



PALLADIUM

Pure. White. Precious. Strong.

*For all your palladium needs in...
finished jewelry, findings, mill, casting and refining services.*

**HOOVER
& STRONG**
THE GOLD STANDARD

TOP TEN PALLADIUM MYTHS



TruPd™
PDR Casting Grain



LW8
Laser Wire



RW Round Wire

We have a full range of palladium products.



PT42
4-prong Peg Setting



PPRV41
Princess Setting



ST61
6-prong Setting

SHPR147
Semi-mount

SH617
6-prong Half Round Shank

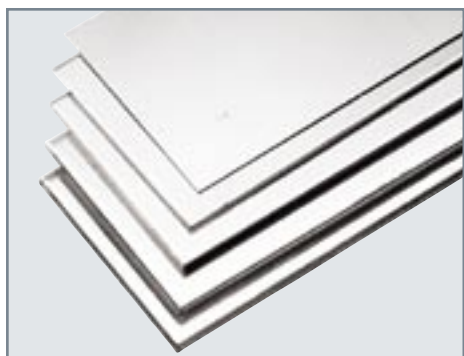


SHPR148
Peg Shank

SHPR157
Peg Shank

SHP06
Peg Shank

SHEZ43
Shank



FS Flat Sheet

- Palladium can't be cast.** Traditional 950 Palladium/50 Ruthenium alloys are indeed difficult to cast. These alloys have an insatiable appetite for oxygen and hydrogen which produces severe porosity. How? As gas dissolves into the melt it forms gas bubbles which later escape when the metal solidifies — leaving pinholes on the surface and voids inside. Unless you have expensive vacuum casting equipment, you cannot defeat the likelihood of porosity using traditional alloys. We developed our proprietary TruPd™ alloy to inhibit the amount of gas that dissolves and thus allow investment casters to achieve success with palladium. (Tip: An argon gas cover is recommended when melting palladium.)
- Palladium can't be soldered.** There was some truth to this complaint with early solders. But this is no longer the case. We have developed easy, medium and hard palladium solders for small jobs. Our 20k white hard solder is recommended and was developed for seamless soldering when sizing rings.
- Palladium can't be laser-welded.** Again, that may have been the case with some traditional palladium/ruthenium alloys. But we have received no complaints about laser welding with TruPd™. What's more, lasers have proven very effective in repairing porosity with both palladium and platinum. (Note: We offer palladium laser wire.)
- Palladium can't be machined.** NOT SO. Using proper lubricants and polycrystalline cutters, palladium can be machined. (Note: We make a full line of machined channel anniversary and wedding bands.)
- Die struck solitaire and earring settings have soft prongs.** Bendable prongs were a common occurrence with soft first-generation palladium alloys. Now, with TruPd™ and improved manufacturing techniques, our TruPd™ settings are sturdy, strong, unbending prongs.
- Palladium ear posts & ear nuts are too soft and bend easily.** We have increased the temper of our alloy used for ear post and nuts to prevent bending. In fact, our TruPd™ alloy for these findings has a Vickers hardness of 160, which is equal to the hardness of 14k white gold.
- Palladium is much grayer than platinum.** This observation is often true for 14k and 18k white gold. Palladium white gold has high grayness because it is being used to mask yellow in gold. But pure 950 palladium used as an alloy is much whiter than palladium white gold. Indeed, when asked to distinguish pure palladium from pure platinum pieces, consumers often say the two look identical.
- There is no full range of palladium products.** This type of complaint is always common in the early stages of a new metal's popularity. Jewelers used to cite lack of product availability in the early days of the platinum revival. Invariably, this led to a second complaint about the high cost of platinum materials. Neither is the case with Hoover & Strong. We are trying to make a market, not milk it. And one of our missions is to provide a full gamut of affordable, fairly priced palladium products including grain, sheet, wire, blanks, solder, laser wire, settings, shanks, bands, anniversary bands, and engagement rings. We even refine and custom cast palladium.
- Palladium products do not have consistent color match.** We hear of this complaint but have never heard it from your own customers. To the contrary, they tell us that one of the many virtues of our TruPd™ alloy is its color consistency.
- Palladium is the "poor man's platinum."** Saving the best myth for last, whenever someone tells us that palladium is an inexpensive alternative to platinum, we remind them that palladium is rarer than gold and a member in full standing of the platinum family. Like platinum, it offers higher purity and whiter color than white gold. Last, it is nickel free and hypo-allergenic, needs no transitory rhodium plating to give it the final color, and can be cast and soldered. If anything, it's the only answer to the dilemma of white gold for those who can only afford gold. So it would be more accurate to call palladium the "rich man's white gold."

CASTING SERVICES

Have our experts cast and finish your designs in gold, platinum, palladium or silver... and you can expect:

- ✓ Quality casting with our specially formulated casting grains.
- ✓ Casting in a wide range of our metals and colors.
- ✓ No worries with matching metal colors cast in any of our metals.
- ✓ Cast large or small, thin or thick waxes; from settings to bracelets.
- ✓ Competitive pricing tailored to your needs; we have volume discounts for annual purchase commitments.
- ✓ Quick and reasonable turnaround times:
- ✓ FREE consultation and technical advice
- ✓ Polish finish available at additional time and cost.

CASTING SERVICES FREE ESTIMATE



at www.hooverandstrong.com



Click on "Custom Casting Calculator". Just enter the material your model is made of, the weight of your wax or the metal your master is made in and the metal you want us to cast. Then you get an instant price quote at the current metal markets.



SHP24-PT62
Solitaire



EGRR08A/WBRR08A
Engraved Bridal Set



SLR31
Designer Solitaire



EGRB01
Engraved Ring

REFINING SERVICES

Jay Hoover started the company in 1912 by collecting elements from industrial lightbulbs and refining the platinum. Hoover has been refining palladium along with other precious metals for 95 years.

Increase your bottom line with us.



A Refiner You Can Trust

Our reputation has been based on honesty, high quality products and service to our customers. We are committed to being the most reliable refiner in the business, providing our customers with competitive prices, fast delivery and exceptional personal service.

We Refine:

- Gold, silver, platinum & palladium scrap
- Dental scrap – crowns/bridges
- Placer Gold
- Benchsweeps, filings, polishings, filters & emery
- Floorsweeps
- Photo silver & flake
- Platinum thermocouple wire
- Watch batteries (silver oxide only)
- Watchbands
- Optical scrap
- Gold filled scrap

Your Settlement:

Choose one of three convenient ways to receive your return on your precious metal scrap. Rest easy knowing that we are committed to providing the best service and the highest returns when entrusted with your refining.

1. If you use findings or mill products, we can credit your account so that you can purchase any of the quality products offered in our catalog with an additional 1 1/2% discount that covers most of your refining charge!
2. You may want your return in bullion, coins and grain and we treat your refining like cash. You will receive a 1 1/2% discount on fine gold.
3. If it's money you want, it's money you'll get. Once your scrap is processed, we'll send you a check or wire your money. Just let us know what's most convenient for you.

DOWNLOAD YOUR REFINING FORM
at www.hooverandstrong.com

THE PALLADIUM STORY

Hoover & Strong was the first to offer palladium as finished jewelry, findings and mill products. Our casting services are exemplary and we are renown for our refining services as well as our technical expertise. And, as an added value... **All our precious metals are 100% recycled.**

Many products that we offer in gold we also make in palladium. As one of the pioneers in casting palladium, we offer a full range of cast palladium bridal jewelry. We have casting grain for designers who want to cast their own works and casting services for those who prefer someone else to do the production.

Palladium's Growing Popularity

The explosive growth in popularity of white metals over the last decade (particularly white gold and silver) creates a unique opportunity for palladium jewelry. Palladium offers a more radiant white than white gold, as well as many of the desired characteristics of platinum without platinum's price; which has had a precipitous decrease in U.S. platinum sales as it exceeds \$1,300. This trend is strongest among the new generation of fine jewelry consumers. 73% of 18 – 24 year old adults prefer white jewelry compared to 40% in the 25+ group.

Currently, palladium has stabilized around \$350/oz at this printing, making it irresistible even to white gold jewelry buyers.

Palladium and platinum are interchangeable in many applications as they are both noble metals with similar characteristics and usually derived from the same mines. Both share the lustrous beauty, strength and durability that have been the hallmarks of this metal class.

Hoover & Strong's TruPd™, our 950 palladium, is a new generation alloy that is castable, malleable, durable and available at a value that offers benefits to both the jeweler and consumer. It is not the 950 palladium/ruthenium of the past. With a weight similar to fine silver, TruPd™ has enough heft to convey luxury but is notably lighter than platinum.



RECYCLED AND BEAUTIFUL

We want you to know that all precious metals at Hoover & Strong are recycled from the Earth's existing metal supply. We feel GREAT about that and you can, too!

Today, Hoover & Strong proudly introduces HARMONY Metals and Gems™, our exclusive brand of 100% recycled and beautiful precious metals paired with conflict-free diamonds and fair trade gemstones. Over 50,000 eco-friendly products to choose from — from mill products to finished bridal jewelry!

Buy your HARMONY Metals and Gems™ today from Hoover & Strong and become a participant in the global effort to preserve our planet's future!

Promote your eco-friendly products from Hoover & Strong with the HARMONY Metals and Gems™ logo



EGRS04/WBR04
Bridal Set

TruPd™ can handle the bigger and bolder designs of today's look while remaining wearable and affordable.



WB28S
Bevel Band

WB17
Band

The demand for wedding bands increased during the early 1940's and not surprisingly many were made of palladium.



AZTCH03/AZTCH03-ST61
All Around Bridal Set



SHPR159-SPRT42/WBR159
Bridal Set