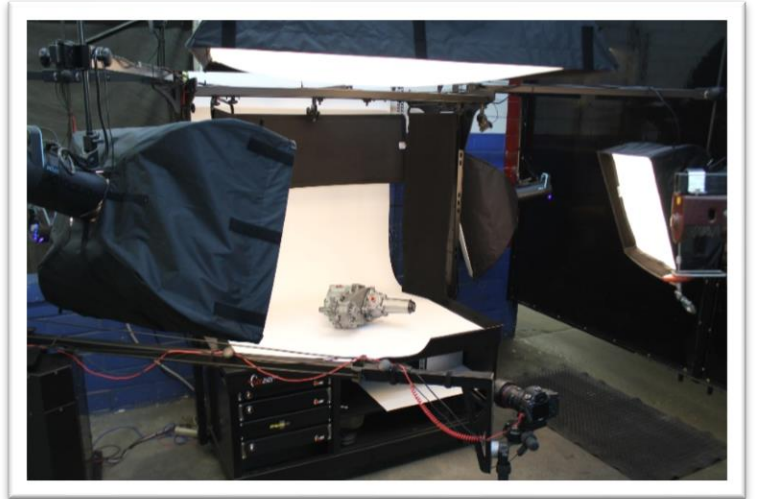




UMC RETECH INVESTS IN AUTOMATED 360° PHOTOGRAPHY



Algona, IA. – UMC ReTech, a division of Universal Mfg. Co., has invested in an automated photo booth to provide customers with 360° photograph technology. The capital investment will provide customers and end-users a much better view of what they're going to buy, as they can digitally spin every product in 360 degrees to see multiple angles and critical details. This capability enables ReTech to provide intuitive, B2B and B2C e-commerce experiences that its customers have grown to expect.

360° photography is part of UMC ReTech's larger product content strategy, which focuses on redefining its product structure and rebuilding its data from the ground up. The automated robotic equipment allows for high-volume production, and lessens the time needed to get digital content to market.

"We realize that 80% of online product interaction is visual and we really wanted to put each product in the customer's hands," said Chris Howd, Catalog Content Manager at UMC ReTech. "Moreover, it demonstrates that we're willing to invest our resources and capital into applications that will help our customers and end users." Prior to this purchase, UMC ReTech was only able to provide 2-3 photos per product. The new production software will provide 360° photography and up to 24-image stills per product.

About UMC ReTech

UMC ReTech® a division of Universal Mfg. Co. is a leading supplier of OEM quality remanufactured and new aftermarket products. Founded in 1946, they have invested more than seventy years in engineering problem solving solutions for aftermarket drivetrain, brake and fuel systems from their USA based ISO9001:2008 facility.

UMC ReTech® is the remanufacturer of ReTech® branded transfer cases, transfer case motors, and brake calipers, has recently expanded its drivetrain category to include remanufactured front differential assemblies, power transfer units (PTU) and axle disconnects.

UMC ReTech® is the first manufacturer to offer hybrid problem solving products that marry aftermarket solutions to OE quality remanufactured products, applying aftermarket strategies to inherent OEM issues.