

UMC RETECH COMMITS TO DISTRIBUTOR NETWORK, PROVIDES DATA SUPPORT TO AMAZON SELLERS



Algona, IA. – UMC ReTech, a division of Universal Mfg. Co., continues to enhance the selling and buying experience of ReTech products on major online platforms. Recently, the company has taken brand control and ownership of the ReTech® brand on Amazon. In a few short weeks, they have submitted ACES / PIES catalog data for validation and began loading incredible new product photography to the online marketplace. In addition, by taking brand ownership the company has also been able to remove hundreds of counterfeit products that were being sold on Amazon.

UMC ReTech has made considerable investments in the ReTech brand for its distributors. “This year we have invested in a new logo for our brand, relaunched our website, and introduced 360° photography. We see taking brand ownership on Amazon’s platform as another stride in strengthening our overall brand position for our customers,” said Chris Howd, Catalog Content Manager of UMC ReTech.

The move will provide both dealers and consumers with more accurate and timely information about ReTech products. ACES / PIES catalog integration will provide enhanced content to consumers and reduce warranty returns as well as allow ReTech distributors to take advantage of the \$7 billion-dollars in auto parts forecasted to transact on Amazon in 2018.

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.