

## World Precious Metals Speeds to Success with Thermo Scientific Niton XRF Analyzers

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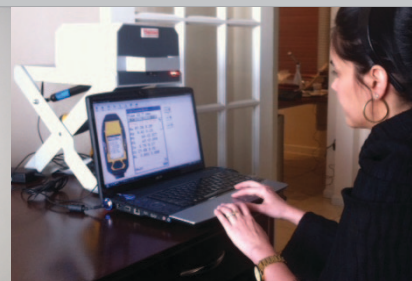
– Victor Bedoyan, Owner, World Precious Metals



Fast analysis onsite



World Precious Metals



Test stand operation

### Niton XL2 Precious Metal Analyzer Benefits

- Simultaneous analysis of precious metals
- Rapid, simple, and accurate karat sorting
- Single-step process... get results in an instant
- Aids plated jewelry identification
- Easier, safer, faster, more accurate than nitric acid test methods

### The Need for Speed

World Precious Metals specializes in buying and selling precious metals, a business where volume and accurate purity analysis hold the key to growth and success. Established in the mid-2000s and owned by Victor Bedoyan since 2008, the company outgrew its original Miami, Florida location and now has two sites, a larger facility in Miami and a new site in Boca Raton, both of which include small smelters. As Mr. Bedoyan says, "It was a small company, and we just started growing."

However, that growth was no accident. In 2009, Mr. Bedoyan recognized that the traditional acid method for testing gold was slowing the company down and he started looking for an alternative technology. It didn't take long for him to recognize the advantages that the right x-ray fluorescence (XRF) analyzer could bring to his business... it's nondestructive, has comparable accuracy to fire assay, and, perhaps, most important, it's fast.

"The basic problem that we were having was with the acid. It takes too long when you're checking gold with acid, and besides being slow, it's harmful," notes Mr. Bedoyan.

### The Only Choice – Thermo Scientific Niton XRF Analyzers

After a thorough investigation of what was available to him, the company bought its first instrument, the award-winning handheld Thermo Scientific Niton XL3t alloy analyzer. "After reviewing the options, the choice was easy," says Mr. Bedoyan about choosing the analyzer. Since that time in 2009, and with the introduction of the Niton® XL2 precious metal analyzer, World Precious Metals has purchased nine more of the easy-to-use, "point-and-shoot" instruments.

With measurements taking only a few seconds, the company now has the fast, accurate results it was looking for. Mr. Bedoyan confirmed, "In this competitive business, the use of electronics has really helped us. The major reason we purchased the analyzers was for speed, and I haven't been disappointed. I haven't bought acid for over a year."

### All that Glitters...

There are those rare occasions, however, when the analyzer provides enough "clues" to the ten World Precious

Metals employees, most of whom are jewelers, that they double check the results with acid. For

example, in the case of pocket watches, it is not unusual for a customer to claim that a watch is all gold. By taking readings with

the analyzer on four or five different areas on the watch and getting different results,

the analyzer has provided enough information so that the operator knows that further investigating is required. Mr. Bedoyan explains, "If you have different readings every time you 'hit' a different area, then you know something is wrong. One place it reads 12 karats, one place 10 karats, one place 9 karats, and so forth. That's the only time we

would use acid to check because it probably means that the pocket watch is heavily plated. If, though, we take a reading with the analyzer in four or five areas and we get 10 karats on all of them, then we're done."



### Volume. Value. Validation.

With a business model based on volume and accuracy, World Precious Metals

reached out for a new technology to replace its old acid method. Equipped with its Niton XL2 precious metal analyzers, the company is realizing its goals.

"The analyzer has done incredible work for us," observes Mr. Bedoyan. "It has increased our volume. It has increased our income. I can buy up to three times as much precious metal per day as previously because of the speed. And that's what differentiates us from the others. If they stay with the acid, they can't keep up with the volume."

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**Measure exact precious metal content**

And reflecting on the strong relationship that has developed between World Precious Metals and his Thermo Scientific Niton analyzer representatives, Mr. Bedoyan concludes, "They have always been there when I need them. And the service support has been outstanding."

**For more information about how Thermo Scientific Niton XRF analyzers can help your organization, contact your local Thermo Scientific Niton Analyzer representative or visit our website at [www.thermoscientific.com/niton](http://www.thermoscientific.com/niton).**