I Claim;

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1. An alloy composition comprising;
    i. 90.0% to 99.5% by weight of silver;
    ii. 0.01 to 1.5% by weight of zirconium;
    iii. 0.01 to 1.5% by weight of magnesium;
    iv. 0.01 to 1.5% by weight of titanium; and
    v. the balance is copper.

2. The alloy composition as claimed in claim 1, comprising;
    i. 92.5% by weight of silver;
    ii. 0.15% by weight of zirconium;
    iii. 0.15% by weight of magnesium;
    iv. 0.15% by weight of titanium; and
    v. 7.05% by weight of copper.

3. The alloy composition as claimed in claim 1 comprising;
    i. 97% by weight of silver;
    ii. 0.15% by weight of zirconium;
    iii. 0.15% by weight of magnesium;
    iv. 0.15% by weight of titanium; and
    v. 2.55% by weight of copper.

4. The alloy composition as claimed in any of the claims 1-3, wherein the alloy composition has (i) “as cast” hardness in the range of 130-150HV; and (ii) “cold worked hardness” in the range of 150-180HV after cold work hardened (60%).