



The Original Innovators

Postbauer-Heng, 1. October 2009

Press release

Ruthenium, the black pearl among precious metals.

As one of the rarest occurring precious metals, ruthenium has a unique appearance and an unmistakably unique look. As elegant as gold, as intriguing as platinum, and unique with its smoky grey shine. In an endless interplay with silver, bronze and anthracite metallic, ruthenium adds a new note to the look of modern guitar designs.

No other hardware manufacturer offers ruthenium plating. In contrast to gold and nickel, ruthenium is extremely hard and robust. Ruthenium plating stands up to extreme mechanical demands and – especially interesting for musicians – it is surprisingly resistant to sweat and other chemical damage.

The growing interest in ruthenium, and the increasing demand for this kind of surface plating, has been the driving force behind our adding it - in addition to nickel, chrome, black chrome, satin chrome and gold - to our design ranges, which now amount to a total of six.

Thanks to their complex light-play, Ruthenium-plated surfaces are never simply black, brown or silver. The smoky anthracite, with its characteristic bronze hue, endlessly changes its depth, lending a special visual character to modern guitar designs, especially to the surfaces and edges of the hardware.

Those wishing for something even more exclusive can feast their senses on a mix of ruthenium and gold. Here, two masterpieces of surface-plating mutually compliment each other, bringing about a truly unique interplay. Inspired by the great watchmakers of our time, we have reserved this combination for our exclusive design range, aimed at pleasing our most discerning customers.

Experience ruthenium for yourself, and let yourself be inspired by this exciting new language of color.

Ruthenium - when platinum is not gold enough...

Sincerely

Dr. Lars Bünning
Managing Director and Owner