

PLATINUM FACTS

Highlighting the unique
properties of this rare metal



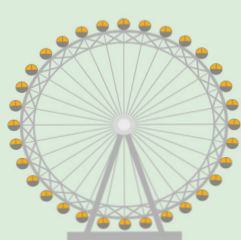
How much do you know about platinum? Rarer than gold, it is renowned as both a precious and industrial metal. What is more, over 80% of platinum's end uses reduce energy requirements and/or harmful emissions.

The latest [infographic](#) from the World Platinum Investment Council is designed to answer some of the most **frequently asked questions** for those who want to gain a better understanding of platinum. It showcases the properties and

applications which underpin demand for platinum across a diverse range of industries and uses. It also covers the scarcity of platinum supply relative to other precious metals and the many ways in which platinum works to improve our world, as well as being an outstanding metal for fine jewellery.

Further, the infographic provides information on platinum as an investment asset, including ways to invest in physical platinum.

**One gram of platinum can be stretched
into a wire that is over 2 km long.**



London Eye



St Paul's Cathedral

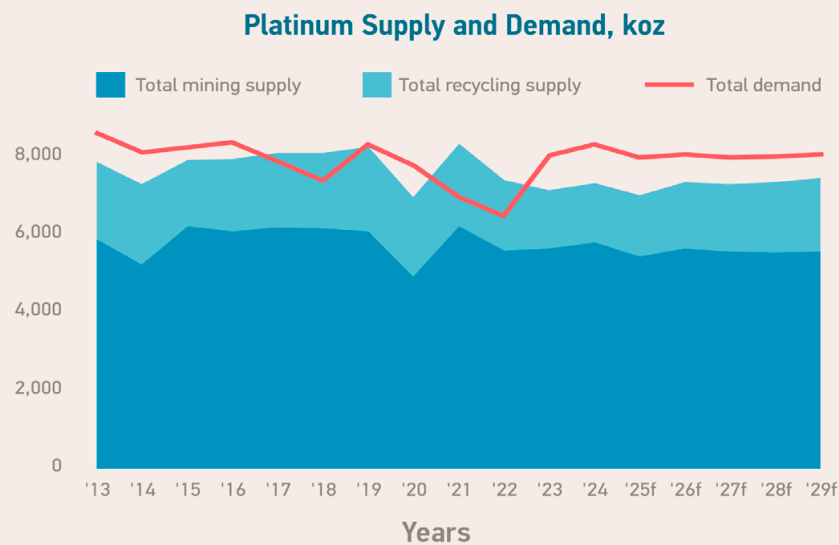
Scarce and undervalued

The range of surprising and interesting facts in the infographic includes:

- All the platinum ever produced would only cover your ankles in one Olympic-sized swimming pool. All the gold ever produced would fill four Olympic-sized swimming pools

- One gram of platinum can be stretched into a wire that is over 2 km long
- Platinum is an undervalued investment asset with strong demand and a shortage of supply.

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