

PLATINUM BUYERS GUIDE

Why does Platinum cost more?

Yes, platinum does cost more but for a few significant reasons. First platinum is a purer metal 14 OR 18 Karat gold. While platinum is 90 or 95% pure 14k gold is only 58 ½ % pure and 18k is only 75% pure. Platinum is also a rarer metal than gold, it is considerably more scarce and takes much more effort to mine. Platinum is also a much heavier than any other precious metal. For instance 90% platinum weighs 40 times more than 14 karat gold