

# PLATINUM

No Limits Wear

## PLATINOR<sup>®</sup> & WHITENOR<sup>®</sup>

Platinum-based bath plating solutions,  
designed for high jewellery  
that lives beyond display cases

Ethical Platinum

Naturally hypoallergenic

Resistant to oxidation and water

Made to endure

# PLATINUM

No Limits Wear

Today's market demands more than a high-performance finish. It demands consistency between perceived value, material integrity, and brand promise.

Platinum is universally recognized as a symbol of rarity, prestige, and durability. Choosing a platinum-based finish transforms plating into a distinctive, communicable asset, one that protects jewelry under real-life wearing conditions:

**Exposure to saltwater and sand | High-humidity environments**  
**Perspiration and continuous wear | Contact with soaps**  
**Contact with chlorine and pool water | Extreme climate variations**

Platinum-based electroplating solutions developed by Berkem combine perceived luxury with technical excellence: high oxidation resistance, corrosion protection and long-term stability.

**TWO INTERPRETATIONS OF LUXURY**  
**ONE PROMISE: DURABILITY & BRILLIANCE**

**PLATINOR<sup>®</sup> 102 | 202**  
L\* 87.5 | a\* 0.6 | b\* 3.5

Absolute authenticity  
The signature of pure platinum

Pure Platinum electroplating process for decorative and technical applications (flash and thickness).

Characteristic reflections of authentic platinum

Easy bath management and operational stability

High throwing power

Effective barrier against oxidation of base metals and silver

PLATINOR<sup>®</sup> 102 | 202 are designed for brands seeking premium identity and material coherence. Their deeper white tone reflects the authenticity of noble alloys, while its distinctive technical properties ensure long-lasting protection even in extreme conditions. They are the ideal choice for luxury jewellery that want to express platinum's value not only as an alloy, but as a finish.

**WHITENOR<sup>®</sup> 102**  
L\* 88.0 | a\* 0.55 | b\* 2.8

Contemporary energy  
High-luminosity luxury

Platinum-Ruthenium electroplating process for decorative and technical applications (flash and thickness).

High-luminosity deposit with strong visual impact

Direct application on precious surfaces, including silver

Excellent intermediate layer before final color treatments

Advanced alternative to traditional finishes

WHITENOR<sup>®</sup> 102 is ideal for modern, dynamic collections designed for intensive everyday wear. Its brightness enhances polished surfaces and gemstones, while the platinum matrix provides protection against environmental aggressions and oxidation. It is luxury that keeps its energy, at the beach, in the pool, and in tropical climates.