

LATEST: White Gold Colour Defined

Until now, the colour of white gold has been defined somewhat elastically within the jewellery trade, with no agreed definition and a poor colour often hidden under rhodium plating. The White Gold Task Force, an initiative of the MJSA and World Gold Council, has recently launched its industry Guidelines at EXPO NY on 7th March in which the whiteness of white gold has been defined in terms of a single colour parameter, the ASTM Yellowness index 1925. To be called white gold, an alloy must have a Yellowness Index value of 32.0 or less.

In addition, 3 grades of white gold have been agreed:

- **Grade 1** – a good white colour that does not need rhodium plating;

- **Grade 2** – a reasonable white where rhodium plating is optional;
- **Grade 3** – an off-white where rhodium plating is required.

These grades are defined in terms of the Yellowness Index values and can also be described in more conventional CieLAB co-ordinates as concentric areas of colour space.

To aid use of these definitions, a colour chart, the Whiteness Index, is available from the MJSA (www.mjsainc.com). This comprises 7 metal foil based colour samples, which allow comparison of actual white gold, when viewed under the correct lighting conditions. Further information from MJSA or on the World Gold Council website, www.gold.org/jewellery/technology/

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Editor's note: The next issue of *Gold Bulletin* will feature an article describing how these definitions were derived and how alloying additions affect whiteness and perceived colour.