



Celebrating the year of the snake: the Legend of the White Snake will bring elegance and poise into your life

29 January 2025, Prague – With 2025 ushering in the lunar year of the snake, the renowned Swiss refinery PAMP is marking the occasion with a limited edition of luxury bars inspired by the lunar calendar and Chinese mythology. Building on the success of the Lunar Dragon, they now present the Lunar Snake, drawing inspiration from the Legend of the White Snake.

Twelve years, twelve zodiac signs, and twelve unique bars. Following the Azure Dragon, gold enthusiasts can now admire a bar that brings to life the tale of the White Snake – a legend of love, gratitude, betrayal, and family bonds.

In Chinese astrology, the snake embodies deep wisdom, elegance, intuition, and prudence. These qualities extend to financial matters, as the snake is cautious and prudent, favouring saving and strategic investments that lead to lasting stability – the very essence of the new limited-edition bar.

IBIS InGold customers can add 5 g and 1 oz White Snake bars from the Lunar Legends series to their collection or gold reserves. Each bar comes with its own unique serial number and is sealed together with a certificate (CertiPAMP™).

“These gold bars, with a fineness of 999.9 and unique artistic and aesthetic qualities, serve as both a secure investment and truly stunning pieces for art and design enthusiasts to cherish,” says Petr Špičák, IBIS InGold’s Marketing Director. He believes the Lunar Snake will please investors who have a refined taste, while also making a meaningful gift that will bring joy for decades to come.

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About IBIS InGold

IBIS InGold, a company with more than 25 years’ tradition in the industry, is one of the leading traders in investment gold and silver. Within Europe, it is a leader in the market for savings in precious metals. It also profiles itself as a pioneer in innovative solutions for investment in precious metals, pushing the boundaries of this traditional sector.

IBIS InGold is an official authorised business partner of the PAMP refinery in Switzerland and The Royal Mint in the UK. This direct business partnership with both the most prestigious refinery and the most prestigious mint in Europe is a guarantee for all customers that the investment gold and silver they buy will be of the utmost quality and illustrates how prominent IBIS InGold is in the global precious metals trade.

The company regularly innovates and modernises its product range. It combines traditional values with state-of-the-art technology, enabling it to offer clients safe products with exceptionally high liquidity. As a pioneer in the industry, it offers the unique option of making transfers and online payments directly in gold.

In addition to one-off purchases, IBIS InGold provides flexible and accessible savings plans under the iiplan[®], iiplanGold[®], and iiplanRentier[®] brands, enabling private individuals to gradually acquire precious metals from as little as EUR 4. Companies can benefit from the iiplanMax[®] gold account. Customers are guaranteed to be the first owners of their purchased investment bars and coins, with IBIS InGold also offering a buyback service for the investment coins and bars it sells.

IBIS InGold, together with its business partners, the PAMP refinery and The Royal Mint, is committed to the very highest standards of fair trade and social responsibility.