

Palladium: The Affordable Alternative to Platinum



Released on: September 1, 2009, 6:13 am

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Industry: [Retail](#)

Leading online jeweler presents modern Palladium rings from Coge and ArtCarved

(Modesto, Calif.) September 1, 2009 – Titanium-Jewelry.com, a leading online retailer of men's wedding bands, tungsten rings, titanium rings and unique contemporary jewelry, is proud to be at the forefront of the stylish and cost efficient precious metal palladium, with a full line of wedding, engagement and anniversary rings. An alternative to platinum with its strength and sophistication, palladium rings are priced comparable to white gold and serves as a bold and stylish choice for shoppers looking for a lasting choice in fine jewelry.

"In this economy, people are being more prudent with their dollar, looking for cost effective alternatives in every purchase," said Ron Yates, founder, Titanium-Jewelry.com. "The jewelry market is no different and because of this we are pleased to bring a full line of [Palladium wedding bands](#) to our customers. At just

one-third of the price of platinum, palladium makes a wonderful alternative boasting the same high quality and value, without breaking the bank."



While many consumers look toward white gold as a cheaper alternative to platinum, many are not aware of some of the fundamental differences between the two precious metals. While

platinum rings stand at a 95% purity level, white gold can only claim a purity level between 41%-75%. Also, because of the additions of coloring to white gold rings, fading and tarnishing can occur during the life span of the ring. Palladium, however, not only matches the strength of platinum, but also its 95% purity level and will not tarnish or fade like white gold. Unlike white gold it is also hypo-allergenic and, most importantly, at around a third of the price of platinum, it serves as one of the best metal values on the market. To learn more about palladium watch an informational clip, visit <http://www.titanium-jewelry.com/palladium-wedding-bands-video-comparison.html>.

Titanium-Jewelry.com brings cutting edge designs to market offering affordability and stylish value to couples in search for unique rings and contemporary jewelry. Enticing grooms and couples worldwide, the online retailer provides a multitude of styles and metals representing the best selection of palladium rings, titanium rings, tungsten rings, and men's wedding bands for the up and coming male and female demographic. For more information, please visit <http://www.titanium-jewelry.com>.

About

Titanium-Jewelry.com

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

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