

UTM Partner Conference

LAS VEGAS 2025

OVERCOMING BARRIERS

AND

**WHAT MAKES A SUCCESSFUL
PARTNER?**

OVERCOMING BARRIERS

“It hurts when I’m hit by a UTM round.”

– This pain penalty is an added benefit. It reinforces correct procedure and drills and penalises mistakes that if made in actual combat could result in fatalities. If the recommended PPE is worn, then the discomfort is minor. Even so, UTM also produces as just mentioned, Reduced Velocity Rounds for units utilising very short barrelled weapons, training at extreme close quarters or blessed with a more delicate constitution.

OVERCOMING BARRIERS

“Why can’t UTM ship goods right away?”

- All UTM ammunition and conversion kits require an export licence to ship. This is a requirement placed on UTM by the UK Government and has no exceptions. In order for UTM to apply for the licence, we need to receive a fully completed EUU on the end users letterhead. Typically, the licence will take 4 weeks from receipt of the EUU by the Licencing Unit. However, this can take longer in certain circumstances and UTM has no control over this. Further, UTM can not speed up the process.

OVERCOMING BARRIERS

“The customer understands the benefits of UTM but already has Simunition conversion kits and doesn’t want to have to replace those”

– Firstly, UTM ammunition is inherently more reliable than Simunition so it is important to factor in the costs of wasting ammunition whilst using Simunition and also the costs of lost training time due to constantly dealing with malfunctions.

Also, as previously mentioned, UTM offers our UTX ammunition which is compatible with our competitor’s 9mm conversion kits.

OVERCOMING BARRIERS

“Why are we seeing a price increase?”

– Firstly, an increase of 5% is only inline with the inflation costs we are seeing in terms of raw materials and labour costs. It also, only applies to ammunition, not conversion kits and PPE, where we have held last year's price.

Additionally, we are investing hugely in the future to ensure that UTM stays ahead of the competition in both quality and delivery:

This includes a new production facility, new CNC machines, increased storage and warehouse facilities, new mould machines and tooling, 2 x new cold headed presses, solar system to reduce our carbon footprint – all coming to around £7.5m of internal investment.

Additional to this is the various development projects for new and / or improved products (which will be covered later).

OVERCOMING BARRIERS

“UTM ammunition is really good so it must be expensive”

– Firstly, UTM ammunition is around the same cost per round as our competitors and in many cases cheaper. More importantly, the reliability of UTM ammunition means no discarded rounds due to stoppages. This also means that training time is maximised and not lost to clean weapons and barrels clogged with paint and plastic.

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WHAT MAKES A SUCCESSFUL PARTNER?

- **Product Knowledge** – Fully able to educate customers and enabled to deliver training
- **Understands the potential of training** – Ammunition is a consumable so increased training = increased use of ammunition = increased revenue
- **Sells the full system** – Able to educate the customer and deliver all UTM has to offer
- **Does not sell on price** – The biggest Partner mistake! UTM and Simunition are not the same just like a Ferrari and Ford are not the same