

ELECTROPLATING

**USING ELECTROPLATING TO CREATE
COMPETITIVE ADVANTAGE**



PlatingDecor JUYEI

Speaking today from Barcelona (Spain):



Carlos Prieto
CEO

 **Plating Decor**



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JUYEI



Plating Decor

One of the leading European companies in surface treatment by deposition of precious metals for the jewelry and accessories sector.

Services:

Plating Decor is a company dedicated exclusively to electroplating.

- Substrate metals (shiny or matt): brass, silver, stainless steel, pewter, zamak.*
- Precious metals: one or several metals on the same part -->*

Clients: jewelry and accessories brands / jewelry importers (mainly from Asia)

Based in Barcelona (Spain)

www.platingdecor.com



MULTICOLOUR FINISHES



RHODIUM



SILVER



PALLADIUM



RUTHENIUM



GOLD

JUYEI

We design and manufacture customized jewelry and accessories.

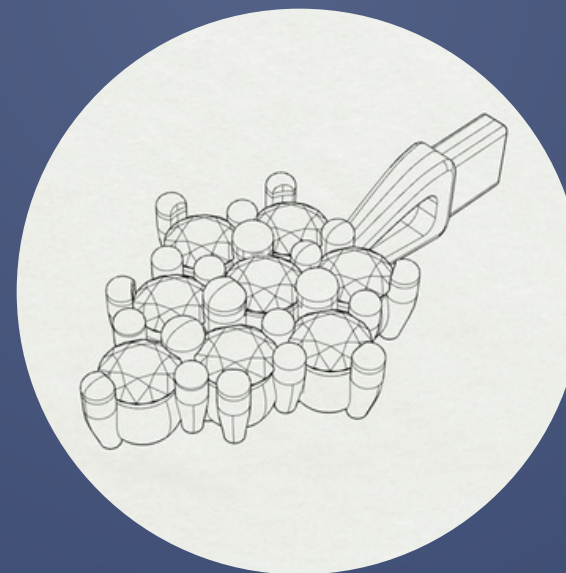
Services:

Design, manufacturing, surface treatment, assembly, packaging, logistics, video and photo content.

Clients: brands, content creators, museum stores, sport teams, jewelry brands, merchandising etc.

Based in Barcelona (Spain)

www.juyei.com



DESIGN



MANUFACTURE

GOING TO THE BASICS: WHAT IS ELECTROPLATING?

A surface treatment used in jewelry. It consists of applying a layer of precious metal on a piece of precious or non-precious metal.

Base Metal

- Brass
- Silver
- Stainless steel
- Pewter
- Zamak
- ...

Precious Metal

- Gold
- Silver
- Palladium
- Rhodium
- Rhutenium
- ...

BENEFITS OF ELECTROPLATING

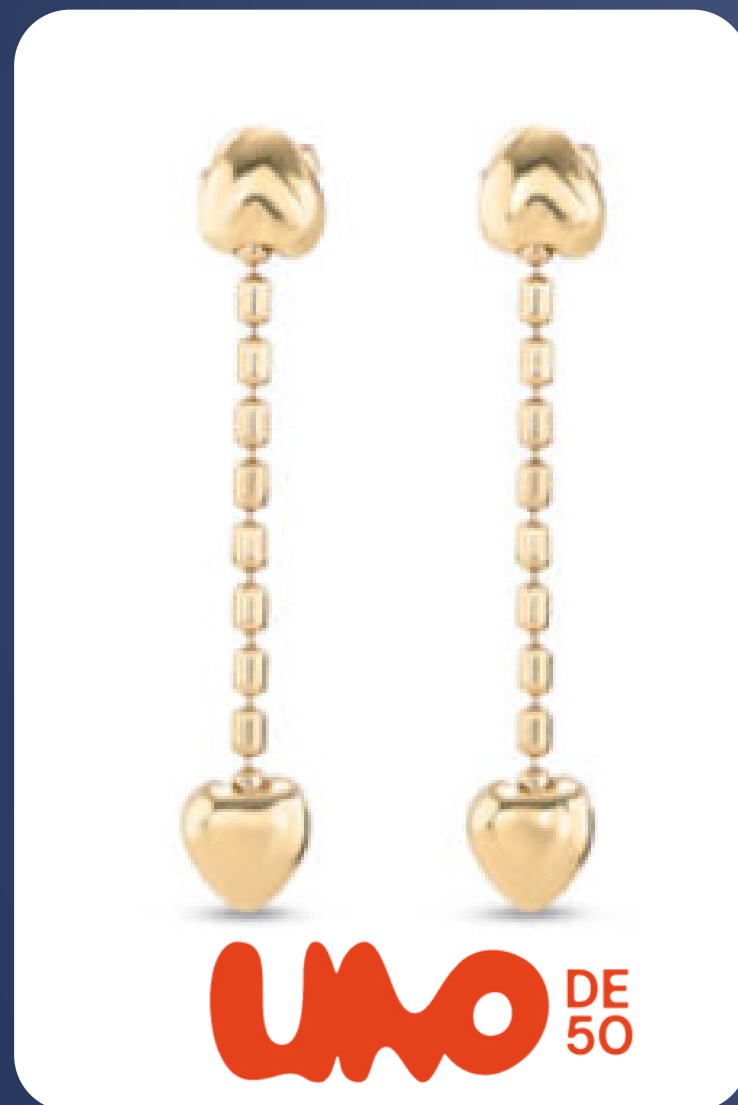
High quality

The appearance of the piece is given by the outer metal. An 18k gold plated piece has the same appearance as a solid 18k piece

Low cost

The cost of the interior material is very low. And that of precious metal as well, since only a thin layer is applied

MOST EUROPEAN COMPANIES USE HIGH QUALITY ELECTROPLATING



18K gold plated metal alloy earrings with pendant chain and small hearts

\$115



TOUS: Galaxy necklace in vermeil silver. Vermeil: Sterling silver plated with a layer of 18kt yellow gold

\$124

IN THE USA, ELECTROPLATING IS LESS USED THAN IN EUROPE: GOLD ALLOYS ARE PREFERRED.

Gold alloy

The piece is made entirely of an alloy of gold and other materials

Result: 9k, 10k and 14k alloys are widely used

MANY U.S. MANUFACTURERS ARE NOT TAKING ADVANTAGE OF THE ELECTROPLATING OPPORTUNITY

Strengths of each of the techniques

Gold alloy

- Simple fabrication
- Consumer perception is that they are buying gold (although 9k to 14k)

Electroplating

- Higher quality (18k)
- Lower cost

GOLD ALLOYS VS ELECTROPLATING

Chinese
manufacturer



US jewelry
brand

Gold alloy

Chinese
manufacturer



Chinese
electroplater



US jewelry
brand

Electroplating

ASIA IS VERY COMPETITIVE FOR MAKING PIECES BUT NOT FOR ELECTROPLATING

- Electroplating requires technical skills
- High costs of electroplating in Asia
- Many companies do not comply with US or European environmental standards

OUR EUROPEAN CUSTOMERS MANUFACTURE MOST OF THEIR JEWELRY PIECES IN ASIA AND HAVE THEM PLATED IN EUROPE.

They achieve:

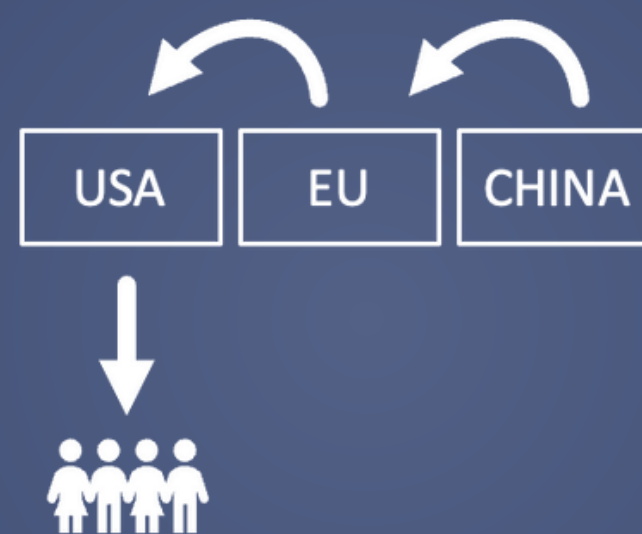
- Low piece cost
- High quality electroplating (and better cost)

Manufacturing the raw part in Asia and electroplating it in the USA or Europe could be a good option for your company.

ELECTROPLATING IN EUROPE MAY BE THE BEST OPTION IN SOME CASES



If your company sells in Europe, you can manufacture in Asia and make the electroplating in Europe



In certain cases, manufacturing in Asia, electroplating in Europe and reshipping to the USA may be the best option.



Europe is competitive with Asia in manufacturing in some materials such as pewter or zinc. In this case, buying the complete part in Europe avoids going through Asia



Contact me if you want to know more about how to
electroplate or manufacture your jewelry in Europe

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THANK YOU!