

Press Release Archives: 11/11/2003

Itronics Completes Key Phase of Project to Convert Glass Slag Produced By Photochemical Silver Refining to Commercial Products

- Conclusion of Project Will Mean 100 Percent Recycling of Wastes -

RENO, Nev., Nov. 11 /PRNewswire-FirstCall/ -- Itronics Inc. (OTC Bulletin Board: ITRO; Frankfurt Stock Exchange: ITG), reported today that its wholly owned subsidiary, Itronics Metallurgical, Inc., has completed a key phase of the research to produce formulated glass products from the glass slags produced by silver refining at its Stead, Nevada, recycling facility.

This research project was initiated in June 2000 when Itronics President Dr. John Whitney said, "Our goal is to manufacture an 'intermediate' glass product that can be sold to manufacturers of specialty glass products, including decorative tile."

"Our intensive research identified three product categories: (1) a glass ceramic mixture that can be used to produce tile and other shapes suitable for glazing and commercial use; (2) glass formulations that can be used as 'lead free' low and intermediate temperature glazes for decorative tile and the craft pottery trade, and (3) specialty boro-silicate glass formulations," said Dr. Whitney. "The next phase of this project will focus on production of small product quantities for evaluation and product market studies, and is expected to be completed within two to three years."

The environmental objective of the glass slag recycling research and development project is to achieve 100 percent "Beneficial Use" recycling of the used photoliquids which Itronics Metallurgical processes into GOLD'n GRO liquid fertilizers and in the recovery and refining of the contained silver. The commercial objective is to expand the profit margins of the silver refining segment and to create the opportunity for long term growth of this segment by producing specialty products for the tile, craft pottery, and specialty glass markets.

"Continuing to advance this project is important for the long term future of Itronics," said Dr. Whitney. "As environmental pollution and the cost of managing that pollution continues to increase, projects such as this which eliminate waste by producing beneficial products are rapidly becoming financially rewarding."

Itronics, through its subsidiary, Itronics Metallurgical, Inc., is the only company in the world with the technology to extract more than 99 percent of the silver and virtually all the other toxic heavy metals from used photoliquids and to convert the resulting liquid into environmentally beneficial, chelated, multinutrient liquid fertilizer products sold under the trademark GOLD'n GRO, and animal repellent/fertilizer products under the trademark GOLD'n GRO GUARDIAN. These earth friendly liquid fertilizers, which can be used for lawns and houseplants, and the popular Silver Nevada Miner bars, a souvenir of the Silver State, are available at the Company's Web site: <http://www.itronics.com/> .

Itronics Inc. is one of Nevada's leading process technology companies and a world leader in photochemical recycling. Headquartered in Reno, Nevada, it recycles spent liquid photochemicals into liquid GOLD'n GRO fertilizer products and GOLD'n GRO GUARDIAN animal repellent/fertilizer products, recovers, refines, and sells silver, manufactures a line of photochemical silver concentrators, and provides project planning and technical services to the mining industry. Dr. John Whitney, Itronics President, was selected as Nevada's Inventor of the Year for 2000 and has become a member of the Inventor's Hall of Fame at the University of Nevada, Reno. Itronics was one of five finalists for the 2001 Kirkpatrick Chemical Engineering Award, the most prestigious worldwide award in chemical engineering technologies.

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(Statements in this press release may constitute forward-looking statements and are subject to numerous risks and uncertainties, including the failure to complete successfully the development of new or enhanced products, the Company's future capital needs, the lack of market demand for any new or enhanced products the Company may develop, any actions by the Company's partners that may be adverse to the Company, the success of competitive products, other economic factors affecting the Company and its markets, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission. The actual results may differ materially from those contained in this press release. The Company disclaims any obligation to update any statements in this press release.)

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