

HOULDEN SUPPLIER PARTNER THE BETTS GROUP UPGRADES SCOPE OF AGAIN SILVER BULLION PRODUCTS TO MAKE RECYCLED X-RAY SILVER MORE ACCESSIBLE

Designer-makers, casting houses, manufacturers and independent retailers can now access a wider array of AgAIN Silver products to highlight their commitment to traceable and sustainable materials.



Birmingham Jewellery Quarter-based precious metal specialist, The Betts Group, has expanded the scope of its AgAIN Silver bullion products in response to increasing demand for its fully traceable, recycled and sustainable source of silver.

Originally offered as 925, 958 and 999 silver grain only, the business has added a range of useful bullion products, including various widths of square and round wire, D-shaped wire, rectangular wire, and three widths of AgAIN Silver sheet, all suitable for designer-makers, manufacturers and jobbing jewellers.

The Betts Group Managing Director, Charlie Betts, explains: “AgAIN Silver has performed strongly since its introduction in 2022, but we’ve seen growing demand for a wider array of bullion products that meet the needs of the UK trade. We are proud to bring this to market in 2025 and nurture a growing interest in genuinely recycled silver with known provenance.”



Initially launched in 2022, AgAIN Silver is fully recycled from redundant medical X-rays sourced from NHS storage facilities nationwide. Each film is stripped into its component parts and put through various processes to extract silver, which is refined at The Betts Group's facilities in Kidderminster and Buxton in full segregation from any other material.

Approximately two to five grams of silver are produced from every kilogram of X-ray film, providing a source of revenue for NHS Trusts across the UK.

Betts continues: "We are helping hospitals to earn money from old X-rays that would typically sit in long-term storage or be sent to landfill. We recycle every aspect of the X-ray films we collect, helping to minimise our carbon footprint, and can provide traceability assurances to our customers who understand that not all 'recycled' metals are equal."

Since expanding the scope of its AgAIN Silver bullion products, The Betts Group has partnered with Goldsmiths' Fair to support the recipients of its 2025 Emerging Business Bursary (EBB) Programme. The 10 participants in this year's EBB initiative have each received 400 grams of AgAIN Silver to produce unique creations, in addition to a 15% discount on all jewellery-making tools at Betts Metal Sales.

Elsewhere, The Betts Group continues to supply Single Mine Origin (SMO) Gold that's fully traceable to SMO Member Mines across the world. Its segregated refining capabilities also ensure it is the UK's only certified refinery for Fairtrade and Fairmined metals. All this contributes towards The Betts Group's reputation as the UK's leading supplier of responsibly sourced precious metals, supported by its status as a Certified Member of the Responsible Jewellery Council.

Elsewhere, The Betts Group manufactures wedding rings, produces bespoke alloys, and offers a range of precious metal bullion and investment products, in addition to providing a one-stop shop for jewellery-making tools and equipment.

AgAIN Silver purchases can be made via the Betts Metal Sales website, by email, over the phone or in person at the business' Jewellery Quarter trade counter. For more information, please email sales@bettsmetals.co.uk.

