

# MORALMODA

MAGAZINE



Exclusive cover story on Luxos-Invest GmbH

# LUXOS BRIDGES THE GAP BETWEEN OSMIUM AND THE LUXURY MARKET

- the myth surrounding the last and *rarest* precious metal  
becomes reality!



**F**or the past few years, osmium has been making waves in the precious metals market. It is considered an outlier from other precious metals and has shown strong performance even during the times of high volatility.

The eighth and last of the precious metals has seen consistent growth in its daily spot prices. Decoupled from secondary markets, the value of osmium is not influenced by the behaviour of other precious metals. As a result, osmium is eyed by many as a gainful addition to any portfolio.

In the past, when the price of gold has stagnated, osmium has become more valuable. Osmium cannot be banned as a money substitute metal like gold. As the world's only unforgeable metal, it also has an advantage over silver, which is found in growing quantities to contain the carcinogenic metal cadmium.

During its initial five years on the market, osmium faced broad skepticism and saw investments only from a small number of well-informed professionals.

As is common with most emerging markets, companies and high net-worth individuals observed osmium's performance carefully and patiently before finally making a move themselves. Now, this new precious metal has arrived on the world stage.

Only small quantities of osmium can be mined and separated from platinum each year. Today, the total volume of the osmium market is estimated to be 200 billion euros, causing many to look more closely at osmium as a tangible precious metal investment. Three years ago, Sarah Völk and Kira von Plettenberg sensed this growing trend and began preparing for 2022.

The year would coincide osmium's launch on international markets across five continents. An unprecedented run for osmium is beginning, and the metal is now stepping out of obscurity into the glittering world of high society.

This is where it will certainly find its home, for in beauty, glitz, and glamour, osmium cannot be surpassed. Investors have understood that osmium is not simply beautiful, but represents the tangible investment opportunity par excellence.



This page: Kira Gräfin von Plettenberg (left) /  
Management and Investor Relations; Sarah Völk  
(right) / Managing Partner Luxos-Invest GmbH.

**K**ira Gräfin von Plettenberg studied her double master's degree in Business Administration and Management in extraordinary places like Indonesia and Portugal. After her professional work as an Impact Investor at the *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ GmbH), she moved back to her home country in Bavaria to use her professional and international experience in the investment industry at Luxos-Invest. As a contact person for clients and partners, she is mainly active in the field of private investment, family offices, banks, and governments at Luxos-Invest GmbH. She presents osmium as a value-based real investment and long-term hold. Through her connections, Kira von Plettenberg covers an elite clientele seeking innovative spirit. Thus, the scientific presentation of the osmium institutes is perfectly complemented by Luxos' information and advice. Both women have a shared ambition and shared vision to present individuals, institutions, and governments with a niche product. To this end, it was necessary to connect with Ingo Wolf, who has been instrumental in guiding the osmium

inexpensive artificial diamonds, osmium appears to be the strongest link in the precious metal chain. This reliability is further exaggerated by the pressure put on gold markets by the recent regulations stipulated by the Basel III accords.

Raw osmium is toxic in its natural form, and just as a puffer fish should only be prepared by special chefs, osmium must be purified and prepared to safely begin crystallization. The daily harvest rate determines which crystals meet the conditions of the jewelry and tangible asset industries. Only pieces that achieve a perfect degree of crystallization are then distributed to the watch and jewelry market.

The metal, with its high value density, is easy and safe to transport. As a precious metal, it does not oxidize and is forever durable. A genuine, tangible asset metal must not be counterfeitable, and Osmium meets this criterion perfectly. This is because every piece of osmium is 3D-imaged down to the nanometer in the osmium institutes with high fidelity Keyence microscopes.

*"Osmium stands out due to its incredible rarity and high value density, and gives any target group the option to protect their wealth in times of crisis."*

institutes towards a high degree of success.

A serial entrepreneur, his resumé boasts an impressive series of inventions and technical innovations, from patents on ip-TV broadcasting networks to the operation of a company building electric convertibles, to the development of exploration fields of gold and antimony.

One of the only things he lacked was a connection to the rich and beautiful. Now, however, with the burgeoning interest generated by the rocket-like rise of osmium, a link was sought in the glittering world for which osmium is virtually predestined.

The partnership between Sarah Völk and Ingo Wolf represents a dynamic duo in the tangible asset market. Völk, an early adopter in the precious metals market with rich experience in the jewelry segment, compliments the expertise of Wolf, the scientific director of the German Osmium Institute. Together they convey the spark and sparkle of Osmium.

A Swiss crystallization laboratory and Ingo Wolf take osmium through its journey to the tangible asset market using a host of scientific processes that crude osmium must undergo to go from a toxic sponge to the most beautiful element in the world.

Since gold and silver are increasingly counterfeited and since the markets for diamonds and pearls have plummeted in the wake of geometrically perfect and

The metal with the highest density of all elements cannot be counterfeited with a metal of the same weight. As cryptocurrencies, non-fungible tokens, and hot-for-a-day stocks begin to fall out of the investor spotlight, the last precious metal steps up to take the place as the next best opportunity.

The evolution of osmium from a small German market to a worldwide phenomenon has been rapid. Following increased demand in neighbouring countries Austria and Switzerland, the market for osmium then developed in countries like Australia, Canada, the USA, the UAE, and China. Whereas the early order sizes ranged from hundreds to thousands of Euros, orders are today being filled to the tune of millions of euros worth of crystalline osmium, enough for a state reserve to secure a large fortune. It helps, too, that the amount of osmium required to fill these demands fits comfortably into a small space the size of a briefcase.

For the past three years, Wolf has also been leading the annual symposia all over the world and training new country partners with his team, who have established institutes on all five continents. It all started small with the Osmium World Database, which is now available to customs authorities in the USA, Canada, Europe and Australia.



Above: Sarah Völk (left) / Managing Partner Luxos-Invest GmbH; Ingo Wolf (right) / The scientific director of the German Osmium Institute.

*"The partnership between Sarah Völk and Ingo Wolf represents a dynamic duo in the tangible asset market."*

It comes as no surprise that the two founders of a company directed at real asset investors were excited by osmium's potential.

The foundation of the company began by approaching the institute in Germany that is responsible for certifying all the pieces of crystalline osmium in circulation around the globe: The Osmium-Institut zur Inverkehrbringung und Zertifizierung von Osmium GmbH.

After the first meeting with the directorate in 2018, the plan to found Luxos-Invest GmbH was born. The focus was to be on the customer benefits that every real investor wants: Security combined with the possibility of high returns. The company, directed by two young women, would also shake up and modernize the male-dominated precious metals market. Managing Director Sarah Völk worked closely with the core team of the German Osmium

Institute near Munich in the early days of the international expansion. The start of her own company, Luxos-Invest GmbH, happened just three years after her first contact with the extraordinary precious metal. She entered into an international wholesale partner agreement with the German Osmium Institute and began her work in the luxury market. This also gives the jewelry piece a material value. Osmium has an important role to play in both the jewelry and tangible asset markets.



This page: Sarah Völk  
(right) / Managing Partner  
Luxos-Invest GmbH; Ingo  
Wolf (left) / The scientific  
director of the German  
Osmium Institute.

Right: collier "Orient", in osmium. Design by Sarah Völk. All photography: Bela Raba. Image editing Bavarian retouch.



Only a few kilograms of osmium were on the market at that time in the early days of the osmium era. Following the launch of his first book on osmium, Wolf began to build up the international Osmium Institute and the unique certification process of the crystalline osmium pieces made possible with the high-performance Keyence microscopes. After the foundation was laid, the market for crystalline osmium surged, and the quantities of osmium necessary to fulfil demand could hardly be supplied. In addition, work had to be done on packaging, safety, documentation, customer service and quality control. The Corona virus pandemic, presented an ironic and fateful opportunity to the crystalline osmium market. Because of a surge in demand for digitized assets, which the osmium institutes already offered, the market rapidly scaled up. Today, given its relative infancy, any outcome is possible with the osmium market. Osmium is at the beginning of a very promising career among precious metals. After the period of a decade or two, it is predicted that global reserves of extractable osmium could run out. The consequence would be what some have dubbed the "Osmium Big Bang". This refers to a surge in the price of osmium following the supply of osmium falling greatly below the existing demand in investor and jewelry markets. Given that every gram of osmium that is incorporated into jewelry never finds its way back into the investment market, the quantity of osmium on the market becomes smaller every year.

There is no denying that osmium, as a tangible asset, would naturally become a jewelry metal with its fabulous sparkle. Hublot, Ulysse Nardin and many other brands create products with the rarest and by far the most beautiful precious metal.

In the context of these developments, Völk pursues a very special strategy for her customers. She asked herself poignant questions for someone in her industry: What would happen if a resource or metal became abruptly unavailable, and subsequently became the embodiment of the ultra-exclusivity? What role would it play in the jewelry market? After all, a pavée of small and worthless diamonds can easily be replaced by a single piece of osmium. This also gives the jewelry piece a material value. Osmium has an important role to play in both the jewelry and tangible asset markets. Sarah Völk and her company Luxos-Invest GmbH are set up to accommodate both. In her opinion, osmium belongs in every safe. Not only for hedging, but of course also for diversification. As diamonds lose more and more of their value in the face of a deluge of man-made diamonds on the market, the exact opposite is true of the value of osmium. Inevitably, everyone gets entranced by the charm of the rarest precious metal in the world.

Get your Osmium oversupply here:

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