

Metals
Chart Comparing FTC Proposed Changes to JVC Recommendations in 2016

	Current Guide	FTC's Proposed Change	JVC Position – 2016	RLG Position
Below Threshold Metals				
Below threshold (10K) gold	Can't describe as gold	Keep threshold, but OK to describe/stamp as gold, even if below threshold, if fineness indicated and marketer has evidence of no material difference. Otherwise, disclose different attributes. FTC wants data on this.	Identify karat quality, use "low gold" and make disclosure that "This item materially differs with respect to tarnish and corrosion resistance from a product made with at least 10k gold"	Keep threshold. Keep Karat Gold standard. Allow disclosure, not marking, by percentage only of gold content, and only if all other elements are disclosed.
Below threshold (925) silver	Can't describe as silver	Keep threshold, but OK to describe/stamp as silver, even if below threshold, if fineness indicated and marketer has evidence of no material difference. Otherwise, disclose different attributes. FTC wants data on this and also on term "coin silver."	Identify ppt, use "low silver" and make disclosure that "This item materially differs with respect to tarnish and corrosion resistance from a product made with at least 925 ppt silver"	Keep threshold. Keep Sterling Silver standard. Allow disclosure, not marking, by percentage only of silver content, and only if all other elements are disclosed.
Below threshold (500) platinum	Can't describe as platinum	None. FTC wants data on this.	No position	No position
Using PPT to Describe Gold				
Using PPT	Current Guides reference gold only by karat fineness, not PPT	No change; FTC asks for more data on this	Statement that this has been used for a long time, and no issues reported	Allow PPT and Karat Gold with similar criteria as above.
Surface Layer Applications (FTC wants consumer data on terms discussed here, e.g., plate, filled, rolled, overlay, electroplated, flashed, etc.)				
Misrepresentation of surface layer applications of gold	Deceptive to misrepresent: fineness, thickness, weight ratio or manner of surface application; use certain defined terms only if reasonable durability is assured (gold plate, gold filled, rolled gold, gold overlay, gold electroplate).	Reasonable durability now defined. Means: "that all areas of the plating are of such thickness as to assure coverage that reasonable consumers would expect from the surface application."	Accept FTC definition of "reasonable durability." Require reasonable durability for any product represented to have a surface application of any precious metal.	Accept FTC definition of "reasonable durability." Require reasonable durability for any product represented to have a surface application of any precious metal.
Gold Plate	Applies to both mechanical and electrolytic processes; §23.4(b)(4) -reasonable durability assured; §23.4(c)(2) - substantial thickness; at least 10K; minimum thickness equivalent to .5µ (20µin) fine gold	Eliminate §23.4(c)(2) because minimum thresholds may not be adequate. "Plated" may be used for either process. Reasonable durability still must be assured. <i>Minimum for mechanical</i> : 4.3µ (170µin) thickness and 1/20 th the weight of the article; disclose ratio if less than 1/20(e.g. 1/40 th); application may not be less than 10K (unless seller has evidence re material attributes or discloses differences); <i>Minimum for electrolytic</i> : at least 22K; at least .381µ (15µin). "Equivalent" language removed. FTC wants consumer data on eliminating § and "equivalent;" also wants technical data on <i>minimum for electrolytic</i> .	OK to eliminate §23.4(c)(2) which set minimum of .5µ (20 µin) for "plate." <i>Minimum for mechanical</i> : minimum 10K, disclose karat quality; disclose weight ratio if less than 1/20 th . No minimum thickness requirement. <i>Minimum for electrolytic</i> : at least 10K; disclose karat quality; at least .175µ (7µin). Reasonable durability required for mechanical and electrolytic "plate."	"Plated" cannot be generically used to describe both processes. Mechanical and Electro must be named and described separately. Keep §23.4(c)(2) which set minimum of .5µ (20 µin) for "plate." Minimum for mechanical: minimum 10K, disclose karat quality; disclose weight ratio if less than 1/20th. No minimum thickness requirement. Minimum for electrolytic: at least 10K; disclose karat quality; at least .175µ (7µin). Reasonable durability required for mechanical and electrolytic "plate."
Gold Filled	Mechanical process; reasonable durability assured; at least 10K; substantial thickness; at least 1/20 th the weight of article. Karat quality must be disclosed.	Mechanical process; minimum 4.3µ (170µin) thickness and at least 1/20 th the weight of the article. Not less than 10K (unless seller has evidence re material attributes or discloses differences). Reasonable durability must be assured.	Mechanical process. Minimum of 1/20 th ; minimum of 10K. Disclose karat quality. No thickness requirement. Reasonable durability required.	Mechanical process. Minimum of 1/20 th ; minimum of 10K. Disclose karat quality. No thickness requirement. Reasonable durability required.
Rolled Gold Plate	Mechanical process; reasonable durability assured; at least 10K; disclose ratio if less than 1/20(e.g. 1/40 th). Karat quality must be disclosed.	Mechanical process; minimum 4.3µ (170µin) thickness; disclose weight ratio if less than 1/20 th the weight of the article. Not less than 10K (unless seller has evidence re material attributes). Reasonable durability still must be assured. Same standard as gold overlay.	Mechanical process. Disclose weight ratio if less than 1/20 th . Minimum of 10K. Disclose karat quality. No thickness requirement. Reasonable durability required.	Mechanical process. Disclose weight ratio if less than 1/20 th . Minimum of 10K. Disclose karat quality. No thickness requirement. Reasonable durability required.
Gold Overlay	Mechanical process; reasonable durability assured; at least 10K; disclose ratio if less than 1/20 (e.g. 1/40 th).	Mechanical process; minimum 4.3µ (170µin) thickness; disclose weight ratio if less than 1/20 th the weight of the article. Not less than 10K (unless seller has evidence re material attributes or	Mechanical process. Disclose weight ratio if less than 1/20 th . Minimum of 10K. Disclose karat quality. No thickness requirement. Reasonable durability required.	Mechanical process. Disclose weight ratio if less than 1/20 th . Minimum of 10K. Disclose karat quality. No thickness requirement. Reasonable durability required.
Gold Bonded	Not defined	No change. FTC wants consumer data on this.	Not specifically addressed, so no weight ratio minimum; generally, at least 10K; disclose karat quality; reasonable durability required.	Mechanical process. Minimum of 1/20th; minimum of 10K. Disclose karat quality. Sterling base. No thickness requirement. Reasonable durability required.
Gold Clad	Not defined	No change. FTC wants consumer data on this.	Not specifically addressed, so no weight ratio minimum; generally, at least 10K; disclose karat quality; reasonable durability required.	Mechanical process. Disclose weight ratio if less than 1/20th. Minimum of 10K. Disclose karat quality. No thickness requirement. Reasonable durability required.
Gold Electroplate	Reasonable durability assured; minimum equivalent to .175µ (7µin) of fine gold, at least 10K. Indication of karat quality not required.	Same as "gold plate." Minimum of .381µ (15µin); at least 22K; "Equivalent" language removed. FTC wants technical data on this minimum since there's a discrepancy in the record. Reasonable durability must be assured.	Minimum thickness of .175µ (7µin); at least 10K; disclose karat quality; reasonable durability required.	Minimum thickness of .175µ (7µin); at least 10K; disclose karat quality; reasonable durability required.
Gold Flashed and Gold Washed	Electrolytic process; at least 10K; no minimum thickness. Indication of karat quality not required.	Electrolytic process; at least 22K; no minimum thickness required; no requirement of reasonable durability.	At least 10K; disclose karat quality; no minimum thickness; reasonable durability required.	At least 10K; disclose karat quality; no minimum thickness; reasonable durability required.
Heavy Gold Electroplate	Electrolytic process; at least 10K, minimum thickness equivalent to 2.5µ (100µin); fine gold.	Electrolytic process; at least 22K; minimum of 2.54µ (100µin). "Equivalent" language removed.	Minimum of 2.54µ (100µin); at least 10K; disclose karat quality; reasonable durability required.	Minimum of 2.54µ (100µin); at least 10K; disclose karat quality; reasonable durability required.
Duragold, Diragold, Noblegold, Goldline and Layered Gold	"Gold" provisions apply to these terms	Terms deleted. FTC wants data on this.	Remove these terms	Remove these terms
Gold Layered	Not addressed	FTC wants consumer data on this.	Not specifically addressed; no minimum thickness; disclose karat quality; reasonable durability required.	At least 10K; disclose karat quality; minimum thickness 3 mils; reasonable durability required.
Gold Over	Not defined	FTC wants consumer data on this.	No minimum thickness; disclose karat quality; reasonable durability required.	At least 10K; disclose karat quality; minimum thickness 3 mils; reasonable durability required.
Vermeil	No designation of process; sterling base coated with at least 10K gold; substantial thickness; minimum equivalent to 2.5µ (100 µin) fine gold.	No designation of process; sterling base coated with at least 22K gold; minimum thickness throughout of 2.54µ (100 µin) fine gold. FTC wants data on this.	Sterling base coated with gold alloy; at least 10K; disclose karat quality; minimum thickness of 2.54µ (100 µin); reasonable durability required.	Sterling base coated with gold alloy; at least 10K; disclose karat quality; minimum thickness of 2.54µ (100 µin); reasonable durability required.
Gold Tone	Not defined	FTC wants consumer data on this.	Not addressed	At least 10K; disclose karat quality; minimum thickness 3 mils; reasonable durability required.

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Surface layer applications of silver	Deceptive to misrepresent that product has silver application; deceptive to represent that product has silver application unless of "substantial thickness" (defined)	New §23.5(b)(3): deceptive to use silver terms to describe a coated product unless qualified to indicate it's only a surface layer. New §23.5(b)(4): deceptive to represent product is coated unless coating is of "reasonable durability" (newly defined). Declines to define specific terms for applications of silver. FTC wants consumer data on silver applications.	Accept FTC proposal on applications of silver.	Accept FTC proposal on applications of silver.
Surface layer applications of platinum	Not addressed	New §23.6(b)(1): deceptive to use platinum terms to describe a coated product unless qualified to indicate it's only a surface layer. Declines to define specific terms for applications of platinum. FTC wants consumer data on platinum	Accept FTC proposal and also require reasonable durability.	Accept FTC proposal and also require reasonable durability.
Surface applications of rhodium	Not addressed	New §23.7: deceptive not to disclose application of rhodium on products described as precious metal	Accept FTC proposal and also require reasonable durability.	Accept FTC proposal and also require reasonable durability.
Surface layer applications of other PGMs (Ir., Pd., Ru and Os.)	Not addressed	Not addressed	Require reasonable durability.	Require reasonable durability.
Products with More than One Precious Metal				
Two or more precious metals (surface layer applications, as well as components that are precious metal throughout)	Guides do not address describing items with multiple metals	New section: deceptive to misrepresent relative quantity of precious metal; advises sellers to list in order of relative weight with some flexibility (e.g., ok to say "900Pt over silver" or "14K gold accented silver"). FTC wants data on this.	Accept FTC proposal.	Accept FTC proposal.
Palladium				
PGMs generally	Deceptive to misrepresent PGM content in product. No specific standards for any PGM other than platinum	Same; declines to set minimum standards for palladium.		Standard required
Product Marking				
Use of term "mark"	Appears to mean a stamp in some sections, but in others to mean a stamp or tag.	No change		No change