Protective Association, Inc., Providence, R. I. (In principle.)
Jewelers Vigilance Committee, New York, N. Y. (In principle.)
Jewelry Crafts Association, Inc., The, New York, N. Y.
Massachusetts & Rhode Island Retail Jewelers Association, Providence, R. I.
National Council of Women, Consumer Interests, Belmont, Mass.
New England Manufacturing Jewelers' and Silversmiths' Association, Inc., Providence, R. I. (In principle.)
New York State Federation of Women's Clubs, Bronxville, N. Y. (In principle.)
North Dakota Retail Merchants Association, Fargo, N. Dak.
Oregon State Jewelers Association, Portland, Oreg.
Retail Jewelers Association of Missouri, Kansas City, Mo.

FIRMS

Abramson Manufacturing Co., D., New York, N. Y.
Acker & Horstmann Manufacturing Jewelers, St. Louis, Mo.
Adler's Sons, Charles, New York, N. Y.
Advanced Ring Manufacturers, New York, N. Y.
Alamo Jewelry Co., San Antonio, Tex.
Anderson Co., Inc., W. R., Chicago, Ill.
Axel Bros., Inc., New York, N. Y.
Ayres & Co., L. S., Indianapolis, Ind.
Bailey, Banks & Biddle Co., The, Philadelphia, Pa.
Balfour Co., L. G., Attleboro, Mass. (In principle.)
Ballard & Ballard, Los Angeles, Calif.
Banks Laboratories, Inc., John H., New York, N. Y.
Barclay & Sons Jewelers, Newport News, Va.
Bardach & Gran, Indianapolis, Ind.
Barasso & Blasi, Inc., Newark N. J.
Baskin Bros., Inc., New York, N. Y.
Bausch & Co., Albert, New York, N. Y.
Benedict Bros., New York, N. Y.
Bernstein & Roskin, Inc., New York, N. Y.
Biggs & Co., Inc., Ralph W., New York, N. Y.
Binder Bros., Inc., New York, N. Y.
Bishop & Bishop, Newark, N. J.
Blanchard & Co., New York, N. Y.
Block Laboratories, Winnetka, Ill.
Bloomingdale Bros., Inc., New York, N. Y.
Bock-Lewis Co., The, Buffalo, N. Y.
Bohn Aluminum and Brass Corporation, Detroit, Mich.
Bojar Co., Providence, R. I.
Bowden & Co., Inc., J. B., New York, N. Y.
Bowman's Sons, Ezra F., Lancaster, Pa.
Bowser-Morner Testing Laboratories, Dayton, Ohio. (In principle.)
Boyden-Minuth Co., Chicago, Ill.
Bradshaw, Harry C., Newark, N. J.
Brand & Sons, Manufacturing Jewelers, Inc., Samuel, New York, N. Y.
Bristol Seamless Ring Co., New York, N. Y.

Brogan, Byard F., Philadelphia, Pa.
Brokaw & Son, D. D., New York, N. Y.
Butterfield Bros., Portland, Oreg.
Chicago Mail Order Co., Chicago, Ill.
Church & Co., Newark, N. J.
Clark & Co., Chas. H., Denver, Colo.
Cockshaw, Jr., Herbert, New York, N. Y.
Cohn, Sigmund, New York, N. Y.
Conwell & Co., E. L., Philadelphia, Pa. (In principle.)
Cooper & Forman, New York, N. Y.
Corbett & Bertolone, Inc., New York, N. Y.
Crismon & Nichols, Salt Lake City, Utah.
Crowell & Murray, Inc., Cleveland, Ohio.
Davis, Inc., Millard F., Wilmington, Del.
Dee & Co., Thomas J., Chicago, Ill.
Demay, G., New York, N. Y.
Diamant Jewelry Co., A., Kansas City, Mo.
Dieges & Clust, New York, N. Y. (In principle.)
Dyer, C. B., Indianapolis, Ind.
Edelstein, William, Utica, N. Y.
Eisendoerfer, Morris, Denver, Colo.
Eisenstadt Manufacturing Co., St. Louis, Mo.
Emporium-Capwell Co., The, The Emporium Unit, San Francisco, Calif.
England, Klein & Levy, Inc., New York, N. Y.
Ernsting Co., The, San Diego, Calif.
Ettlinger & Sons, Louis, Port Richmond, N. Y. (In principle.)
Felger, Inc., F. & F., Newark, N. J.
Folger, Inc., Stephen Lane, New York, N. Y.
Forstner Chain Corporation, Irvington, N. J. (In principle.)
Froehling & Robertson, Inc., Richmond, Va. (In principle.)
Fulmer & Gibbons, Inc., Philadelphia, Pa.
Gable Co., the Wm. F., Altoona, Pa.
Garrigus & Co., Inc., Newark, N. J.
Garthe Co., H. C., Baltimore, Md.
Gascoyne & Co., Inc., Baltimore, Md.
Gerardi, Edward, New York, N. Y.
Glasow & Leitman Co., Fond du Lac, Wis.
Goldsmith Bros. Smelting and Refining Co., Chicago, Ill.
Greene Co., Wm. C., Providence, R. I. (In principle.)
Gross Co., Inc., Benjamin & Edward J., New York, N. Y.
Haefiiger & Co., R., Chicago, Ill.
Hagstoz & Son, T. B., Philadelphia, Pa.
Halle Bros. Co., The, Cleveland, Ohio.
Hamilton Watch Co., Lancaster, Pa.
Handy & Harman, New York, N. Y.
Hanks, Inc., Abbot A., San Francisco, Calif.
Helm & Hahn Co., Pittsburgh, Pa.
Herrmann, Chas. F., Washington, D. C.
Heupel & D'Ascenzo, Pittsburgh, Pa.
Hiegl & Hlavatsch, Philadelphia, Pa.
Hirsch, Inc., B. F., New York, N. Y.
Holst, Inc., Henry L., Atlantic City, N. J.
Hoover & Strong, Inc., Buffalo, N. Y.
Hyman Co., Inc., J. J., New York, N. Y.
Ide Jewelry Co., Inc., New York, N. Y.
Irons & Russell Co., Providence, R. I.
Jabel Ring Manufacturing Co., Newark, N. J.
Jackay Jewelers, Inc., New York, N. Y.
Jaffe & Son, Inc., A., New York, N. Y.
Jewelers Smelting Co., Inc., Arlington, N. J.
Jewelry and Cutlery Novelty Co., The N. Attleboro, Mass.
Johnson Jewelry Manufacturing Co., Aaron E., Minneapolis, Minn.
Juergens & Andersen Co., Chicago, Ill.
Kaplan & Sons, Morris, New York, N. Y.
Kaspar & Esh, Inc., New York, N. Y.
Kastenhuber & Lehrfeld, New York, N. Y.
Katz & Ogush, Inc., New York, N. Y.
Kaysen Co., Inc., Morris, Philadelphia, Pa.
Kennedy & Co., St. Louis, Mo.
Kilgallon & Co., Chicago, Ill. (In principle.)
Klebanoff & Grosman, New York, N. Y.
Kleitz & Bro. Co., B., Wilmington, Del.
Kreisler Sales Corporation, Jacques, New York, N. Y.
Krichbaum & Co., L., Providence, R. I.
Lazar, G., Boston, Mass.
Lazar & Fonyo, New York, N. Y.
Lazarus & Co., The F. & R., Columbus, Ohio.
Lazarus & Sons, Inc., S., Chicago, Ill.
Ledoux & Co., Inc., New York, N. Y. (In principle.)
Lelong & Bro., Inc., L., Newark, N. J.
Lester & Co., Newark, N. J.
Levitz & Co., Albany, N. J.
Lind Jewelry Co., The, Cincinnati, Ohio.
Linhart, Inc., Emil, New York, N. Y.
Litwin & Sons, Cincinnati, Ohio.
Long Beach, Calif., Better Business Bureau of, Long Beach, Calif. (In principle.)
Luthy & Co., Inc., Adolph, New York, N. Y.
M. R. T. Co., Inc., Providence, R. I.
M. S. Co., Attleboro, Mass.
Makepeace Co., D. E., Attleboro, Mass.
Mallory & Co., Inc., P. R., Indianapolis, Ind.
May Co., The Frank T., New York, N. Y.
Maybaum Bros., Inc., New York, N. Y.

McMaster Co., J., Providence, R. I.
McTeigue & Co., Inc., New York, N. Y.
Meng Co., A. B., Providence, R. I. (In principle.)
Metz Platinum Refining Co., Newark, N. J.
Milan, M., Boston, Mass.
Milhening, Inc., J., Chicago, Ill.
Miller & Paine, Lincoln, Nebr.
Miller & Rhoads, Inc., Richmond, Va.
Montgomery Ward & Co., Chicago, Ill.
Motz Engineering Office, Bisbee, Ariz.
Napier Co., The, Meriden, Conn. (In principle.)
Nathan & Berg, Inc., Chicago, Ill.
National Contact Co., Inc., New York, N. Y.
National Jeweler, Inc., Chicago, Ill. (In principle.)
Nestele, Inc., Felix, Newark, N. J. (In principle.)
New Haven, Chamber of Commerce of, New Haven, Conn.
New Orleans, Inc., Better Business Bureau of, New Orleans, La. (In principle.)
Newark Wire Cloth Co., Newark, N. J.
Newman, Inc., D. E., Chicago, Ill.
Ney Co., The J. M., Hartford, Conn.
Nitsche, Arthur H., Chicago, Ill.
Phoel & Sons, Inc., New York, N. Y.
Pittsburgh Smelting and Refining Co., Pittsburgh, Pa. (In principle.)
Porter & Wiser Jewelry Co., Kansas City, Mo.
Powers Dry Goods Co., Inc., Minneapolis, Minn.
Precious Metals Research Works, Inc., New York, N. Y. (In principle.)
Reich, M. A., Buffalo, N. Y.
Reiner & Berkow, Inc., New York, N. Y.
Reis Co., Inc., The, Indianapolis, Ind.
Renaissance Jewelry Co., Inc., New York, N. Y.
Richards & Son, J. W. (Richards Laboratories), Denver, Colo.
Richardson & Co., Enos, New York, N. Y.
Richardson Manufacturing Co., Newark, N. J.
Richert & Son Co., Jos., Cincinnati, Ohio.
Robbins Co., The, Attleboro, Mass.
Rockwood, E. E., Attleboro Falls, Mass.
Rosenthal & Kaplan, New York, N. Y.
Ross & Greene, Inc., Portland, Oreg.
Rudberg Jewelry Co., Leon, Dallas, Tex.
Sacramento, Calif., The Better Business Bureau of, Sacramento, Calif. (In principle.)
Salt Lake City Chamber of Commerce and Commercial Club, Salt Lake City, Utah.
Schaar & Co., Chicago, Ill.
Schapiro, David, New York, N. Y.
Schenck, Emil J., New York, N. Y.
Schiffman's, Inc., Greensboro, N. C.
Schloser Co., F. G., Minneapolis, Minn.
Schneider, Inc., Henry I., Newark, N. J.
Schulenberg & Schmidt, Milwaukee, Wis.
Schuler, Geo. & Co., Inc., New York, N. Y.
Schultz, A. G., Co., Baltimore, Md. (In principle.)
Scott Assay Office, A. H., Lovelock, Nev. (In principle.)
Scranton Better Business Bureau, Scranton, Pa. (In principle.)
Scribner & Loehr Co., The, Cleveland, Ohio.
Sears, Roebuck & Co., Dept. 604, Chicago, Ill.
Seifried, G. W., Co., Cincinnati, Ohio. (In principle.)
Shiman Bros. & Co., Inc., New York, N. Y.
Shiman Manufacturing Co., Inc., Newark, N. J.
Shreve, Crump & Low Co., Boston, Mass.
Silbermann, Kohn & Wallenstein, Inc., New York, N. Y.
Silverman Bros., New York, N. Y.
Simson Bros. Refining Corporation, New York, N. Y.
Sinnock-Bachofner, Inc., Newark, N. J. (In principle.)
Sloan & Co., New York, N. Y.
Snell, Foster D., Inc., Brooklyn, N. Y.
Somers Co., O. J., New York, N. Y.
Sona, Martin (Successor to Edw. H. Balevre), Newark, N. J.
Staiger & Sons, New York, N. Y.
Standard Jewelry Co., Inc., New York, N. Y.
Standard Platinum Co., Inc., New York, N. Y.
Stern & Stern, Inc., New York, N. Y.
Street & Sons, Inc., Geo. O., New York, N. Y.
Sulger, Joseph F., New York, N. Y.
Taylor & Co., Wm. H., Newark, N. J.
Tiffany & Co., New York, N. Y.
Tilden, Thurber Corporation, Providence, R. I.
Traub Manufacturing Co., Detroit, Mich.
Trautz Co., Inc., The, Newark, N. J.
Triangle Jewelry Co., Inc., New York, N. Y.
Twining Laboratories, The, Fresno, Calif.
United States Testing Co., Inc., Hoboken, N. J.
Untermeyer, Robbins & Co., New York, N. Y.
Veit, Inc., B. & L., New York, N. Y.
Vernon-Benshoff Co., Pittsburgh, Pa. (In principle.)
Vollman, Felix B., New York, N. Y.

Vulcan Ingot Metal Co., N. Chicago, Ill.
Wall Co., A. T., Providence, R. I. (In principle.)
Waller Co., Inc., A. E., Providence, R. I. (In principle.)
Wander & Kaufman, Inc., New York, N. Y.
Warnke Co., E. H., Milwaukee, Wis.
Warren, Ohio, Chamber of Commerce of, Retail Merchants Division, Warren, Ohio. (In principle.)
Watts-Sartor-Lear Co., Clarksburg, W. Va.
Wehrung & Billmeier Co., Chicago, Ill. (In principle.)
Western Precipitation Corporation, Los Angeles, Calif.
Weyhing Bros. Manufacturing Co., Detroit, Mich.
Whitehouse Bros., Cincinnati, Ohio.
Whiting Co., F. A., Providence, R. I. (In principle.)
Wiedmann, Martin H., Newark, N. J.
Wildberg Bros. Smelting and Refining Co., San Francisco, Calif.
Williams Gold Refining Co., Inc., The, Buffalo, N. Y.
Wilson Co., The H. A., Newark, N. J.
Wilson & Son, Inc., W. B., Cape Charles, Va.
Winkler, Ed, Peoria, Ill.
Wood & Sons, Inc., J. R., Brooklyn, N. Y.
Woodland & Co., A. L., New York, N. Y.
Wright, Kay & Co., Detroit, Mich.
Zirnkilton, F. X., Philadelphia, Pa.

U. S. GOVERNMENT

Agriculture, U. S. Department of, Washington, D. C.
Treasury Department, Washington, D. C.
War Department, Washington, D. C.

O

B

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Dr. Sidney Harman, Under Secretary
Jordan J. Baruch, Assistant Secretary for Science and Technology

NATIONAL BUREAU OF STANDARDS, Ernest Ambler, Acting Director

Voluntary Product Standard PS 69-76

Marking of Articles Made Wholly or in Part of Platinum

Approved by the American National Standards Institute on April 18, 1977, as American National Standard ANSI/VSP PS 69–76

Abstract

This Voluntary Product Standard covers the marking of articles made wholly or in part of platinum, as defined herein, offered for sale in the United States of America. Requirements given apply to making of "Platinum," "Iridium," "Palladium," "Ruthenium," "Rhodium," and/or "Osmium." Definitions of trade terms used and methods for identifying products that comply with the standard are included.

Key words: Jewelry, marking of; "Platinum," marking of; "Iridium," marking of; "Palladium," marking of; "Ruthenium," marking of; "Rhodium," marking of; "Osmium," marking of.

Nat. Bur. Stand. (U.S.), Prod. Stand. 69–76, 6 pages (Sept. 1977)
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Voluntary Product Standard PS 69-76
Supersedes Commercial Standard 66-38

Marking of Articles Made Wholly or in Part of Platinum

Effective April 12, 1976 (See section 6)

(This Standard, which was initiated by the Jewelers Vigilance Committee, has been developed under the *Procedures for the Development of Voluntary Product Standards* of the U.S. Department of Commerce as a revalidation of CS 66-38, *Marking of Articles Made Wholly or in Part of Platinum*. See Section 7, *History of Project*, for further information.)

1. PURPOSE

The purpose of this Voluntary Product Standard is to establish nationally recognized marking requirements for articles made wholly or in part of platinum and to provide producers, distributors, and users with a basis for common understanding of the characteristics of this product.

2. SCOPE

This Voluntary Product Standard covers the marking of articles made wholly or in part of platinum, as herein defined, offered for sale in the United States of America. Definitions of trade terms used and methods for identifying products that comply with the Standard are included.

3. REQUIREMENTS

3.1. General—Products represented as complying with this Voluntary Product Standard shall meet all the requirements specified herein.

3.2. Application of quality marks—When an article is composed of mechanism, works, or movements and of a case or cover containing the mechanism, works, or movements, a quality mark applied to the article shall be deemed not to be, nor intended to be, applied to the mechanism, works, or movements.

3.2.1. Marks not applied—The quality mark applied to the article shall be deemed not to apply to springs, winding bars, sleeves, crown cores, mechanical joint pins, screws, rivets, dust bands, detachable movement rims, hat-pin stems, and bracelet and necklace snap tongues. In addition, in the event that an article is marked under 3.5(4), the quality mark applied to the article shall be deemed not to apply to pin tongues, joints, catches, lapel-button backs, and the posts to which they are attached, scarf-pin stems, hat-pin sockets, shirt-stud backs, vest-button backs, and ear-screw backs, provided such parts are made of the same quality of platinum as is used in the balance of the article.

3.3. Trademark—If there is any quality mark printed, stamped, or branded on the article itself, there must also be printed, stamped, or branded on the said article itself the following mark to wit: A trademark duly applied for or registered under the laws of the United States of the manufacturer of such article; except that if such manufacturer has sold or contracted to sell such article to a jobber, wholesaler, or retail dealer regularly engaged in the business of buying and selling similar articles, this provision shall be deemed to be complied with if there is so marked on the said article the trademark duly registered under the laws of the United States of such jobber, wholesaler, or retail dealer, respectively; and there may also be marked on the said article itself numerals intended to identify the article, design, or pattern, provided, however, that such numerals do not appear or purport to be a part of the quality mark and provided that they do not tend to mislead or deceive anyone into believing that they are a part of the quality mark.

3.4. Quality marks, description—All quality marks applied to any article shall be equal in size and equally visible, legible, clear, and distinct, and no quality mark which is false, deceptive or misleading shall be applied to any article or to any descriptive device therefor. No more than one quality mark shall be applied to any article, and such quality mark shall be applied to such article in only one place thereon, except as elsewhere herein specifically permitted. Wherever in this Standard, provision is made for marking the number of parts or proportion of metals, such number or proportion shall refer to weight and not to volume, thickness, or any other basis.

3.5. Quality, contents—There shall not be applied to any article any quality mark nor any colorable imitation thereof, nor any contraction thereof, nor any addition thereto, nor any words or letters, nor any mark purporting to be or resembling a quality mark except as follows:

(1) An article consisting of at least 985 parts per thousand of platinum, iridium, palladium,

ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of said metal or metals where solder is used, may be marked "Platinum," provided that the total proportion of the aforementioned metals other than pure platinum shall be no more than 50 parts per thousand of the entire article.

(2) An article consisting of at least 985 parts per thousand of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of the metal or metals where solder is used, and provided further that at least 750 parts per thousand of said article are pure platinum, may be marked "Platinum," provided immediately preceding the mark "Platinum" there is marked the name or abbreviation as hereinafter provided, of "Iridium," "Palladium," "Ruthenium," "Rhodium," or "Osmium," whichever of said metals predominates, and provided further that the proportion of such predominating other metal must be more than 50 parts per thousand of the entire article.

(3) An article consisting of at least 985 parts per thousand of platinum, iridium, palladium, r nium, rhodium, and/or osmium, where sol- s not used, and at least 950 parts per thousand of said metals where solder is used, provided at least 500 parts per thousand of said article consist of pure platinum, may be marked with the word "Platinum," provided that said word is immediately preceded by a number indicating in parts per thousand the proportion of platinum in the entire article, and further provided that said mark "Platinum" be followed by the name or abbreviation as herein allowed, of such one or more of the following metals, to wit: "Iridium," "Palladium," "Ruthenium," "Rhodium," and/or "Osmium," that may be present in the proportion of more than 50 parts per thousand of the entire article. The name of such other metal or metals other than platinum, however, shall each be immediately preceded by a number indicating in parts per thousand the proportion of such other metal or metals in the entire article, as for example, "600 Plat.," "350 Pall.:" or "500 Plat.," "200 Pall.," "150 Ruth.," "100 Rhod."

(4) An article consisting of 950 parts per thousand of any two or more of the following metals: Platinum, iridium, palladium, ruthenium, rhodium, and/or osmium with less than 500 parts per thousand of the entire article consisting of pure platinum, may be marked with the name "Iridium," "Palladium," "Ruthenium," "Rhodium," or "Osmium," whichever predominates in t aid article, but in no event with the mark "P tinum," provided, however, that the proportion of such metal other than platinum so marked, must be marked in parts per thousand, and provided further that the name of such metal other than platinum so used must be spelled out in full irrespective of any other provisions herein to the contrary.

(5) An article composed of platinum and gold which resembles, appears, or purports to be platinum, may be marked with a karat mark and the platinum mark, provided: (1) The platinum in such article shall be at least 985 parts per thousand pure platinum; (2) the fineness of the gold in such article shall be correctly described by the karat mark of said gold; (3) the proportion of platinum in such article shall be no less than 5 percent of the total weight of the article; and (4) the mark shall be so applied that the karat mark shall immediately precede the platinum mark, as for example, "14 K & Plat.," "18 K & Plat.," as the case may be it being expressly provided that in case the proportion of platinum exceeds the 5 percent provided herein, the quality mark may also include a declaration of the proportion of platinum, as for example, "18 K & 1/10 Plat.," or "14 K & 1/8 Plat.," or as the case may be.

(6) An article composed of platinum and any other material or metal not resembling, appearing, or purporting to be platinum, may be marked with the quality mark "Platinum," provided all parts or portions of such article purporting to be platinum, or reasonably resembling or appearing to be platinum shall be at least 985 parts per thousand pure platinum.

4. DEFINITIONS

For the purpose of this Standard, the following definitions shall apply:

Article—Article means any article of merchandise and includes any portion of such article, whether a distinct part thereof or not (including every part thereof whether or not separable), and also including material for manufacture.

Alloys of several metals—Platinum, iridium, palladium, ruthenium, rhodium, and osmium include alloys of each of the several said metals.

Mark—Mark means any mark, sign, device, imprint, stamp, or brand applied to any article, or to any tag, card, paper, label, box, carton, container, holder, package cover or wrapping attached to, used in conjunction with or enclosing such article, or any bill, bill of sale, invoice, statement, letter circular, advertisement, notice, memorandum, or other writing or printing.

Apply or Applied—Apply or applied includes any method or means of application or attachment to, or of use on, or in conjunction with, or in relation to an article, whether such applica-

tion, attachment, or use is to, on, by, in, or with (1) the article itself, (2) anything attached to the article, (3) anything to which the article is attached, (4) anything in, or on, which the article is, or (5) any bill, invoice, order, statement, letter, advertisement, or anything so used or placed as to lead to a reasonable belief that it refers to the article in question.

Quality mark—Quality mark means any mark as herein defined indicating, describing, identifying, or referring to, or appearing or seeming or purporting to indicate, describe, identify or refer to, the partial or total presence or existence of, or the quality of, or the percentage of, or the purity of, or the number of parts of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium in any article.

5. ABBREVIATIONS

For the purposes of this Standard, the following abbreviations shall apply:

Platinum—may be spelled in full or abbreviated "Plat."

Iridium—may be spelled in full or abbreviated "Irid."

Palladium—may be spelled in full or abbreviated "Pall."

Ruthenium—may be spelled in full or abbreviated "Ruth."

Rhodium—may be spelled in full or abbreviated "Rhod."

Osmium—may be spelled in full or abbreviated "Osmi."

6. EFFECTIVE DATE AND IDENTIFICATION

The effective date of this Standard is April 12, 1976. As of the effective date, reference to PS 69–76, may be made in contracts, codes, advertising, invoices, product labels, and the like, but no product may be advertised or represented in any manner which would imply or tend to imply approval or endorsement of that product by the National Bureau of Standards, the Department of Commerce, or by the Federal Government.

The following statements are suggested for use in representing products as conforming to all requirements of this Standard:

(1) "This article conforms to all requirements established in Voluntary Product Standard PS 69–76, developed and published in accordance with the U.S. Department of Commerce *Procedures for the Development of Voluntary Product Standa* Full responsibility for the conformance this product to the standard is assumed (name and address of producer or c tributor)."

(2) "Conforms to PS 69–76, (name and a dress of producer or distributor)."

7. HISTORY OF PROJECT

In 1937 Commercial Standard CS 66–38, *Ma ing of Articles Made Wholly or in Part of Pla num*, was developed at the request of the Jewel Crafts Association (renamed Jewelry Manufa turers Association, Inc.), supported by the Jew ers Vigilance Committee, Inc., and was publish in June 1938.

In December 1974 the Jewelers Vigilance Cor mittee, Inc., the recognized trade association f the jewelry industry, requested that the Nation Bureau of Standards initiate a revalidation CS 66–38 under the *Procedures for the Develo ment of Voluntary Product Standards.* Appoin ments were made to the Standing Committee, an the Jewelers Vigilance Committee, Inc., recon mendation was forwarded to them in July 19 for review. The Standing Committee indicate the standard should be revalidated and in D cember 1975 they were asked to vote on th appropriateness of the proposal. In Februar 1976 all members of the Standing Committee ap proved the proposal to revalidate CS 66–38.

The new edition of the standard was desig nated Voluntary Product Standard PS 69–7 *Marking of Articles Made Wholly or in Part o Platinum*, and became effective on April 12, 197

Technical Standards Coordinator:

C. W. Devereux
Standards Development Services Section
National Bureau of Standards
Washington, D.C. 20234

8. STANDING COMMITTEE

A Standing Committee has been appointed t assist in keeping this Voluntary Product Stand ard up to date. The names of the members of th committee are available from the Standards De velopment Services Section, Washington, D.C 20234, which serves as the secretariat of th committee.

U.S. DEPARTMENT OF COMMERCE, Juanita M. Kreps, Secretary

Dr. Sidney Harman, Under Secretary
Jordan J. Baruch, Assistant Secretary for Science and Technology

NATIONAL BUREAU OF STANDARDS, Ernest Ambler, Acting Director

Voluntary Product Standard PS 69-76

Marking of Articles Made Wholly or in Part of Platinum

Approved by the American National Standards Institute on April 18, 1977, as American National Standard ANSI/VSP PS 69–76

Abstract

This Voluntary Product Standard covers the marking of articles made wholly or in part of platinum, as defined herein, offered for sale in the United States of America. Requirements given apply to making of "Platinum," "Iridium," "Palladium," "Ruthenium," "Rhodium," and/or "Osmium." Definitions of trade terms used and methods for identifying products that comply with the standard are included.

Key words: Jewelry, marking of; "Platinum," marking of; "Iridium," marking of; "Palladium," marking of; "Ruthenium," marking of; "Rhodium," marking of; "Osmium," marking of.

Nat. Bur. Stand. (U.S.), Prod. Stand. 69–76, 6 pages (Sept. 1977)
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Marking of Articles Made Wholly or in Part of Platinum

Effective April 12, 1976 (See section 6)

(This Standard, which was initiated by the Jewelers Vigilance Committee, has been developed under the *Procedures for the Development of Voluntary Product Standards* of the U.S. Department of Commerce as a revalidation of CS 66–38, *Marking of Articles Made Wholly or in Part of Platinum*. See Section 7, *History of Project*, for further information.)

1. PURPOSE

The purpose of this Voluntary Product Standard is to establish nationally recognized marking requirements for articles made wholly or in part of platinum and to provide producers, distributors, and users with a basis for common understanding of the characteristics of this product.

2. SCOPE

This Voluntary Product Standard covers the marking of articles made wholly or in part of platinum, as herein defined, offered for sale in the United States of America. Definitions of trade terms used and methods for identifying products that comply with the Standard are included.

3. REQUIREMENTS

3.1. General—Products represented as complying with this Voluntary Product Standard shall meet all the requirements specified herein.

3.2. Application of quality marks—When an article is composed of mechanism, works, or movements and of a case or cover containing the mechanism, works, or movements, a quality mark applied to the article shall be deemed not to be, nor intended to be, applied to the mechanism, works, or movements.

3.2.1. Marks not applied—The quality mark applied to the article shall be deemed not to apply to springs, winding bars, sleeves, crown cores, mechanical joint pins, screws, rivets, dust bands, detachable movement rims, hat-pin stems, and bracelet and necklace snap tongues. In addition, in the event that an article is marked under 3.5(4), the quality mark applied to the article shall be deemed not to apply to pin tongues, joints, catches, lapel-button backs, and the posts to which they are attached, scarf-pin stems, hat-pin sockets, shirt-stud backs, vest-button backs, and ear-screw backs, provided such parts are made of the same quality of platinum as is used in the balance of the article.

3.3. Trademark—If there is any quality mark printed, stamped, or branded on the article itself, there must also be printed, stamped, or branded on the said article itself the following mark to wit: A trademark duly applied for or registered under the laws of the United States of the manufacturer of such article; except that if such manufacturer has sold or contracted to sell such article to a jobber, wholesaler, or retail dealer regularly engaged in the business of buying and selling similar articles, this provision shall be deemed to be complied with if there is so marked on the said article the trademark duly registered under the laws of the United States of such jobber, wholesaler, or retail dealer, respectively; and there may also be marked on the said article itself numerals intended to identify the article, design, or pattern, provided, however, that such numerals do not appear or purport to be a part of the quality mark and provided that they do not tend to mislead or deceive anyone into believing that they are a part of the quality mark.

3.4. Quality marks, description—All quality marks applied to any article shall be equal in size and equally visible, legible, clear, and distinct, and no quality mark which is false, deceptive or misleading shall be applied to any article or to any descriptive device therefor. No more than one quality mark shall be applied to any article, and such quality mark shall be applied to such article in only one place thereon, except as elsewhere herein specifically permitted. Wherever in this Standard, provision is made for marking the number of parts or proportion of metals, such number or proportion shall refer to weight and not to volume, thickness, or any other basis.

3.5. Quality, contents—There shall not be applied to any article any quality mark nor any colorable imitation thereof, nor any contraction thereof, nor any addition thereto, nor any words or letters, nor any mark purporting to be or resembling a quality mark except as follows:

(1) An article consisting of at least 985 parts per thousand of platinum, iridium, palladium,

ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of said metal or metals where solder is used, may be marked "Platinum," provided that the total proportion of the aforementioned metals other than pure platinum shall be no more than 50 parts per thousand of the entire article.

(2) An article consisting of at least 985 parts per thousand of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium, where solder is not used, and at least 950 parts per thousand of the metal or metals where solder is used, and provided further that at least 750 parts per thousand of said article are pure platinum, may be marked "Platinum," provided immediately preceding the mark "Platinum" there is marked the name or abbreviation as hereinafter provided, of "Iridium," "Palladium," "Ruthenium," "Rhodium," or "Osmium," whichever of said metals predominates, and provided further that the proportion of such predominating other metal must be more than 50 parts per thousand of the entire article.

(3) An article consisting of at least 985 parts per thousand of platinum, iridium, palladium, r nium, rhodium, and/or osmium, where sol- s not used, and at least 950 parts per thousand of said metals where solder is used, provided at least 500 parts per thousand of said article consist of pure platinum, may be marked with the word "Platinum," provided that said word is immediately preceded by a number indicating in parts per thousand the proportion of platinum in the entire article, and further provided that said mark "Platinum" be followed by the name or abbreviation as herein allowed, of such one or more of the following metals, to wit: "Iridium," "Palladium," "Ruthenium," "Rhodium," and/or "Osmium," that may be present in the proportion of more than 50 parts per thousand of the entire article. The name of such other metal or metals other than platinum, however, shall each be immediately preceded by a number indicating in parts per thousand the proportion of such other metal or metals in the entire article, as for example, "600 Plat.," "350 Pall.," or "500 Plat.," "200 Pall.," "150 Ruth.," "100 Rhod."

(4) An article consisting of 950 parts per thousand of any two or more of the following metals: Platinum, iridium, palladium, ruthenium, rhodium, and/or osmium with less than 500 parts per thousand of the entire article consisting of pure platinum, may be marked with the name "Iridium," "Palladium," "Ruthenium," "Rhodium," or "Osmium," whichever predominates in t id article, but in no event with the mark "P tinum," provided, however, that the proportion of such metal other than platinum so marked, must be marked in parts per thousand, and provided further that the name of such metal other than platinum so used must be spelled out in full irrespective of any other provisions herein to the contrary.

(5) An article composed of platinum and gold which resembles, appears, or purports to be platinum, may be marked with a karat mark and the platinum mark, provided: (1) The platinum in such article shall be at least 985 parts per thousand pure platinum; (2) the fineness of the gold in such article shall be correctly described by the karat mark of said gold; (3) the proportion of platinum in such article shall be no less than 5 percent of the total weight of the article; and (4) the mark shall be so applied that the karat mark shall immediately precede the platinum mark, as for example, "14 K & Plat.," "18 K & Plat.," as the case may be it being expressly provided that in case the proportion of platinum exceeds the 5 percent provided herein, the quality mark may also include a declaration of the proportion of platinum, as for example, "18 K & 1/10 Plat.," or "14 K & 1/8 Plat.," or as the case may be.

(6) An article composed of platinum and any other material or metal not resembling, appearing, or purporting to be platinum, may be marked with the quality mark "Platinum," provided all parts or portions of such article purporting to be platinum, or reasonably resembling or appearing to be platinum shall be at least 985 parts per thousand pure platinum.

4. DEFINITIONS

For the purpose of this Standard, the following definitions shall apply:

Article—Article means any article of merchandise and includes any portion of such article, whether a distinct part thereof or not (including every part thereof whether or not separable), and also including material for manufacture.

Alloys of several metals—Platinum, iridium, palladium, ruthenium, rhodium, and osmium include alloys of each of the several said metals.

Mark—Mark means any mark, sign, device, imprint, stamp, or brand applied to any article, or to any tag, card, paper, label, box, carton, container, holder, package cover or wrapping attached to, used in conjunction with or enclosing such article, or any bill, bill of sale, invoice, statement, letter circular, advertisement, notice, memorandum, or other writing or printing.

Apply or Applied—Apply or applied includes any method or means of application or attachment to, or of use on, or in conjunction with, or in relation to an article, whether such applica-

tion, attachment, or use is to, on, by, in, or with (1) the article itself, (2) anything attached to the article, (3) anything to which the article is attached, (4) anything in, or on, which the article is, or (5) any bill, invoice, order, statement, letter, advertisement, or anything so used or placed as to lead to a reasonable belief that it refers to the article in question.

Quality mark—Quality mark means any mark as herein defined indicating, describing, identifying, or referring to, or appearing or seeming or purporting to indicate, describe, identify or refer to, the partial or total presence or existence of, or the quality of, or the percentage of, or the purity of, or the number of parts of platinum, iridium, palladium, ruthenium, rhodium, and/or osmium in any article.

5. ABBREVIATIONS

For the purposes of this Standard, the following abbreviations shall apply:

Platinum—may be spelled in full or abbreviated "Plat."

Iridium—may be spelled in full or abbreviated "Irid."

Palladium—may be spelled in full or abbreviated "Pall."

Ruthenium—may be spelled in full or abbreviated "Ruth."

Rhodium—may be spelled in full or abbreviated "Rhod."

Osmium—may be spelled in full or abbreviated "Osmi."

6. EFFECTIVE DATE AND IDENTIFICATION

The effective date of this Standard is April 12, 1976. As of the effective date, reference to PS 69–76, may be made in contracts, codes, advertising, invoices, product labels, and the like, but no product may be advertised or represented in any manner which would imply or tend to imply approval or endorsement of that product by the National Bureau of Standards, the Department of Commerce, or by the Federal Government.

The following statements are suggested for use in representing products as conforming to all requirements of this Standard:

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(2) "Conforms to PS 69–76, (name and a dress of producer or distributor)."

7. HISTORY OF PROJECT

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Technical Standards Coordinator:

C. W. Devereux
Standards Development Services Section
National Bureau of Standards
Washington, D.C. 20234

8. STANDING COMMITTEE

A Standing Committee has been appointed t assist in keeping this Voluntary Product Stand ard up to date. The names of the members of th committee are available from the Standards De velopment Services Section, Washington, D.C 20234, which serves as the secretariat of th committee.

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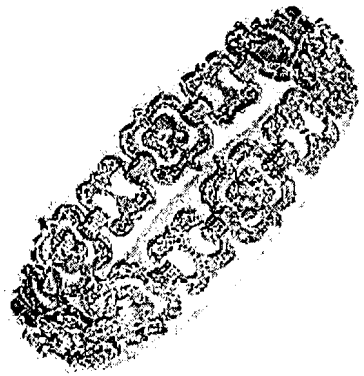

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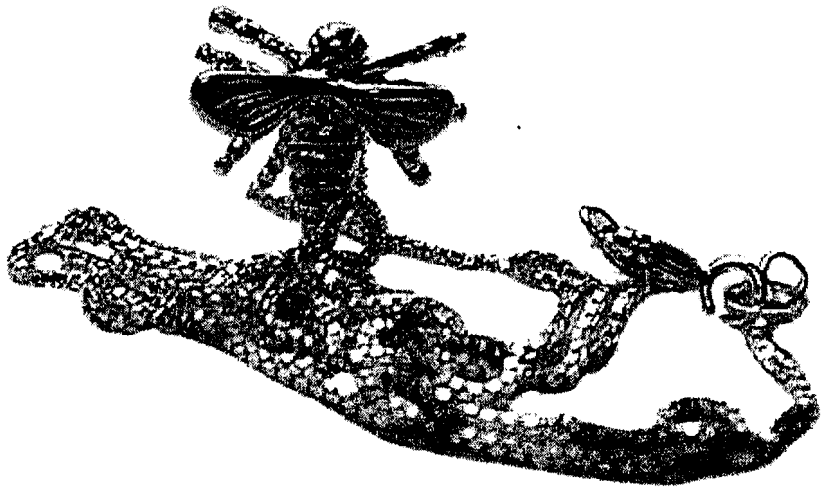

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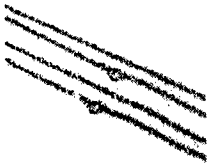
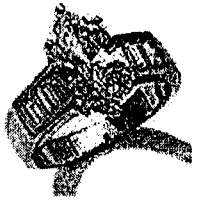
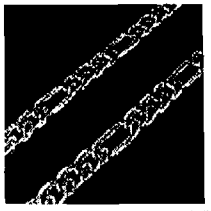
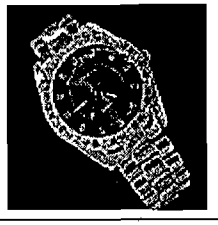
ShopNBC Info on retailer		**Sterling Silver / Platinum / 18K 16"-20" Rolo Necklace** Perfect for every occasion! Created in sterling silver, this rolo necklace comes in your choice of plating and length. It measures 16"-20"L x 1 / 16"W and has a spring ring clasp. The total weight is approximately 7. More		Enter zip code above	**$20** Source: Website 7/3/05
HSN.com Info on retailer		**Elegante™ Sterling Silver Platinum Marquise Ring**		Enter zip code above	**$21.43** Source: Website 7/3/05
ICED OUT GEAR Info on retailer		**30 Thick 9mm Blingin Platinum Style Heavy Figueroa Chain** 30 Thick 9mm Blingin Platinum Style Heavy Figueroa Chain	In stock	Enter zip code above	**$22** Source: Website 7/3/05
ICED OUT GEAR Info on retailer		**Platinum Ballin Green Watch / Square Bezel Hiphop Watch** Iced Out Gear	In stock	Enter zip code above	**$22** Source: Website 7/3/05
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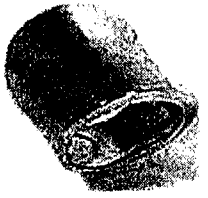

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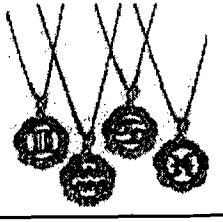
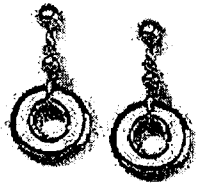
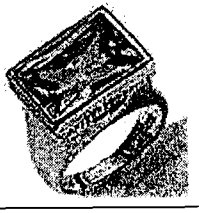
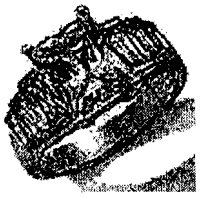
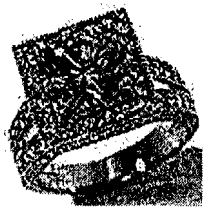
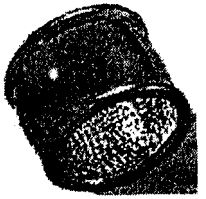
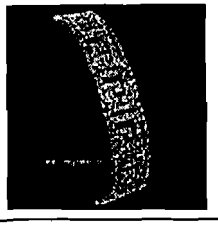
HSN.com Info on retailer		**Technibond® Platinum Plated Diamond Accent Zodiac Pendant**	Enter zip code above	**$17.90** Source: Website 7/3/05
HSN.com Info on retailer		**Bijoux Nouveaux Platinum Plated Roundabout Dangling Disc Earrings**	Enter zip code above	**$17.90** Source: Website 7/3/05
HSN.com Info on retailer		**Technibond® Platinum Plated Simulated Tanzanite and Diamond Heart Pendant**	Enter zip code above	**$19.50** Source: Website 7/3/05
HSN.com Info on retailer		**Technibond® Lavender CZ Platinum Plated Ring**	Enter zip code above	**$19.90** Source: Website 7/3/05

Info on retailer		Zirconia stones in Black .			7/3/05
HSN.com Info on retailer		**Elegante™ Sterling Silver Platinum Radiant Center Ring**		Enter zip code above	**$5.97** Source: Website 7/3/05
HSN.com Info on retailer		**Elegante™ Sterling Silver Platinum Marquise Ring**		Enter zip code above	**$8.01** Source: Website 7/3/05
HSN.com Info on retailer		**Color Creations in Technibond® Simulated Alexandrite Platinum Plated Filigree Ring**		Enter zip code above	**$14.70** Source: Website 7/3/05
ICED OUT GEAR Info on retailer		**Platinum Ballin Red Watch / Square Bezel Hip Hop Watch** Platinum Ballin Red Watch / Square Bezel	In stock	Enter zip code above	**$15** Source: Website 7/3/05
HSN.com Info on retailer		**Technibond® Platinum Plated Champagne CZ and Clear CZ Ring**		Enter zip code above	**$16.37** Source: Website 7/3/05
HSN.com Info on retailer		**Bijoux Nouveaux Platinum Plated Sculptured Wave Ring**		Enter zip code above	**$16.90** Source: Website 7/3/05

Info on retailer					7/3/05
HSN.com Info on retailer		**Elegante™ Sterling Silver Platinum Round Solitaire Ring**		Enter zip code above	**$27.95** Source: Website 7/3/05
SmartBargains Info on retailer		**Sapphire & Diamond Pendant, Platinum** This versatile sapphire and diamond pendant set in platinum is not only flirty and eye-catching, but can be worn with anything.	In stock	Enter zip code above	**$149.99** Source: Website 7/3/05
SmartBargains Info on retailer		**Sapphire & Diamond Earrings, Platinum** These lovely platinum-set sapphire and diamond earrings will set you apart from the crowd. A must-have for platinum lovers.	In stock	Enter zip code above	**$199.99** Source: Website 7/3/05
ICED OUT GEAR Info on retailer		**Platinum Iced Out It aint Easy Bracelet** Platinum Iced Out It aint Easy Bracelet	In stock	Enter zip code above	**$30** Source: Website 7/3/05
Sun jewelry		**1.61 Carat Tanzanite & Pear Cut Diamond Platinum Ring** This compelling gemstone and diamond ring features an elegant design	In stock	Enter zip code above	**$2097** Source:

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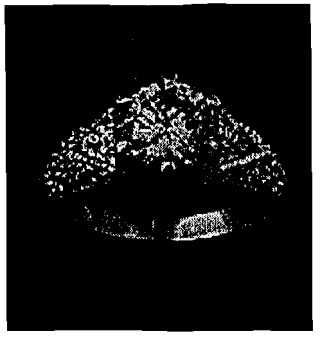

Avon Platinum-Plated 100-Facet CZ Ring in Gift Box Size 10
$25.00
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8&Quot; Platinum Plated Sterling Open Z Link Round Cubic Zirconia Bracelet
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Anne Klein - 6593SVPL (Size: women)
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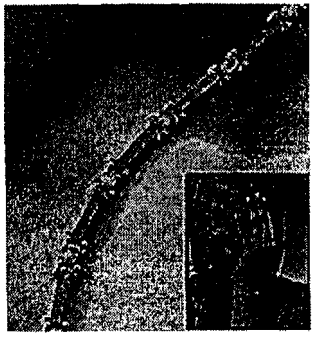

Avon Platinum Plated CZ Tennis Bracelet
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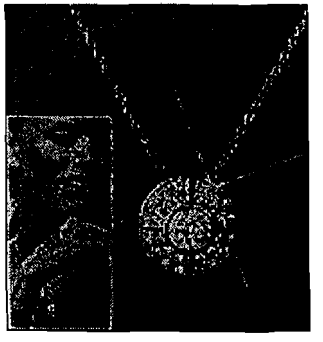

Avon Platinum-Plated 100 Facet CZ Necklace
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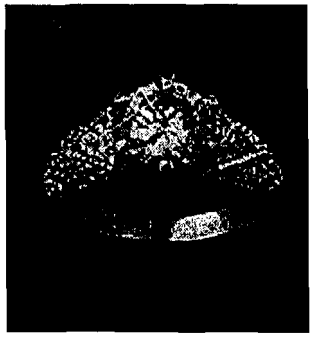

Avon Platinum-Plated 100-Facet CZ Ring in Gift Box Size 11
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Anne Klein - 6593SVPL (Size: women)
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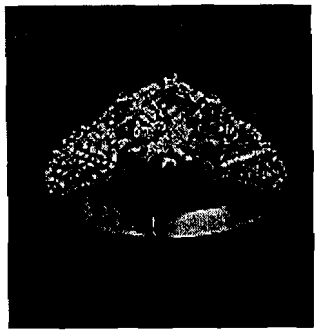

Avon Platinum-Plated 100-Facet CZ Ring in Gift Box Size 5
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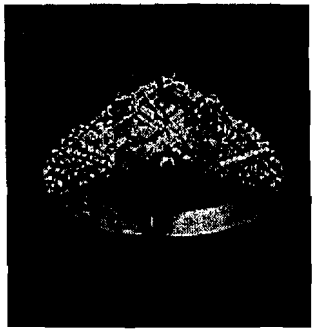

Avon Platinum-Plated 100-Facet CZ Ring in Gift Box Size 6
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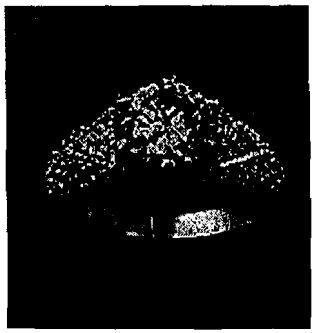

Avon Platinum-Plated 100-Facet CZ Ring in Gift Box Size 7
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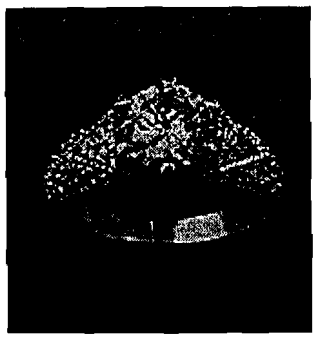

Avon Platinum-Plated 100-Facet CZ Ring in Gift Box Size 8
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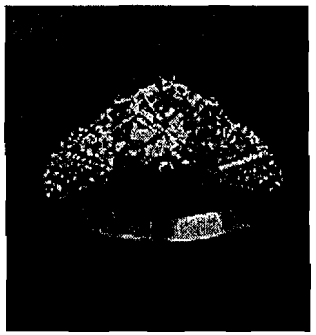

Avon Platinum-Plated 100-Facet CZ Ring in Gift Box Size 9
$25.00
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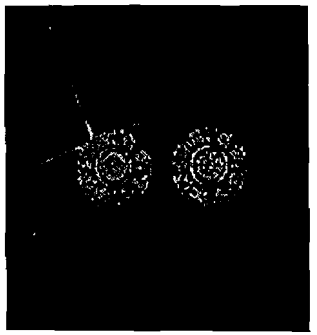

Avon Platinum-Plated CZ Earrings
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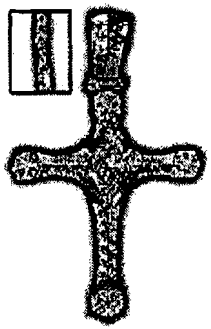
Gold plated with bezel set clear CZSterling Silver 7 1/4" Bracelet



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MEN'S JEWELRY
All

ALL

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- **STONE TYPE**
  - Colored Cubic Zirconia (3)
  - Corundum (1)
  - Cubic Zirconia (82)
- **STYLE**
  - Bangle (1)
  - Bar (2)
  - Drop (4)
  - Hinged (2)
  - Hoop (4)
  - Other Links (1)
  - Stud (4)
  - Tennis (5)
- **THEME**
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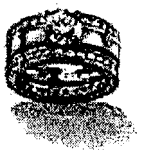

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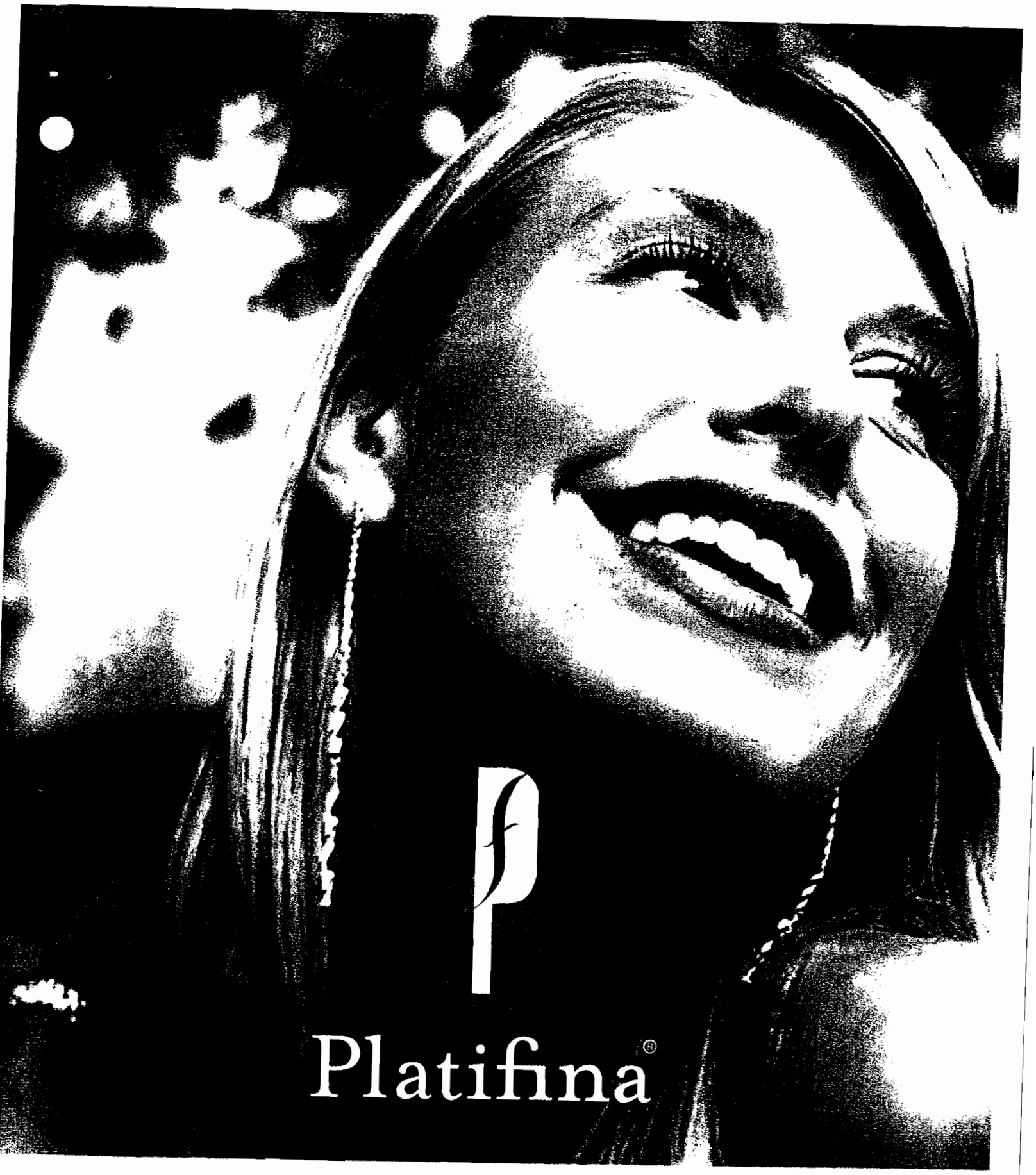
A



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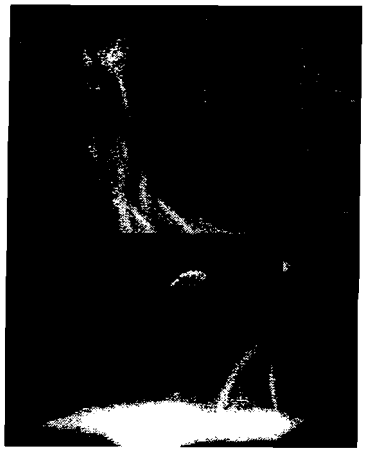
B

MANUFACTURING A STERLING SILVER WITH PLATINUM BRACELET



A 1,000oz. melt of Sterling with Platinum

STERLING WITH PLATINUM

.925 AG

1% PT * 3.5%PT * 5%PT

(PATENT PENDING)

A brand new and exciting metal that has widely become known in the industry worldwide as PLATINUM STERLING was an invention of ABI in 2003. Marc "Doc" Robinson created the 3 formulas of the platinum-enhanced sterling silver and along with Chuck Bennett created the solder for it.

The .925/1% has been given as an exclusive, but the .925/3.5% remains the most popular by far with the general jewelry public. ABI daily receives letters from customers who marvel at its qualities and insist that everything we said about it turned out to be true. From Australia to Bali to Bangkok to New York, the accolades for this metal abound all over the world.

The .925/5% has garnered favor with karat white gold users to replace certain lines with the Platinum Sterling at a much lower cost, by designers with extremely high end silver product and companies who do fine stones and diamonds in sterling silver. This is because the tarnish resistance is between 6 to 10 times greater than traditional 7.5% Cu sterling.

The physical things that can be done with this metal are nothing short of extraordinary. We have included some pages from articles done on the new metal as well as the following link to Jeff Graham's website facters.com .

www.faceters.com/askjeff/mill_kraft04.shtml

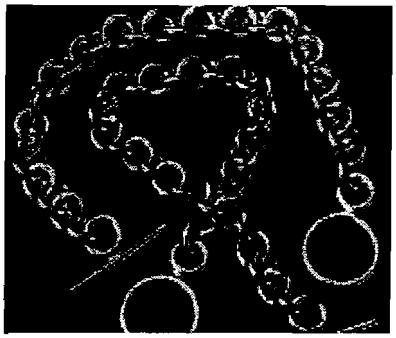
This site shows Doc's return to the KRAFTWERKS event in Ontario, California the past August 2004 with his Platinum Sterling in his hand. The performance of the metal was pretty stunning to the crowd and much is still being said, in print and in "the buzz".

One of the articles here is from The SNAG Newsletter of the Society of North American Goldsmiths. One is from AJM Magazine in 2004. The last one is from Mark Mann and published in Professional Jeweler magazine.

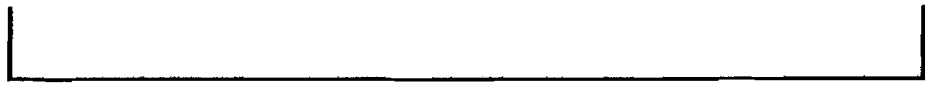
We have also catalogued here all the Technical Data Sheets on all three of the metals. These depict the increased tarnish resistance, the increased hardness, the increased specific gravity and their temperature ranges.

Contact any of the offices for current up to date pricing on these innovative metals. Good quantity breaks available. Contact us with any questions you may happen to have about them. We also offer great advice on marketing and promotion with these platinum enhanced sterlings.

The response has been steady and very brisk, a good sign for a new alloy on the market.



Sterling with 5% Platinum and 14K yellow gold with Platinum

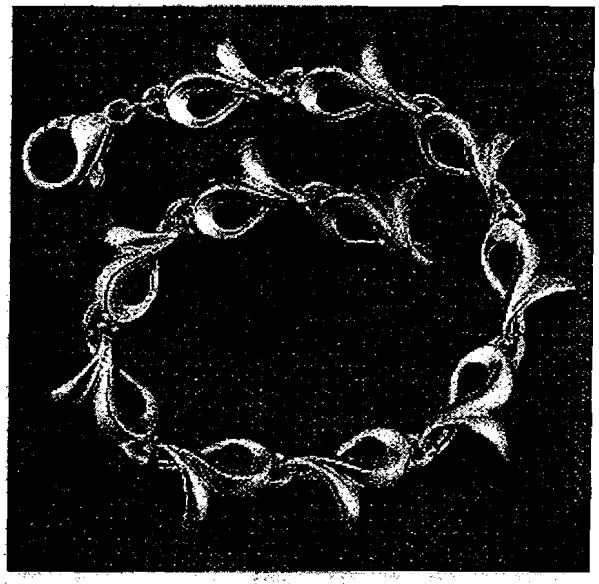


Manufacturing a Sterling Silver with Platinum Brac

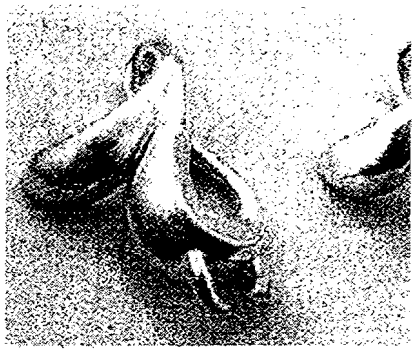
Knowing how to pulse-arc-weld this project saves time, increases quality and drive up for your shop and service department

BY MARK B. MANN

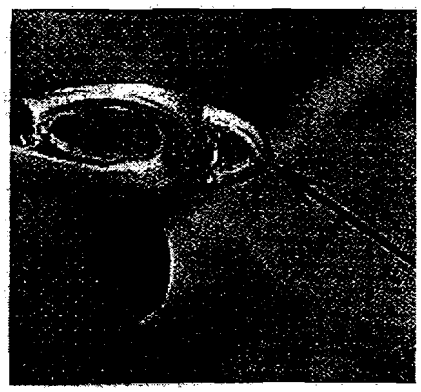
This article highlights pulse-arc-welding techniques used to make this sterling silver bracelet.



1. To demonstrate how pulse-arc welding performs on sterling silver, I cast, finished and assembled this bracelet without using a torch. The six links immediately adjacent to the clasp are made with a common sterling silver alloy; the other five are made using a new sterling alloy containing platinum developed by Marc Robinson of ABI Precious Metals, Carson, CA (for more information about the alloy, see page 76.)



2. The link on the left is made from a comn and the one on the right is made from st platinum. Three mixtures of the sterling available – I used one containing 3.5% pl prefinished the links and then used a ma for a bright matte finish.



3. To prepare for the joining and welding, I of the joining link flat. For an "aid" to the dure, I did not remove the flashes of met from each side of the link created by the dure.

C

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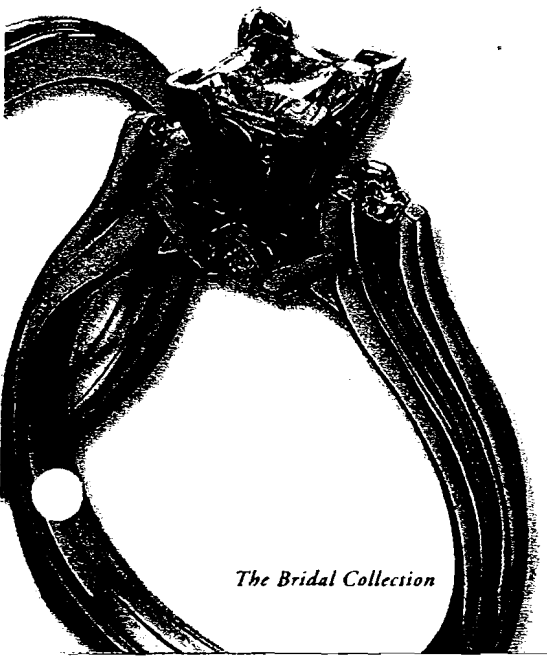
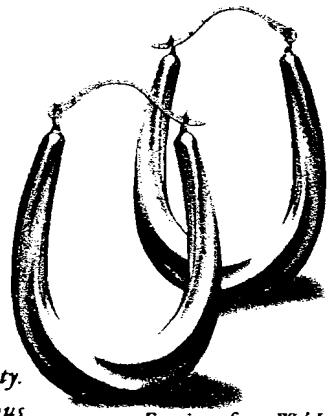


The Bridal Collection



Earrings from W&L

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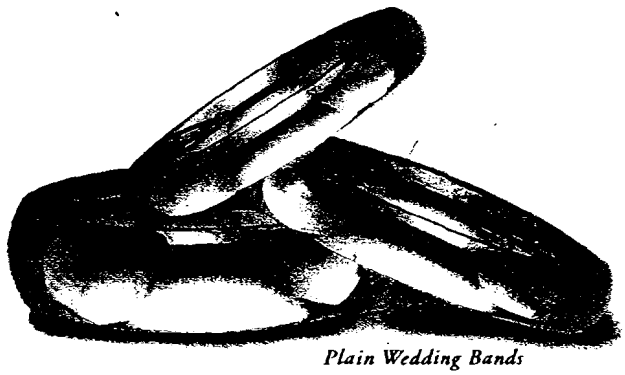
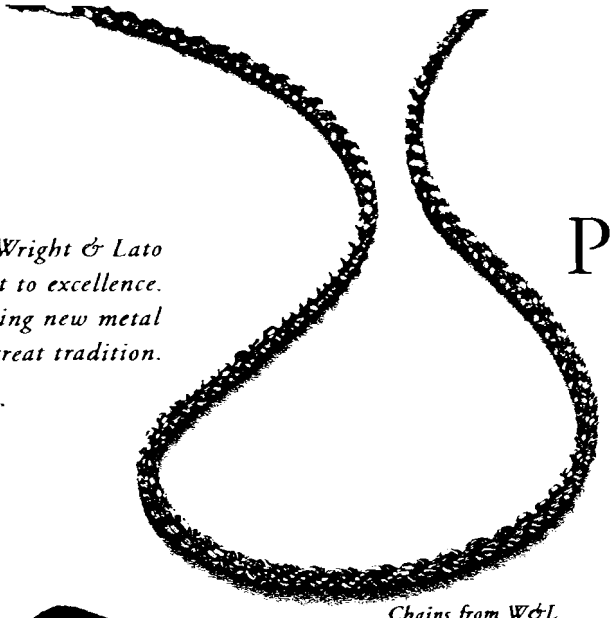


Plain Wedding Bands

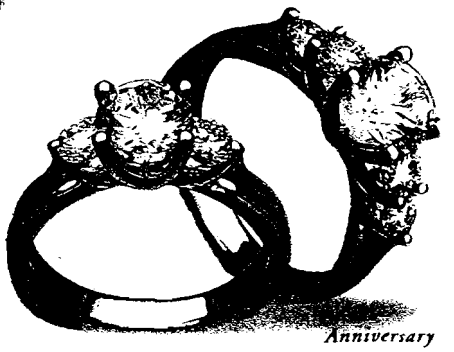
For over 50 years, Wright & Lato has maintained a commitment to excellence. The introduction of this stunning new metal ensures the future of this great tradition.

PLATINUM V



Chains from W&L

Fancy Wedding Bands



Anniversary

What is PLATINUM V™?

PLATINUM V™* is a new precious white metal that captures the color and allure of pure platinum at a fraction of the cost.

Crafted with a patented alloy, PLATINUM V™ (58.5% pure platinum) is revolutionizing the jewelry industry. For years, jewelers have searched for a precious metal that would capture the richness and strength of platinum. Alternatives like white gold, which is largely made up of yellow gold, in time will tarnish.

Now that search is over.

PLATINUM V™ embodies all of the qualities of what is sold as pure platinum (95%) without the prohibitive cost.

Beautiful white-hot lustre that will last a lifetime, PLATINUM V™

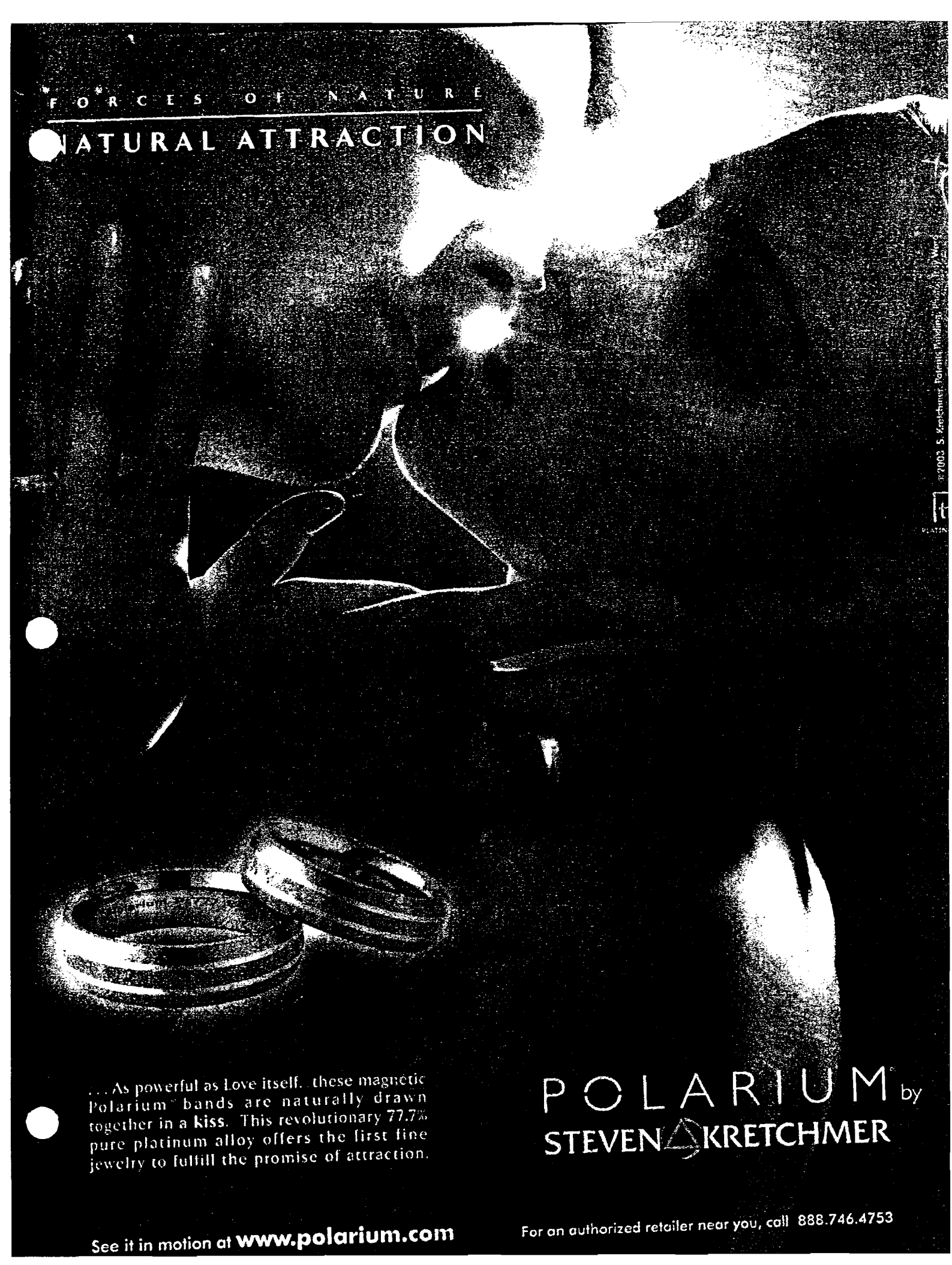
*585Platinum = 585Pt/.415Co.Cu.

The strength of PLATINUM V™ *makes it a perfect metal for holding precious stones securely.*

PLATINUM V™

Solitaires

D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...As powerful as Love itself, these magnetic Polarium™ bands are naturally drawn together in a kiss. This revolutionary 77.7‰ pure platinum alloy offers the first fine jewelry to fulfill the promise of attraction.
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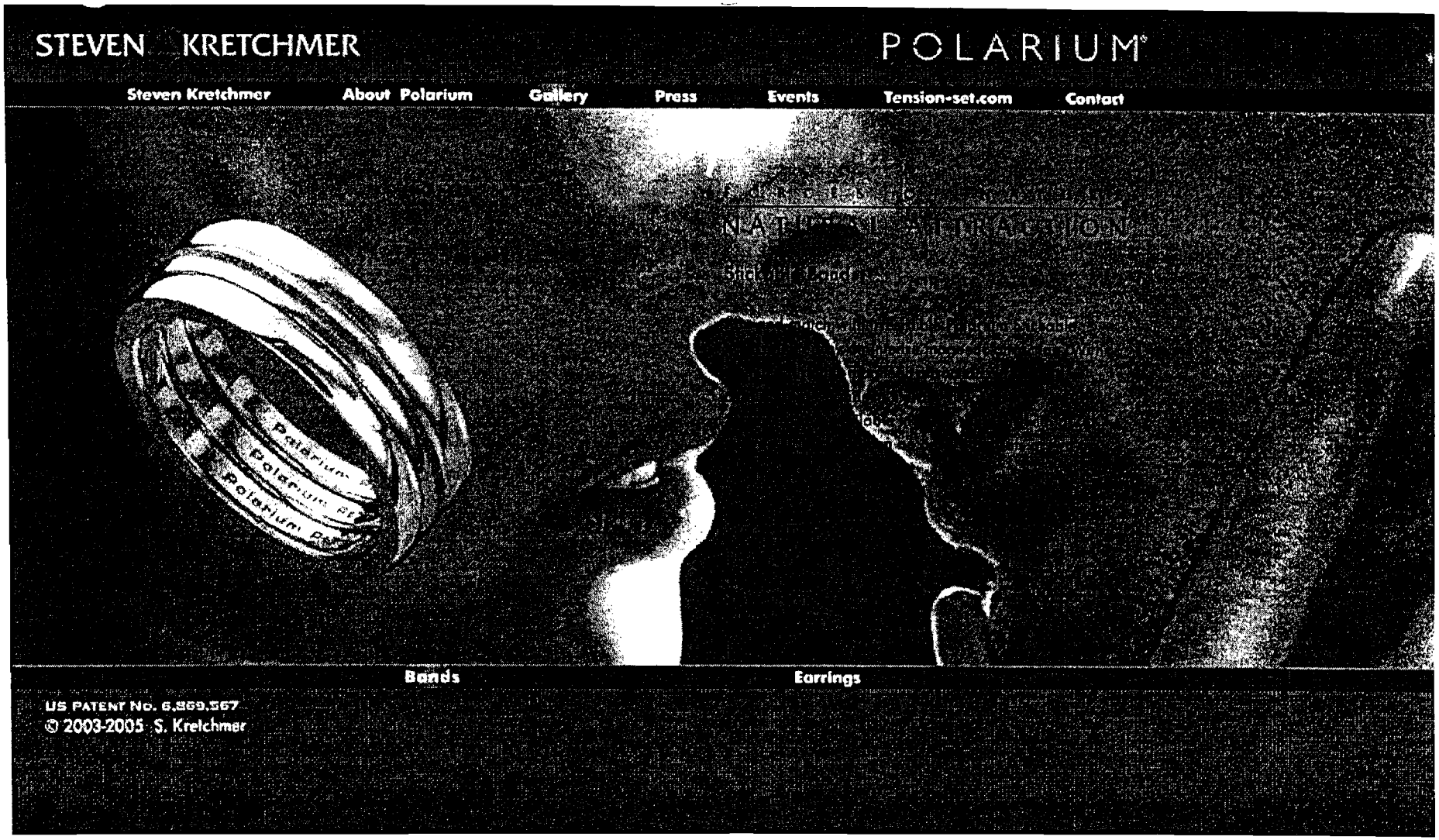
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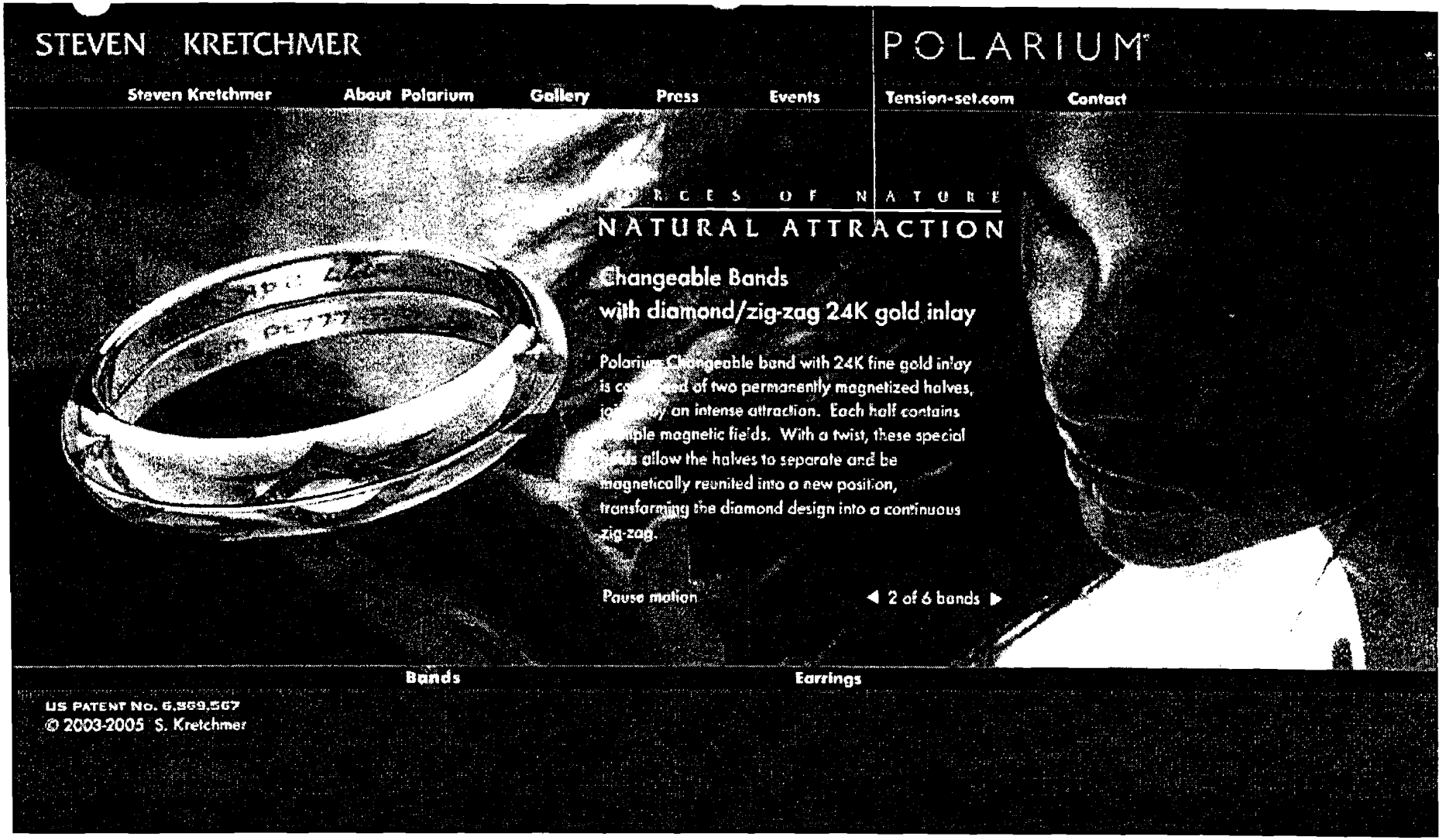
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with diamond/zig-zag 24K gold inlay
Polarium Changeable band with 24K fine gold inlay
of two permanently magnetized halves,
an intense attraction. Each half contains
magnetic fields. With a twist, these special
allow the halves to separate and be
magnetically reunited into a new position,
transforming the diamond design into a continuous
zig-zag.
Pause motion
2 of 6 bands
Bands
Earrings
US PATENT No. 6,969,567
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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

International Standard ISO 9202 was prepared by Technical Committee ISO/TC 174, *Jewellery*.

International Organization for Standardization
Case Postale 56 • CH-1211 Genève 20 • Switzerland

Printed in Switzerland

Jewellery — Fineness of precious metal alloys

1 Scope

This International Standard specifies a range of fineness of precious metal alloys (excluding solders) recommended for use in the field of jewellery

NOTE 1 National legal requirements for the designation, marking and stamping of finished articles in the respective countries have to be taken into account.

2 Definition

For the purposes of this International Standard, the following definition applies.

2.1 **fineness:** The minimum content of the named precious metal, measured in terms of parts per thousand by weight of alloy

3 Range of fineness

The fineness is stated in minimum values (see table 1). No minus tolerance is allowed.

4 Analytical methods for determining fineness

For determining fineness, acknowledged test methods shall be used.

NOTE 2 ISO test methods will be the subject of future International Standards and reference will be made to them after publication of the appropriate International Standard.

Table 1

Values in parts per thousand

Precious metal alloy	Fineness min.
Gold alloy	375 585 750 916
Platinum alloy	850 900 950
Palladium alloy	500 950
Silver alloy	800 (835) 925

NOTES

1 The values which are not in brackets are preferable.

2 A possible inclusion of platinum 750 ‰ may be envisaged in the course of further revision of this International Standard.

China
The China standard follows exactly ISO9202:1991(E)
The platinum is Pt850, Pt900, Pt950, Pt990
The other metals in the Platinum alloys should not be harmful to the human being's body

Japan
In Japan, the Mint Bureau is the authority because it is stamping purity on jewellery pieces on behalf of Japanese government. Currently the Japanese Mint has 4 different classifications to identify purity of platinum jewellery in Japan, thus they are Pt 850, Pt 900, Pt 950 and Pt 1000(actually 999). According to the Japanese Mint, however, they follow the guideline from JIS - equivalent to local ISO, and JIS is obviously taking their decisions from the guideline of ISO. With regard to purity of jewellery, CIBJO has been acting an important role of advising to ISO. I have heard that there was some trade movements of trying to develop Pt 750, equivalent to K18, mainly in Italy in late 80s, Mr. Kuwayama was invited as a guest speaker at CIBJO meeting in Europe and he strongly recommended that ISO should have kept purity of platinum jewellery at 850 or more. And it did.
Confirmed with the Japan Mint Bureau that the Japanese standard follows ISO9202 issues in 1991.
The platinum is either Pt850, 900 and 950.
In addition, Japan Mint Bureau is analysing and stamping Pt1000, although the exact purity is Pt999. To rectify the situation, the Japan Mint Bureau is now asking ISO to add Pt999 in the category of the Platinum through the Japan Jewellery Association.
When we call the products as "platinum jewellery" the minimum purity is Pt850.

Italy
The Italian law (which is the iso standard on the market as well) states that platinum legal "titles" are 950, 900 and 850.
I will have the exact definition in Italian tomorrow (law ref) and English translation of it as early as possible.
I will get information on the export side as well, as it is clear that in front of market demand, Italian exporters would manufacture the 585 alloy.

Germany
The German Hallmarking Law (from 1884) does not include Platinum. Therefore principally, all versions of finesse of platinum would be able to produce. Customary in the trade is Pt 950. But the trade is following the ISO Norm (from 1991) which provides the following alloys:

950/000
900/000
850/000

Switzerland

The hallmarking law allows:
999/000
950/000
900/000
850/000

Edelmetall-Feingehalte der wichtigsten Staaten (ohne Gewähr)
Precious metal – fineness (without guarantee)

Bahrain	
Gold/000	916, 875, 750, 585
Silber/000	925, 830
Platin/000	950
Belgien	
Gold/000	585, 750, 833 (750 ist am gebräuchlichsten!)
Silber/000	925, 835
Platin/000	950
Bosnien-Herzegowina *	
Gold/000	585, 750
Silber/000	830, 925
Platin/000	keine Angabe
Chile *	
Gold/000	750
Silber/000	800 – 1000 (diese Feingehalt-Klasse wird am meisten verwendet)
Platin/000	995
China	
Gold/000	999, 24K Gold, 99,9%, Au 999 / 750, 18K Gold, 75%, Au750
Silber/000	Der Silberhandel wird nicht mehr vom Staat kontrolliert.
Platin/000	900, 90%, Pt900
Dänemark	
Gold/000	750, 585
Silber/000	925, 830
Platin/000	950 (500-950)
Deutschland	
Gold/000	750, 585, 375, 333
Silber/000	950, 925, 835, 800
Platin/000	950*
Estland	
Gold/000	375, 585, 750, 916
Silber/000	800, 830, 925
Platin/000	950
Palladium/000	500, 950
Finnland	
Gold/000	999, 969, 750, 585
Silber/000	999, 925,830
Platin/000	999, 950*
Frankreich	
Gold/000	916, 750, 585, 375
Silber/000	925, 850
Platin/000	950* 900, 850

Griechenland	
Gold/000	999, 900, 916, 840, 800, 750, 585, 500, 375, 333
Silber/000	999, 935, 925, 900, 835, 800
Platin/000	999, 950, 900, 850
Großbritannien	
Gold/000	916, 750, 585, 375
Silber/000	958,4 925
Platin/000	950
Honduras*	
Gold/000	585, 750
Silber/000	900, 925
Platin	wird kaum verarbeitet
Indien *	
Gold/000	920, 750
Silber	600, 900
Platin	950
Indonesien * (Legierung wird prozentual festgesetzt)	
Gold	99,99 %
Silber	99,95 %
Platin	99,50 %
Irland	
Gold/000	916, 750, 585, 417, 375
Silber/000	958, 925
Platin/000	950*
Italien	
Gold/000	750, 585, 500, 333
Silber/000	925, 835, 800
Platin/000	950
Israel	
Gold/000	999,9, 916, 875, 750, 585, 375
Silber/000 *	
Platin/000 *	
Japan	
Gold/000	917, 835, 750, 625, 585, 500, 417, 375
Silber/000	950, 925, 900, 800
Platin/000	950, 900, 850
Kanada *	
Gold/000	9 k, 375, 416, 583, 750, 916
Silber/000	925
Platin/000	950
Libanon *	
Gold/000	750
Lettland	
Gold/000	333, 375, 500, 583, 585, 750, 900, 916, 958
Silber	750, 800, 830, 875, 916, 925, 960
Platin	950, 850
Palladium	500, 850

Litauen	
Gold/000	375, 585, 750
Silber/000	800, 830, 925
Platin/000	950
Palladi./000	500, 850
Luxemburg	
Keine Angaben	
Neuseeland *	
Gold/000	Pures Gold 99.99
Gold/000	750 – 18 ct
Gold/000	585 – 14 ct
Gold/000	375 – 9 ct
Silber/000	925
Platin/000	950
Niederlande	
Gold/000	916, 833, 750, 585
Silber/000	925, 835, 800
Platin/000	950
Norwegen	
Gold/000	750, 585
Silber/000	925, 830
Platin/000	950*
Österreich	
Gold/000	986, 900, 750, 585
Silber/000	925, 900, 835, 800
Platin/000	950
Paraguay *	
Gold/000	750, 585
Silber/000	925, 585
Platin/000	Platin wird nur sehr selten verarbeitet und hat in der Regel 18 Karat (750/000) oder 14 Karat (585/000)
Peru *	
Gold/000	750 (18 Karat)
Silber/000	925
Polen	
Gold/000	333, 500, 585, 960
Silber/000	750, 800, 875, 925
Platin/000	950
Portugal	
Gold/000	999, 916, 800, 750, 585, 375
Silber/000	999, 925, 835, 830, 800
Platin/000	999, 950, 900, 850
Rumänien *	
Gold/000	Handelsüblich sind die Feingehaltsangaben 14, 18, 24 Karat
Silber/000	
Platin/000	

Russland		
Gold/000	958,750, 583	
Silber/000	916, 875, 800	
Platin/000	999, 950, 900, 850	
Saudi Arabien		
Gold/000	916, 875, 750	
Silber/000	925, 900, 800	
Platin/000	850	
Schweden		
Gold/000	975, 840,750, 375	
Silber/000	830, 800**	
Platin/000	950, 850	
Schweiz		
Gold/000	999, 916, 750, 585, 375	
Silber/000	999, 925, 800	
Platin/000	999, 950, 900, 850	
Palladium/000	999, 950, 500	
Singapur *		
Keine Angaben		
Slowakische Republik		
Gold/000	986, 900, 750, 585	ab 2004: 999
Silber/000	959, 925, 900, 835, 800	ab 2004: 999
Platin/000	950, 900, 850, 800	ab 2004: 999
Slowenien		
Gold/000	950, 840, 750, 585, 417, 333,	
Silber/000	950, 926, 900, 800	
Platin/000	950	
Spanien		
Gold/000	750, 585	
Silber/000	925, 800	
Platin/000	950	
Taiwan *		
Gold/000	999, 958, 916, 833, 750, 666, 583, 500, 375	
Tschechische Republik		
Gold/000	986, 900, 750, 585	ab 2004: 999
Silver/000	959, 925, 900, 835, 800	ab 2004: 999
Platin/000	950, 900, 850, 800	ab 2004: 999
Türkei *		
Gold/000	585, 750, 916	
Silber	925	
Platin	950	
Ungarn		
Gold/000	916, 750, 585	
Silber/000	925, 900, 835, 800	
Platin/000	950	

Uruguay *	
Gold/000	750 (Weissgold auf Palladiumbasis, bestehend aus: 7g 24K Gold + 2g Palladium + 1g Silber)
Silber/000	925
Platin/000	unbekannt
USA	
Gold/000	keine gesetzlichen Feingehalte
Silber/000	925, 900
Platin/000	950*
V.A.E. Vereinigte Arabische Emirate *	
Gold/000	995
Silber/000	999
Platin/000	999
Wiener Konvention	
Gold/000	999, 916, 750, 585, 375
Silber/000	999, 925, 830, 800
Platin/000	999, 950, 900, 850
Paladium/000	999, 950, 500

1 Karat = 41,7/000 Tausendteile (18 Karat = 18 x 41,6667 = 750/000)

* meistgebräuchlich, kein gesetzlicher Feingehalt / usual in the trade
** für Uhrgehäuse
*** für Export
Quelle: Uhren, Juwelen, Wien – Recherche des BV Schmuck + Uhren

Bitte informieren Sie uns über festgestellte Änderungen oder Feingehaltsangaben in noch nicht aufgelisteten Ländern. Danke.
Please, inform us about changes or found out fineness information in not yet listed countries. Thank you.

Siehe auch unter *News-Box –*
„BV Schmuck + Uhren fordert Harmonisierung für Arbeiten aus Edelmetallen"

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THE WORLD JEWELLERY CONFEDERATION

PRESS RELEASE

FOR IMMEDIATE RELEASE
July 27, 2005

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Overwhelming agreement among nations to keep platinum terminology for products at 850 ppt purity and above

CIBJO MEMBERS ENDORSE ISO STANDARD FOR PLATINUM ALLOYS

Milan, Italy July 27, 2005 - With 22 completed surveys submitted, representing nations in Africa, Asia, Europe, North America, South America and the Middle East, overwhelming endorsement was given to current international industry standards and practices that restrict the use of the unqualified word "Platinum" (or PT., Plat, or other national symbol) to describe platinum alloys that contain 850 parts per thousand, or more, of pure platinum.

The survey results were announced last week at a meeting of the CIBJO President's Council, held at the Italian Trade Commission offices in New York.

CIBJO members had agreed to undertake the survey at the CIBJO Congress in Hong Kong in March 2005. Members were asked to survey their country's views on platinum standards and industry practices related to platinum alloys, and the nomenclature used to describe and mark jewelry containing platinum.

When asked to comment on the results, CIBJO President Gaetano Cavalieri remarked, "The current ISO standard 9202 for platinum's purity not only ensures that consumers are buying a quality product when purchasing platinum jewelry, but it underscores the high level of purity that consumers worldwide have come to expect and understand when purchasing jewelry made of platinum. Clearly, CIBJO members believe that changes in these areas could result in consumer confusion and dissatisfaction."

/2/

Survey results also indicated that CIBJO members would support the creation of standards for nomenclature, thickness of coating and grades of purity of metal for coating or plating for jewelry items coated or plated with platinum or other platinum group metals.

Increased interest by CIBJO's member organizations in industry practices and standards for platinum is a result of the proliferation of platinum plated or coated jewellery, and the introduction of new alloys of platinum in the U.S. market.

####

DRAFT

REVISED FTC GUIDES §23.7

§23.7.1 Misuse of the words "Platinum," "Iridium," "Palladium," "Ruthenium," "Rhodium," and "Osmium."

(a) It is unfair or deceptive to use the words "Platinum," "Iridium," "Palladium," "Ruthenium," "Rhodium," and "Osmium" (or their abbreviation) to describe, mark or market all or part of any industry product that is not composed of the precious metal of the type described. The Platinum Group Metals (PGM) are Platinum, Iridium, Palladium, Ruthenium, Rhodium, and Osmium. The following abbreviations for each of the PGM may be used: "Plat." or "Pt." for Platinum; "Irid." or "Ir." for Iridium; "Pall." or "Pd." for Palladium; "Ruth." or "Ru." for Ruthenium; "Rhod." or "Rh." for Rhodium; and "Osmi." or "Os." for Osmium.

(b) It is unfair or deceptive to misrepresent the quantity of parts per thousand pure Platinum or PGM in an industry product.

(c) It is unfair or deceptive to mark, describe, or otherwise use the word "Platinum" (or its abbreviation) by itself or in combination with other words or numerical designations for all or part of an industry product, except as follows:

(1) If an article consists of at least 950 parts per thousand pure Platinum, the article may be marked "Platinum" (or its abbreviation) without any qualification or addition.

(2) If an article consists of at least 950 parts per thousand PGM, of which at least 850 parts per thousand are pure Platinum, the article may be marked with the word "Platinum" (or its abbreviation) immediately preceded by the numerical designation of the parts per thousand pure Platinum. Thus, the following markings may be used: "950Pt.," "950Plat.," "900Pt.," "900Plat.," "850Pt.," "850Plat."

(3) If an article consists of at least 950 parts per thousand PGM, of which at least 500 parts per thousand are pure Platinum, the article may be marked with the word "Platinum" (or its abbreviation) immediately preceded by the

numerical designation of the parts per thousand pure Platinum and the name of each PGM constituent immediately preceded by the numerical designation of the parts per thousand of each PGM, as for example, "600Pt.350Ir.," "600Plat.350Irid.," "550Pt.350Pd.50Ir.," "550Plat.350Pall.50Irid."

(d) It is unfair or deceptive to mark, describe, or otherwise use the word "Platinum" (or its abbreviation) by itself or in combination with other words or numerical designations for all or part of an industry product that does not consist of at least 950 parts per thousand PGM, of which at least 500 parts per thousand are pure Platinum.

§23.7.2 Misrepresentation as to Platinum plating, covering, or coating.

(a) It is unfair or deceptive to misrepresent the thickness, weight ratio, or manner of application of any Platinum plating, covering, or coating on any surface of an industry product or part thereof.

(b) It is unfair or deceptive to mark, describe, or otherwise use the word "Platinum" (or its abbreviation) by itself or in combination with other words or numerical designations for all or part of an industry product that is not composed throughout of Platinum or Platinum alloy, but is surface-plated or coated with Platinum or Platinum alloy, unless the word "Platinum" (or its abbreviation) is adequately qualified to indicate that the product or part is only surface-plated.

(c) It is unfair or deceptive to mark, describe, or otherwise use the terms "Platinum Plate" or "Platinum Plated" (or any abbreviation) to describe all or part of an industry product, except as follows:

(1) The surface-plating with Platinum, applied by any process, shall be of such thickness and extent of surface coverage that reasonable durability is assured;

(2) The surface-plating of such article shall be composed of at least 850 parts per thousand pure Platinum and 100 parts per thousand other PGM;

NOTE: All provisions of §23.7.1 are applicable to the nomenclature and composition of any Platinum and Platinum alloy used for surface-coating or surface-plating.

(3) The minimum thickness of Platinum or Platinum alloy coating affixed on all significant surfaces of an industry product, by any process such as coating, electroplating, or deposition of any means shall be no less than [ ]* micron;

(4) The Platinum coating shall be of substantial thickness so that durable coverage of the base metal to which the coating has been affixed is assured.

(5) The exact thickness of the plate may be marked on the item, as for example "2 microns Platinum plate" or "2μ Pt.P."

NOTE: If an industry product has a thicker coating or electroplating of plating on some areas than others, the minimum thickness of the plate should be marked.

(d) An industry product or part thereof may be marked or described as "Platinum Electroplate" or "Platinum Electroplated," or abbreviated as, for example, "Pt.E.P.," if there has been affixed to it all significant surfaces by an electrolytic process an electroplating of Platinum with a level of purity of at least 850 parts per thousand pure Platinum and 100 parts per thousand other PGM, which has a minimum thickness throughout equivalent to [ ]* microns (approximately [ ]* of an inch) of pure platinum. When the electroplating is of at least 850 parts per thousand pure Platinum and 100 parts per thousand other PGM but does not meet the minimum thickness specified above, the marking or description may be "Platinum Flashed" or "Platinum Washed."

When the electroplating is of at least 850 parts per thousand pure Platinum and 100 parts per thousand other PGM and of a minimum thickness throughout equivalent to [ ]* microns (or approximately [ ]* of an inch) of pure Platinum, the marking or description may be "Heavy Platinum Electroplate" or "Heavy Platinum Electroplated."

When electroplatings qualify for the term "Platinum Electroplate" (or "Platinum Electroplated"), or "Heavy Platinum Electroplate" (or "Heavy Platinum Electroplated"), and have been applied by use of a particular kind of electrolytic process, the marking may be accompanied by identification of the process used, as for example, "Platinum Electroplated (X Process)" or "Heavy Platinum Electroplated (Y Process)."

• The appropriate numbers will be supplied at a later point. JVC is currently researching appropriate and accurate numbers to insert for thickness standards.