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Itronics Expands GOLD'n GRO Sales Team to Improve Field Support for Its California Distributor

RENO, Nevada, Oct. 02, 2018 (GLOBE NEWSWIRE) -- Itronics Inc. (OTC:ITRO), a diversified producer of GOLD'n GRO zinc fertilizers and silver products and a green "Zero Waste" technology development Company, is pleased to announce that its wholly-owned subsidiary, Itronics Metallurgical, Inc., has expanded and strengthened its sales team by adding a GOLD'n GRO sales manager and a horticulture specialist to work in field sales. Itronics plans to add additional field sales support team members as needed to support our distributor's GOLD'n GRO sales program, which is being expanded.

"Over the past two years our distributor has expanded its network of California retail stores. It has also significantly expanded its California sales force," said Dr. John Whitney, Itronics President. "We are expanding our GOLD'n GRO sales team to provide stronger field support for our distributor in order to broaden GOLD'n GRO sales within its customer base."

Kevin McGill has been hired to take over management of GOLD'n GRO sales. He will be in charge of sales planning and implementation and will manage expansion of the GOLD'n GRO sales department. Initially he will spend a considerable amount of time in the field meeting with our distributor's managers at all levels, as well as the sales staff at each retail branch in the California market.

Kevin has an extensive sales, sales management, and sales training background. He has a degree in Agricultural Economics from the University of Wyoming, where he was a football coach for two years. He has a Masters in Psychology from National University. Kevin has an excellent background in team development and management having played high school and university football, nearly making the pros, and having worked as a football coach prior to going into sales. He built a multi-office national insurance sales business in a relatively short period of time, and has managed other sales businesses. Kevin attended high school and grade school in Modesto, California, is familiar with farming and knows many farm families in the Central Valley of California.

Robert Owens is joining the sales team, initially part time, to support the sales effort by working with customers and potential customers in the field. Robert has a strong horticulture background, having spent many years working in various aspects of pest management, orchard and vineyard management, and helping municipalities manage public parks and other recreational areas. In 1991 and 1992 Robert worked as an intern for the San Luis County Cooperative Extension Division with a focus on home gardeners and urban agriculture prior to the establishment of the Master Gardener Program which was created by the University of California Cooperative Extension. Robert brings practical "hands on" field experience to the sales team. Robert worked in the San Luis Obispo and Paso Robles areas in California for many years and is quite familiar with regional horticultural practices.

"Addition of these new team members expands and strengthens our existing sales team and is expected to expand our relationship with our distributor which is one of the largest in California," said Dr. John Whitney, Itronics President.

"We are pleased to announce these changes and welcome our new team members and are now planning for major GOLD'n GRO sales expansion over the coming years," said Dr. Whitney. "Our goal is to become a national micro-nutrient fertilizer supplier and to eventually establish sales in international markets."

About Itronics

Headquartered in Reno, Nevada, Itronics Inc. is a "Creative Green Technology" Company which produces GOLD'n GRO specialty liquid fertilizers, silver bullion, and silver-bearing glass. The Company's goal is to achieve profitable green technology driven organic growth in specialty GOLD'n GRO fertilizers, silver, zinc, and minerals. The Company's technologies maximize the recovery and uses of metals and minerals and by doing this maximize sustainability.

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 100 percent of the spent photoliquids into GOLD'n GRO liquid fertilizers, silver bullion, and silver bearing glass. This is internationally recognized award winning "Zero Waste" Technology. The Company is developing a portfolio of environmentally beneficial "Zero waste" processing and mining technologies. Itronics has received numerous domestic and international awards that recognize its ability to successfully use chemical science and engineering to create and implement new environmentally green recycling and fertilizer technologies.

The Company's environmentally friendly award winning GOLD'n GRO liquid fertilizers, which are extensively used in agriculture, can be used for lawns and houseplants, and are available at the Company's "e-store" on Amazon.Com. Due to expanded retail customer interest, GOLD'n GRO fertilizer may now be purchased in Reno, Nevada at the "Buy Nevada First Gift Shop" at 4001 S. Virginia St.

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