UNVEILING SILNOVA®

What makes SILNOVA®, the new silver by Legor Group, stand out from all the other silver alloys now present in the market?

SILNOVA®.

L’ARGENTO SI SVELA

Quali caratteristiche distinguono SILNOVA®, il nuovo argento di Legor Group, da ogni altra lega d’argento oggi presente sul mercato?
SILNOVA®
The new silver alloy that keeps its light over time.
Naturally.

Without any galvanic treatment, equal to a gold alloy, and 20 times longer than standard Sterling silver, SILNOVA® keeps being bright over time. Eye-catcher thanks to its unique color; white and very shiny, it is visibly different from any other silver in the market.

...what might be its secret ingredient?

...quale sarà il suo ingrediente segreto?
Using the SILNOVA® silver means to free the jewel from any possible “cover”, ie by chemical treatments that are commonly used to protect it against tarnishing.

The metal is natural and authentic, from the heart to the surface.
The beauty and brilliance of the objects created with the SILNOVA® silver continue over time, 20 times longer than an untreated traditional silver.*

* Galvanic treatments based on precious metals or cataphoretic painting.
... thanks to a noble ingredient in the composition: palladium.

But SILNOVA® is precious also because we wanted it to resist to tarnish as much as gold!

All the tests carried out prove in fact a strength equal to that of a 375‰ white gold alloy.
White and very bright, clearly different from any other silver in the market, namely rhodium-plated or silver-plated sterling silver.

Bianco e molto luminoso, in grado di distinguersi nettamente quando messo a confronto con l’argento presente nel mercato, ossia argento sterling, rodiato o argentato.

The uniqueness of the jewelry made with SILNOVA® can become added value for your final consumers. Mark the SILNOVA brand within the jewel to get the message!

L’unicità dei gioielli realizzati con SILNOVA® potrà diventare valore aggiunto anche per il suo consumatore finale. Riponi il marchio all’interno dei gioielli per trasmettere il messaggio!
It guarantees freedom in manufacturing processes; in fact the adequate hardness obtained by heat-hardening treatment makes it resistant to wear.

Garantisce libertà nei processi produttivi; l’adeguata durezza ottenuta con trattamento di termo-indurimento lo rende infatti resistente all’usura.
SILNOVA® has no impact on the environment. It avoids the need for plating and frees silversmiths as well as the entire planet from the use of potassium cyanide (utilised for silver plating), otherwise necessary for making the product last.
Because its performance has been live tested! In fact SILNOVA® is the result of a systematic documentation process, never used before within this sector, that scientifically combines laboratory tests with real-life tests.

We involved the Legor Group branches and dealers in Bangkok, Mumbai and New York. We chose testers with different work activities, who used to live in totally different conditions in terms of humidity and temperature. We have monitored our silver alloy reactions also during their leisure time sport activities. The aim was to gather photographic documentation which was comparable and closer to reality as much as possible, over a period of at least one year.

An impressive R&D project, lasted more than 3 years, that has seen 186 plausible formulations subjected to thousands of laboratory tests, and to the tests of the real life.