

'Black Gold' Rolex Released – World's First

LOS ANGELES, Calif., Aug. 30 (SEND2PRESS NEWSWIRE) – Time and Gems (Timeandgems.com), the #1 U.S. online Rolex® dealer, has released the world's first two 2-Tone Rolex watch coated using a process called Physical Vapor Deposition (PVD) that transforms their appearance while making them up to 20x more scratch resistant.

"We're constantly striving to take the pre-owned Rolex market to the next level," says Jason Smith, President of Time and Gems. "Our designers have done just that with our 'Black Gold' Rolex watches. There's nothing we cannot do to a [Rolex](#) in terms of customizations and by constantly pushing the boundaries of what's possible, I believe we've come up with something that's both extremely unique and stunning to look at."

The PVD process occurs in a vacuum chamber, where the watch components are bombarded with a Diamond-Like Carbon coating composed of elements such as titanium and nitrogen. Over 6 hours the DLC coating interpenetrates the steel and provides a chemical barrier that protects against the elements, reduces the effects of oxidation and increases the hardness by almost 20 times.

To put things in perspective 904L a.k.a. "Rolex Steel" has a hardness of 490 Vickers (rating used to measure hardness) and sapphire crystal has a rating of 2,500 Vickers. The DLC coating used by Time and Gems has a hardness rating of up to 10,000 Vickers proving an ultra-hard, highly scratch-resistant coating that will not fade or peel.

The process of PVD has been around for decades, having been used to enhance the durability of everything from military aircraft to Formula 1 car components. Using the process on fine Swiss watches is relatively new in comparison, about a couple of years, and Time and Gems is the first to ever perfect the process for 2-Tone [Rolex watches](#).

About Time and Gems:

Time and Gems has been selling luxury watches, specifically Rolex, over the past 30 years and retailing to customers worldwide online for the past 9 years. They have over a thousand Rolex watches in stock, including new, used and vintage models making them the largest online retailer of Rolex watches in the USA. All watches are restored by Rolex-certified watchmakers to like-new condition and come with individual appraisals and a 1 year warranty. They can be found online at their Web site www.timeandgems.com or at their store located in the heart of the Downtown, Los Angeles Jewelry District.

Time and Gems is an independent company not affiliated with any watch manufacturer or distributor. Rolex® is a registered trademark of Rolex Watch U.S.A. and Rolex International.

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