



# Investment bars

- **Gold bullion**
- **An ideal investment**
- **Most central banks hold gold as a reserve asset**



## Gold and how it is used

Gold can be kept as a gold bar and used for investment purposes. Most central banks and other official bodies hold gold as part of their external resources. This is because gold is such a secure asset. It is an asset that can actually be seen and touched and it is indestructible.

The beauty of gold is that it is universal and is often used in political or economic crises because gold is valuable throughout the world.

Gold bars are not just held by large companies and central banks but are also available to the private collector as well. A hundred ounce bar is worth close to A\$60 000.

# Gold alloys

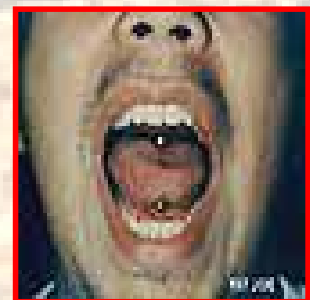
Gold alloys are used in the jewellery industry in the form of sheet, wire, granules, solders, and discs



Gold alloys in the jewellery industry are a common use of gold. Gold is used because it is highly malleable and easy to manipulate. This is why gold is the prime choice for jewellery because it's versatility makes it perfect to create the most exquisite pieces.

# Jewellery

- Watches
- Rings
- Bracelets
- Pendants
- Brooches
- Anklets
- Nose rings
- Eyebrow rings



There are so many different types of jewellery. Gold is used in the manufacture of many different types of jewellery, including watches, rings, bracelets, anklets, eyebrow rings, nose rings. The beauty of gold is that it doesn't rust, doesn't corrode, doesn't turn your skin green, and it looks absolutely beautiful.

# Catalysts

- **Paints**
- **Glue**
- **Removing odours**
- **Improving air quality**



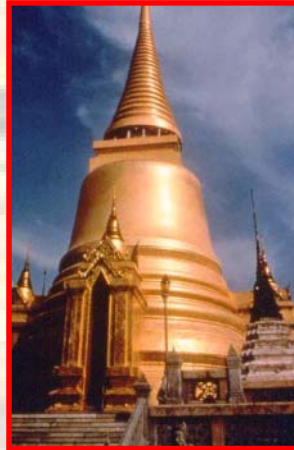
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A catalyst is a substance that accelerates the rate of chemical reaction without being consumed in the reaction.

Gold alloy catalysts are used in the production of paints and glue. Gold catalysts also have the potential to remove nitrogen oxide from diesel engine exhausts. Gold catalysts are now also being trialled to help improve the air quality in underground mining environments.

An interesting and new use of gold catalysts is that they are now being used to remove odours from public toilets in Japan.

## Reflective ability



The reflective ability of gold makes it the ideal for substance for many different uses.

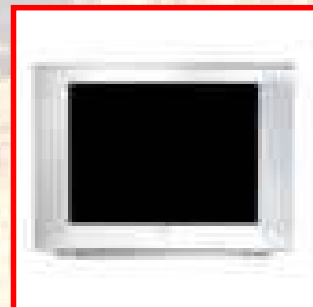
Space shuttles are covered with a thin sheet of gold to help improve the craft's reflective ability. Astronauts are provided with gold sunglasses to protect their eyes from direct sunlight.

Cockpit windows have a thin film of gold over them to reflect the harmful effects of the sun's rays. Gold has been used over the years to adorn buildings because its resistance to corrosion will outlast paint every time.

It is also used in modern buildings to cover windows because it helps retain heat in winter and reflects it in summer. It is thought to cut heating and cooling costs by 40%. One ounce of gold will cover 1000 sq. feet of glass.

# Electronics

- **Calculators**
- **Mobile phones**
- **Washing machines**
- **Automotive electronics**
- **Missiles**
- **Spacecraft**

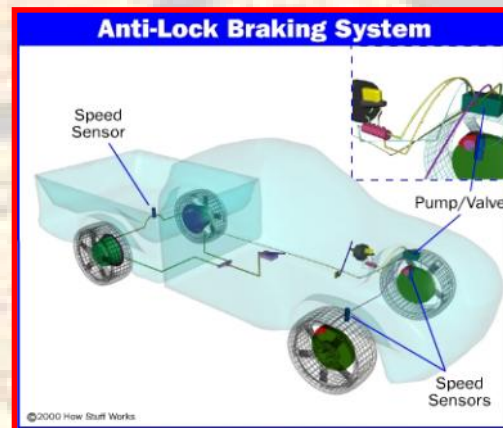


The merits of gold are unparalleled. Gold is malleable, ductile, deflectable, it is resistant to corrosion, and is the a great conductor of electricity.

We come into contact with gold every single day and probably don't even realise it. In the morning when your alarm clock goes off, it's got gold in it. Also your microwave, your washing machine, your television, calculators and mobile phones. Some DVDS and recordable CD-Roms also have gold within their construction. In the electronics industry gold is an irreplaceable substance.

# Automotives

- Ignition control electrics
- Anti-lock breaking systems
- Electronic fuel injectors
- Crash sensors for air bags

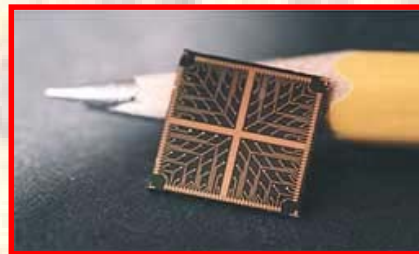


Even cars now use gold in their electrics. Ignition control electrics, anti-lock braking systems, electronic fuel injectors, and even the crash sensors for air bags have gold connectors.

The malleability and ductility of gold as well as its conductive properties make it a very useful and reliable metal.

# Medicine

- Rheumatoid arthritis
- Cancer treatments
- Liver, ear, and eye diseases
- Drug delivery microchips
- Pacemakers
- Inner ear implants



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Gold has been used for medicinal purposes for thousands of years. It has now become obvious to our medical population that there are many medicinal uses for gold. Gold injections are used to help alleviate the pain of arthritis.

Inner ear implants are now also made out of gold. Gold's resistance to bacterial infection make it perfect for implants. Wires to pacemakers are also made out of gold.

Gold dust in the form of tablets is said to relieve you of fatigue and depression. It has now also become the focus for new trials in the treatment of cancer.

One of the latest uses of gold is drug-delivery microchips that are injected or swallowed into the body. These chips contain drug-filled reservoirs that are covered with a thin gold membranes. The drugs are then released into the system at the required time.

# Dentistry

- Gold's malleability and resistance to corrosion make it ideal for dentistry



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In dentistry, gold is a very popular substance. The malleability of gold makes it perfect to create false teeth, caps or crowns. As far back as the 7th century the Etruscans used gold to secure false teeth into their mouths to replace the ones that were lost.



Religious artefacts have for thousands of years been made from gold. The most famous piece of gold is probably the face mask of the boy king of Egypt, Tutankhamen.

Gold leaf is used in many paintings and is also used to decorate glass and fine china.

# Gold plating

- Pens
- Watches
- Trophies
- Bathroom fittings
- Spectacle frames



Trophies are a popular gold-plated item but it is interesting to note that the Soccer World Cup trophy is actually 36 cm of solid gold.

Many of the things we use around the house can be gold plated.



The uses of gold are numerous. Gold has gone far beyond being just an ornamental element. Its uses are becoming essential to our modern environment. So without gold we would be leading very different lives. A life less technologically advanced and definitely a world less beautiful.