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# SILVER **FACTS** vs **FICTION**

CLAIM	FACTS vs FICTION	EXPLANATION
Need to dump lots of silver metal/ions for anti-microbial efficacy.	<b>Fiction</b>	Silver is Oligodynamic – a little goes a long way. Need only 3 – 5ppm to be effective in the media.
Need good amount of silver to be conductive.	<b>Fact</b>	All the silver present need to form a “layer” or layers to be able to allow movement of electrons to be classified as conductive.
Extruded products with silver are conductive.	<b>Fiction</b>	Silver needs to form a solid layer to be able to allow movement of electrons.
Silver is Thermodynamic.	<b>Fiction</b>	From the principles of thermodynamics one can derive general relations between such quantities as coefficients of expansion, compressibility, specific heat capacities, heats of transformation, and magnetic and dielectric coefficients, especially as these are affected by temperature. These are laws not characteristic of a given material.
Silver is the most Thermally conductive element.	<b>Fiction</b>	Silver is quite thermally conductive but not the most. Diamond is the most thermally conductive.
Silver is most electrically conductive element.	<b>Fact</b>	It is the more conductive than Gold.
Silver is most malleable and ductile element.	<b>Fact</b>	Hence it is so easy to use in everyday life.
Silver is effective against Fungi.	<b>Fact</b>	It is very effective against fungi such as yeasts and molds.
Silver is broad spectrum anti-bacterial element.	<b>Fact</b>	It is very effective against both Gram Positive and Gram Negative bacteria.
Silver is effective against virus.	<b>Fact</b>	There are peer reviewed articles demonstrating the value of Silver as a viricidal agent.
Silver is most reflective element.	<b>Fact</b>	Silver mirror are best example of this. This property helps in providing good comfort for wearers of silver products both in hot and cold conditions.



**SUPRLABS**  
www.suprlabs.com  
sales@suprlabs.com