

About Us

UPMR is a leading supplier of master alloys, de-oxidized sterling silver, solder and wire products. In addition, UPMR is a full-service refiner for your precious metal needs. Our success in the precious metal industry is due to exceptional levels of detail and uncompromising customer service. Our technical expertise is unparalleled in the jewelry industry.

What drives us at UPMR is quality. What this means to you is the confidence to know you have purchased the finest product available. But the finest product is just the beginning, behind these products are the technical expertise to make them work.

We understand manufacturing processes and equipment used in jewelry manufacturing. Our background is jewelry manufacturing. Our skills however, are in research and development.

United was granted two patents for de-oxidized sterling silver which revolutionized sterling silver manufacturing productivity. We were the first to develop a usable product, with improved formulations continuously being developed.

The UPMR Team was the first to commercialize Silicon de-oxidized gold alloys 25 years ago. These non-patented alloys, first developed by Tony Eccles of Apecs Investment Casting Limited, Australia, made their way through England and to the United States where the first commercial alloys were developed. Silicon de-oxidized gold alloys are the reference standard for the world, for jewelry investment casting.

UPMR's principals were the first gold solder manufacturers to substitute Indium for Cadmium in gold solders. We are very proud to have removed a very dangerous metal from many jewelry benches.

Our philosophy is that our success can only come from your success. We will continue to strive to make your company more productive with improved products and innovative services.

UPMR's mission is to achieve profitable growth through superior customer service, innovation and a commitment to product quality.

*"Thank You"* to our customers and resellers around the world.

Certified as Environmentally & Ethically Responsible



A GLOBAL SUPPLIER:

- UNITED STATES OF AMERICA
- BRAZIL
- CANADA
- CHILE
- CHINA
- COLOMBIA
- ENGLAND
- GREAT BRITAIN
- HONG KONG
- INDIA
- ISRAEL
- ITALY
- MEXICO
- PERU
- SINGAPORE
- SOUTH KOREA
- SOUTH AMERICA
- SRI LANKA
- TAIWAN
- THAILAND
- TURKEY
- UAE
- VIETNAM

RESELLER PARTNERSHIP



United  
PRECIOUS METAL REFINING, INC.

2781 TOWNLINE ROAD  
ALDEN, NY 14004

800.999.FINE  
716.683.8334

sales@unitedpmr.com  
UnitedPMR.com

Certified as Environmentally & Ethically Responsible  
800.999.FINE • UnitedPMR.com



## Why UPMR?

United Precious Metal Refining, Inc. (UPMR) is a leading supplier of master alloys, de-oxidized sterling silver, solder and wire products. In addition, UPMR is the largest US-owned full-service refiner of precious metals in the United States. Our success in the precious metal industry is due to exceptional levels of detail and uncompromising customer service. The technical expertise at UPMR is unparalleled in the jewelry industry.

What drives us at UPMR is quality. What this means to you is the confidence to know you have purchased the finest product available. But the finest product is just the beginning. Behind these products is the technical expertise to make them work. We understand the manufacturing processes and equipment used in jewelry manufacturing. Our background is in jewelry manufacturing. Our skills, however, are in research and development.

- We are highly respected company; serving the industry for almost 40 years
- Our high quality and highly engineered products are proven in the industry
- We have industry leading, in-house technical support, which means you simply hand off the technical questions
- We have a broad portfolio of products: Casting Master Alloys, Fabrication Alloys, Solders, Wire, Sheet & More
- We develop new products on a continuous basis, giving you new items to ensure your inventory remains current
- We offer protected territories and new customers, generated by UPMR, are frequently referred to our resellers
- We can provide marketing brochures and other supplies available



## Why be a Reseller?

- Additional sources of revenue
- Your existing customers are already buying the alloys from someone, why not you?
- By bringing alloy customers to your location, you can expand your sales on existing products
- You are more valuable to your customer by becoming a one-stop-shop
- Be added to our reseller locator on our website
- Carry a quality brand with trusted technical support
- Be the first to hear about new products to be released
- Have access to specialized knowledge
- We will add your company logo on our website
- We provide free training for your staff and support as needed
- We will promote your company, by virtue of our partnership, through global trade shows and our website



## What UPMR Expects from Their Resellers?

- Active and exclusive promotion of UPMR products
- A trend of increasing sales over an agreed upon period
- A sincere effort, with honest feedback to UPMR, to achieve market share and sales goals in a specific area
- Excellent customer support; you are representing our brand, encouraging long-term loyalty
- Maintain a well-qualified, trained sales force that is familiar with our products
- Commitment of sufficient resources required for aggressive sales and marketing of our products
- A commitment to stock recommended inventories of products based on the needs of the local market
- Prompt payment of all financial obligations
- Communication regarding changes in the local market and/or reseller's own business
- Physical facilities necessary to consistently perform the above expectations
- Complete integrity, always



An example of how you can display our products.