How do I know if the gold I’m buying is pure?

Gold Purity · https://www.purejewels.com/faqs/gold-purity/how-do-i-know-if-the-gold-im-buying-is-pure/

When purchasing gold—whether for personal adornment, gifting, or investment—**purity matters**. It’s not just about beauty and shine; it’s about **value, authenticity, and long-term trust**. So, how can you be sure the gold you're buying is genuinely pure?

Let’s walk through the key ways to verify gold purity before making a purchase.

1. Look for a Hallmark

A **hallmark** is your strongest assurance of gold authenticity. In the UK, hallmarks are issued by one of four official assay offices, the most renowned being the **London Assay Office**. These stamps guarantee that your piece has been independently tested and verified for its metal content.

A complete hallmark typically includes:

- The **fineness mark** (e.g. **916** for 22K or **999** for 24K)
- The **assay office mark** (such as the **Leopard’s Head** for London)
- The **sponsor’s mark** (identifying the brand or maker)
- A **metal symbol**, like a crown, indicating gold

At **PureJewels**, every piece of gold jewellery is **hallmarked**, ensuring complete transparency and trust with every purchase.

2. Check the Fineness Number

In addition to the hallmark, many gold items carry a **fineness stamp**—a numerical value that shows how much gold is present in a thousand parts of the alloy.

Here’s what to look for:

- **999** – Pure gold (**24K**)
- **916** – High-purity gold (**22K**)
- **750** – Standard for **18K** gold
- **585** – **14K** gold

This marking is often found inside ring bands, bracelet clasps, or necklace chains. It’s a quick way to spot purity, especially when you're browsing pieces in-store or online.

3. Ask for Certification or Testing

In addition to visual stamps, trustworthy jewellers often provide **certification** of gold purity. Some use advanced tools like **X-ray Fluorescence (XRF)** to test the exact metal composition, particularly important for evaluating heirloom or secondhand gold.

Ask for:

- **Purity or assay certificate**
- **Weight and metal breakdown**
- **Testing service availability**

PureJewels can assist with gold testing for trade-ins and valuation purposes, offering both accuracy and assurance.

4. Choose a Reputable Jeweller

Perhaps the most important step is buying from a source you trust. Look for:

- **Well-established jewellers** with industry recognition
- **Hallmarked items**
- Transparent pricing and product information
- **Positive customer reviews** and aftercare service

At **PureJewels**, our reputation spans over five decades. Each piece we offer is crafted in **22K or 24K gold**, hallmarked by the **London Assay Office**, and accompanied by expert guidance.

What to Avoid

- Gold without **any hallmark** or stamp
- **Unverified online sellers** without documentation
- **Prices that seem too low** for market rates—this could indicate low-purity or plated gold

In Summary

To ensure the gold you're buying is pure:

- **Look for a full UK hallmark**
- **Verify the fineness number (e.g., 916 or 999)**
- **Ask for certification or testing**
- **Buy from a reputable, transparent jeweller**

With **PureJewels**, you can shop with confidence—knowing that each piece of gold jewellery is not only beautiful but **genuinely pure and hallmarked**.