



Gold Fact Sheet

Gold has been one of the most sought after metals almost since the beginning of time. Even to this day it is used as a form of international exchange. Explorers would be lured to unknown lands in the chance they would make a new discovery. Gold has four basic characteristics which makes it such a treasured possession.

LUSTROUS BEAUTY: The intense colour and lustre of gold gives it unmatched beauty. It is further enhanced by the adding of small amounts of other metals known as alloys. The colours available include yellow, white and pink. Everyone has their own personal favourite.

RARITY: Gold can be found in many places but usually in small amounts. When a large deposit is found it requires the removal of huge amounts of ore to be removed to extract just one ounce of gold. This alone is enough to attach great status and symbolism to gold.

DURABILITY: Gold is extremely durable and could virtually last forever. It doesn't rust or corrode and in a pure form doesn't tarnish. This has been shown by the treasures of long ago being discovered in seemingly perfect condition.

WEARABILITY: Gold is perfect for fine jewellery. It can be worked and reworked. One ounce of gold can be made into wire 80 kilometres long! From the most intricate filigree piece to the heaviest chain, gold is the perfect metal.

To ensure you know what you purchase is gold, you should look for a carat stamp on the inside of rings or somewhere discreet on other forms of jewellery. 24 carat (1000=metric equivalent) is pure gold but generally thought to be too easy to bend to be used in jewellery. That is why other alloys are added like silver and copper. The most common stamps you will see are:

22ct or 916

18ct or 750

14ct or 585

9ct or 375

Other metals are stamped this way:

Stg Sil or 925 for sterling silver

Plat, Pt or 950 for Platinum

Pal, PD or 900 for Palladium

You may also find a hallmark indicating the year it was made, a logo or a manufacturer's stamp, ours is a back to front R next to a B.

Cleaning your jewellery can be done easily at home with a little detergent in warm water or a jewellery specific polishing cloth. Otherwise bring it in to us and we can polish and clean it for you while also inspecting your jewellery to see if it is in good condition.

If you have any further questions about gold, please call in and see us at 25 Old North Road, CLARE or phone 8842 1888.

From the team at



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