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Michael Barlerin Associates appointed by Manfra, Tordella & Brookes for Sales and Marketing

Assignment for bullion based jewelry and promotional products produced by PAMP

New York, NY (July 16, 2014)—Manfra, Tordella & Brookes, Inc. (MTB) today announced that Michael Barlerin Associates, LLC (MBA) has been appointed to provide sales and marketing services for its line of bullion based jewelry and promotional products. The diverse product line is produced by the Swiss-based refinery and fabricator, PAMP. The line includes gold and silver ingot pendants, packaged precious metal ingots able to be customized, and a silver calendar ideally suited for corporate gift giving.

Commenting on the appointment, Scott Spitzer, COO of MTB said, “We are very pleased to be working with Michael and the MBA team. His extensive experience in jewelry marketing and the precious metals industry makes this an ideal partnership.”

Barlerin added, “The PAMP products are unique. Whether for the corporate gifts sector or consumers wanting bullion based jewelry and gift items, matching the product, distribution channel, and target customer will be an exceptional opportunity.”

Manfra, Tordella & Brookes was founded in 1957 and is a full-service precious metals product distributor. The Company is the sister company for PAMP and is headquartered in the International Gem Tower in New York City.

PAMP is the world’s leading bullion brand. The company holds a dominant position in many of the world’s major precious metals markets and utilizes a state-of-the-art precious metals refinery and fabrication facility in Switzerland. PAMP distinguishes itself from all other leading refiners by maintaining its identity as, above all, the industry’s leading innovator. As the first precious metals fabricator to employ decorative designs on the reverse side of its bars, PAMP introduced the world to the art of precious metal transformation.

Michael Barlerin Associates, LLC was formed in 2005 to provide marketing and management services to the jewelry industry. Prior to forming MBA, Barlerin had been CEO, Americas for World Gold Council, a position he held for 15 years. He previously was Senior Vice President, Marketing at Zale Corporation. He currently serves as Director of The Silver Institute’s Silver Promotion Service which MBA formed in 2008.

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