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News release

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## **Platinum Wind Bell**

Have you heard the sound of platinum?

Tanaka succeeds in bringing platinum to a Japanese summer tradition, launching the Platinum Wind Bell in mid-July

July, 2003(Tokyo, Japan) -- Ginza Tanaka (Tanaka Kikinzoku Jewelry K.K. ), a jeweler with a history of over 100years, (1-7-7 Ginza, Chuo-ku, Tokyo, President: Hideya Okamoto) announces the launch of a platinum wind bell at TANAKA ASSE on Floor 3 of GINZA TANAKA. Utilizing a new material has finally made it possible to create wind bells in platinum.



### Platinum Wind Bell – product profile

Launch: Mid-July 2003 (Limited edition of only 10 bells in 2003)

Price: ¥400,000

Material: Pt750 (new material – amorphous platinum)

Height: approx. 3.5cm; Weight: approx. 25g

**Special product** – This is a limited edition of a special product, so it will be sold only at GINZA TANAKA's Ginza store. It can only be purchased directly at the store, and will be sold to the first ten customers.

Tanaka Kikinzoku Jewelry's silver and gold wind bells are very popular products, becoming a firm part of the Japanese summer tradition, and even making an appearance at the Kawasaki Daishi wind bell market. Each metal has its own charms, with the silver bells sounding gentle and intimate, while the gold bells are bright and flamboyant. Tanaka Kikinzoku Jewelry specializes in making products that bring out the natural characteristics of precious metals, and has always wanted to produce a platinum wind bell and hear the different sounds produced by the different metals as the summer breezes play on silver, gold, and platinum bells.

Actually achieving this has not been easy. Ordinary platinum alloys such as Pt850 and Pt900 have a high level of purity, but are very soft, which means that they scratch and deform easily, and they could not be persuaded to produce the sort of clear and refreshing sound needed for a wind bell. Building on those initial attempts, Tanaka's designers and artisans have tried many different ways to produce a better sound.

Success was finally achieved with the advent of a new material – amorphous platinum. Amorphous platinum is formed by combining a strong glass material with platinum alloy to cover for the fragility of the glass, resulting in a material that is very resistant to scratching and deformation, and which produces a surprisingly attractive ring.

Amorphous platinum has a deep and grayish hue, which gives a depth to the color and luster of the platinum wind bell, but the real beauty is in the sound it makes – lucid, with a refreshing ring and leaving behind a gentle lingering sound.

These first wind bells are fabricated with Pt750, but research is continuing, and in the future Tanaka hopes to be able to produce bells with higher purity platinum.