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***Itronics New Silver Refining Furnace Operates at 2100 Degrees Fahrenheit; Reduces Electrical Energy Requirement by 30 Percent***

**Cuts Cost of Producing Silver Bullion**

RENO, NV--(Marketwired - May 6, 2015) - Itronics Inc. (OTC PINK: ITRO), a growing and diversified fertilizer, silver, and minerals producer, announced today that it has successfully tested and is now starting up one of its new refining furnaces which operates at 2100 degrees Fahrenheit and is demonstrating a 30 percent electrical energy savings.

While using less electrical energy than previous furnaces, the new furnace increases the top operating temperature by 13 percent, up from 1850 degrees Fahrenheit. The furnace reaches and maintains the 2100 degree temperature easily while using only 40 percent of the installed electrical supply capacity.

Itronics is assembling a second refining furnace and expects to have it operational in early June. Additional improvements designed to reduce maintenance costs will be subsequently made and the maintenance cost savings will be substantial.

The demonstrated energy savings of 30 percent directly reduces the cost of silver bullion production, a major benefit for the Company and its shareholders. Significant improvements in reliability, and maintenance cost savings are also expected.

"We are on track to resume silver bullion shipments this quarter," said Dr. John Whitney, Itronics President. "The new furnace technology is working well and provides a level of control and reliability over the refining chemistry that we have never had before. The electrical energy cost savings and reduction in maintenance costs are expected to enhance the profitability of our silver refining operation."

**About Itronics**

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Clean Technology" Company which produces GOLD'n GRO specialty liquid fertilizers and silver bullion. It owns a large Iron Oxide Copper Gold (IOCG) mineral property (the Auric Fulstone Project) in the prolific Yerington Copper Mining District in northwestern Nevada. The Company's goal is to achieve profitable clean technology driven organic growth in specialty GOLD'n GRO fertilizers, silver, zinc, and minerals. The Company's technologies maximize the recovery and use of metals and minerals.

Through its subsidiary, Itronics Metallurgical, Inc., Itronics is the only company with a fully permitted "Beneficial Use Photochemical, Silver, and Water Recycling" plant in the United States that converts spent photoliquids into pure silver and GOLD'n GRO liquid fertilizers. The Company is developing environmentally compatible mining technology. Itronics has received numerous domestic and international awards that recognize its ability to successfully use science and engineering to create and implement new environmentally clean recycling and fertilizer technologies.

The Company's environmentally friendly GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, are also excellent for lawns and houseplants and are available at the Company's "e-store" on Amazon.Com at [http://www.amazon.com/s/ref=bl\\_sr\\_lawn-garden?ie=UTF8&field-brandtextbin=GOLD%27n+GRO&node=2972638011](http://www.amazon.com/s/ref=bl_sr_lawn-garden?ie=UTF8&field-brandtextbin=GOLD%27n+GRO&node=2972638011)

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("Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This press release contains or may contain forward-looking statements such as statements regarding the Company's growth and profitability, growth strategy, liquidity and access to public markets, operating expense reduction, and trends in the industry in which the Company operates. The forward-looking statements contained in this press release are also subject to other risks and uncertainties, including those more fully described in the Company's filings with the Securities and Exchange Commission. The Company assumes no obligation to update these forward-looking statements to reflect actual results, changes in risks, uncertainties or assumptions underlying or affecting such statements, or for prospective events that may have a retroactive effect.)

Contact:

Paul Knopick  
888-795-6336

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