

## W.R. Cobb's Precise White Gold - an advanced white metal

With consumer demand growing for affordable white metal options, jewelry manufacturers have been forced to think outside the box. Many have turned to traditional white gold despite its obvious drawbacks. W.R. Cobb, an innovator in the field of manufacturing, refused to settle for current metal options. In order to provide their customers with a new choice in the white metal category they created Precise White Gold – a patented new family of white metal alloys.

Precise White Gold has been a sparkle in the eye of W.R. Cobb for many years. Searching for additional options to high priced platinum and its 'diva-like' composition qualities, the company set out to find a solution.

With more than 129 years of jewelry experience, W.R. Cobb was determined to find another white metal that wouldn't need rhodium plating yet, would produce pristine whiteness without the high cost of platinum. Their answer was Precise White Gold.

Introduced to the market four years ago, Precise White Gold was developed with both the consumer and jeweler in mind. Working for more than two years, the development team at W.R. Cobb sought to create an alloy that would decrease the likelihood of allergic reaction. Eliminating the need for rhodium plating was also a driving factor in their development.

As a new family of alloys, Precise White Gold gives the appearance of a bright, white metal without the high cost typically associated with them. Not only is it sold at a better price point than other leading white metals but it does not require rhodium plating. It can be polished and finished just as easily as yellow gold, without the brittleness that can sometimes accompany other white gold alloys. It is, by all definitions, an advanced white metal.

Today, Precise White Gold is used for diamond setting, hand fabrication and a wide variety of applications. "The introduction of Precise White Gold will transform both our company and the industry. Fundamentally, this is the biggest change in white gold jewelry since the 1920s," states Roderick Lichtenfels, CEO of W.R. Cobb.

The Precise White Gold family of alloys is available in 10 karat, 14 karat and 18 karat versions. They have been color tested by the American Assay and Gemological Office, a division of BAO Technical Services

Ltd., the world's most authoritative testing source. All of the Precise White Gold alloys received a 'Premium' rating.

For more information about the Precise White Gold alloys contact W.R. Cobb by calling 800-428-0040 or visit their website at [www.wrcobb.com](http://www.wrcobb.com).