



Press Release

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For immediate release

Osmium-Institute Establishes a Brand New Sales Concept for its Partners

MUNICH, Germany - 10th December 2018 – The German Osmium-Institute establishes a sales concept which combines sales work via referrals with wholesale partnerships. The task of the worldwide Osmium-Institutes continues to be ensuring certification and the flow of goods for international partners.

Wholesalers and referrers are joined together

In general, referral models in sales are not compatible with online and retail trade (in retail stores), as the individual partners see each other as competitors. The task of the international Osmium-Institutes was now to solve this problem in order to make certified osmium available to everyone in the world. Clients and investors who are interested in osmium will find out about this opportunity by one of following three avenues: Internet, retail shop or personal recommendation. In order to make access possible for all three options, it must therefore be possible to pay in person and also online. In addition, it must be ensured that commissions or trade discounts are settled fairly and that the price for the end customer does not increase significantly as a result of sales payments.

The brand new model now allows each partner to build a trading business that can exist both online and in a retail store. The retailer purchases goods at a discount to cover the costs of running the shop and to make a profit.

If a partner only wants to act as a referrer, he receives sales commission. A new feature of the model is that it also generates commissions for onboarding wholesalers. With this solution, the income of a referrer can now also be scaled. On the other hand, no wholesale partner loses margin to the referrer.

Quote, Scarlett Clauss (Member Directorate Osmium-Institute Germany): *"The new system allows us to grow faster around the world. After all, recommenders now also have an interest in finding major retailers. At the same time, it is now possible to show goods on site at the merchants which a referrer would not have been able to do. He generally does not hold large quantities of goods in his position."*

The role of the Osmium-Institutes in the new trading model

In general, Osmium-Institutes are rarely involved in the direct trading process with Osmium. After certification, the goods generally pass on to wholesalers as semi-finished or investment products, who distribute them to investors, jewellery manufacturers or end customers.

Some traders also have an interest in buying back crystalline osmium from the investment market in order to sell it on to manufacturers. In this way, osmium trading structures will emerge that are no longer coordinated by the Osmium-Institutes which focus solely on certification. The first introduction into the market is thus the only commercial task that the Osmium-Institutes perform.

One day, crystalline osmium will almost certainly also be traded on the world's precious metal exchanges. However, this is not happening right now. The current trading system allows trading as the variety of osmium goods to continues to increase.

Interested trading partners and referrers are kindly invited to get in touch with the Osmium-Institutes in order to be trained and involved in this interesting and promising business.

About the Osmium-Institutes:

Tasks:

Osmium Institutes have the international task of introducing osmium into regional markets. They provide native-speaker support in the marketing of osmium as well as training for investment advisors, processors and organizations working with osmium.

Osmium is promoted as a jewelry and investment metal by osmium institutes and receives considerable support. This serves the purpose of providing information on high-temperature processing into jewellery and at the same time helping investors to check osmium for authenticity.

The current Swiss prices are published after each fixing via RSS feeds of the Osmium institutes in several currencies.

Purchase of osmium:

To purchase osmium, please contact retailers, financial institutions and wholesalers as well as jewellers who have received approval from osmium institutes for trade and distribution. These organisations have an obligation to have a profound knowledge of osmium.

Some of them are listed on the websites of the regional Osmium Institutes.

Process of osmium certification:

After being crystallized in Switzerland, all pieces of osmium are passed through the German Osmium Institute. After chemical analysis and scan, the crystal structures are entered as "fingerprints" of the osmium crystals in the international osmium database and the internationally valid number and letter code is assigned (hexadecimal code).

Manifestations:

Unlike osmium sponge, crystallized osmium is non-toxic and completely harmless. Its appearance differs in the crystal lattice structure and thus changes the chemical properties of osmium. The metal belongs to the group of platinum metals and, like any precious metal, has the properties of special resistance to reactors.

2D-geometries:

Osmium is supplied in flat structures with a layer thickness of approximately one mm. Almost any shape can be cut by wire erosion. The rectangular shape is common for bars, which can be imported duty-free in many countries and countries as an investment instrument.

Safety instructions of the Osmium Institutes apply for the cut. During processing, it is recommended that the regional Osmium Institute approves the desired cutting forms. Certified cutting companies can also be commissioned directly by the institutes. For these cuts, if ordered over an Osmium Institute, full insurance applies in the case of a false cut of the ordered form.

3D-geometries:

Osmium can be crystallized in structures up to 2cm in size on carbon cores. The core remains in the structure. It cannot be removed and in addition serves to the stability of the 3D surface. Only topologically monovalent forms are possible which do not have through holes. The shapes must merge smoothly. Sharp edges and corners are not possible.

Forms of trade for crystallized Osmium:

The most common trading forms are the osmium disc and osmium medium edged bars. They are called osmium semi-finished products and are duty-free in many countries. These bars are supplemented by osmium diamonds and osmium stars.

Special shapes are simple geometries, silhouettes and letters. 3D objects are only available in extremely small quantities and are rarely and usually produced on request.

Contacts for specific inquiries by media partners:

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For journalists, the www.osmium-dlc.com is available as a download center for free Osmium-related material. For direct inquiries or defined questions, please send an email to scarlett.clauss@osmium-institute.com

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More information about Osmium may be found here:

1. Osmium.info

Basic information for when first getting in touch with Osmium.
Covers all important information to pass the examination.

2. Osmium-training.com

A short explanation of the virtual academy and therefore the online training.
More information about courses and further training.

3. Osmium-institute.com

Covers the tasks of the Osmium-Institute and its employees.
Here, all international institutes are listed by their region.

4. Osmium-onboarding.com

Explains cooperation with the Osmium-Institutes.
A platform where new partners can register. Choose your code of reference here.

5. Osmium-sales.com

Website covering the sales partner's settlement and basic information.
Explanation of the marketing plan / earnings. Password: bigbang

7. Osmium-academy.com

Multi-language online training for jewellers and sale partners.
Here you can take the online examination anytime you want.

8. Buy-osmium.com

Online shop to buy Osmium and Osmium-Jewellery. Access for sales partners.
Branded shops for each sales partner.

9. Osmium-TV.com

This channel covers topics about Osmium, introduces new jewellery and new partners.
All new information is broadcasted in high definition and 4k resolution.

10. Osmium-dlc.com

Platform for pictures, texts, short films, brochures, posters, interviews.
The latest press information and posters can be downloaded here.

11. Osmium-Jewelry.com

This website lists all jewellers trading with Osmium worldwide.
Information how to process Osmium and work with the material including a safety guide.

12. Osmium-Preis.com

This website covers the current price of Osmium and the related charts.
Essential is the 1gr (0,035 oz) price to determine the material price.

List of institutes:

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