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New Wave in Tungsten Carbide Wedding Rings

26 June 2006 – *PR Newswire* – Move over Gold & Platinum - There's a Hot New Metal for Men's Wedding Rings.

Men are increasingly choosing alternative metals for their wedding rings. Jewelers across America report there is a trend for younger, (and younger at heart) men to purchase wedding bands made of tungsten carbide.

June 18, 2006 -- Hip, young, men are increasingly choosing alternative metals for their jewelry. While their fathers wear 14kt gold or the more expensive platinum, the Generation X'ers are gravitating in large numbers to tungsten carbide, titanium, carbon fiber, and stainless steel.

For rings, including wedding bands, the most popular trend right now is to purchase tungsten carbide rings. This composite metal is new to the jewelry industry, but has been used for decades in machine shops around the world. Chad Anderson, of Heavy Stone Rings in Orem, UT, says, "We've seen the demand for tungsten carbide rings grow exponentially the past couple of years. Jewelry stores are telling us that where customers never heard of tungsten carbide rings just a year or so ago, now guys come in asking for these rings."

There are many benefits to choosing a tungsten carbide wedding ring. The biggest advantage is that tungsten carbide is rock hard. (Actually harder than rocks – except diamonds.) Tungsten carbide is a 9 on the Moh's hardness scale, so it is virtually unscratchable. Imagine wearing a ring that always keeps it's original shine!

The other advantage to tungsten carbide rings is the affordable price. Most men's platinum rings are now selling for upwards of \$2,000 or more, and



they look very worn in short time. White gold rings turn a off-white/yellowish color and scratch easily. However, tungsten carbide rings are available for a couple hundred dollars and keep their new look forever.

The look and feel of a tungsten carbide ring appeals to many fashion conscious shoppers. These rings are very heavy and masculine. They have a cool steely color to them. Many of the tungsten carbide rings are inlaid with white gold, platinum, and diamonds.

Below are some pointers from Ron Yates, founder of Titanium-Jewelry.com, when choosing a tungsten carbide ring:

1. Make sure the ring is "tungsten carbide", not plain tungsten. Plain tungsten, while it is a hard material, scratches much easier.
2. Make sure there is no cobalt in the ring. Many low priced manufacturers use cobalt as a binder. Cobalt reacts to the body's chemistry and small white spots develop on the ring, which cannot be removed.
3. Tungsten carbide rings cannot be sized. Make sure the retailer has a lifetime size exchange in case you gain (heaven forbid) or lose weight.
4. Tungsten carbide rings are incredibly hard, but also brittle. Should you drop your ring on a hard flooring surface it may crack. Make sure that the retailer has a lifetime free replacement policy to warranty against possible damage.
5. Have fun shopping for your cool new tungsten carbide ring and choose one that matches your personality!

For more information please visit <http://titanium-jewelry.com>

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