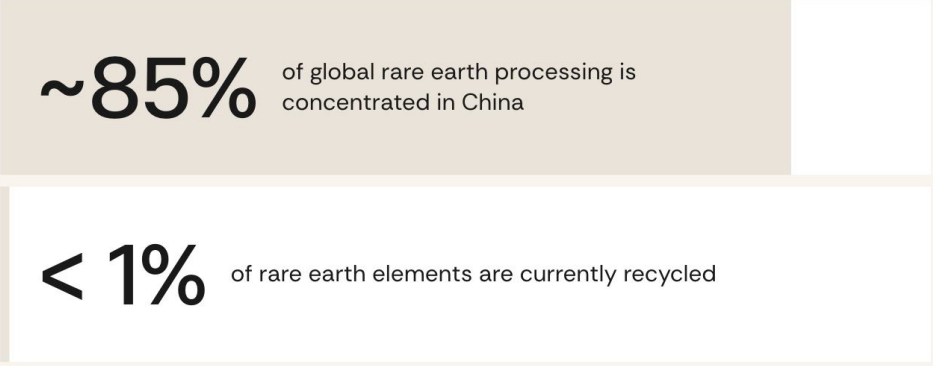
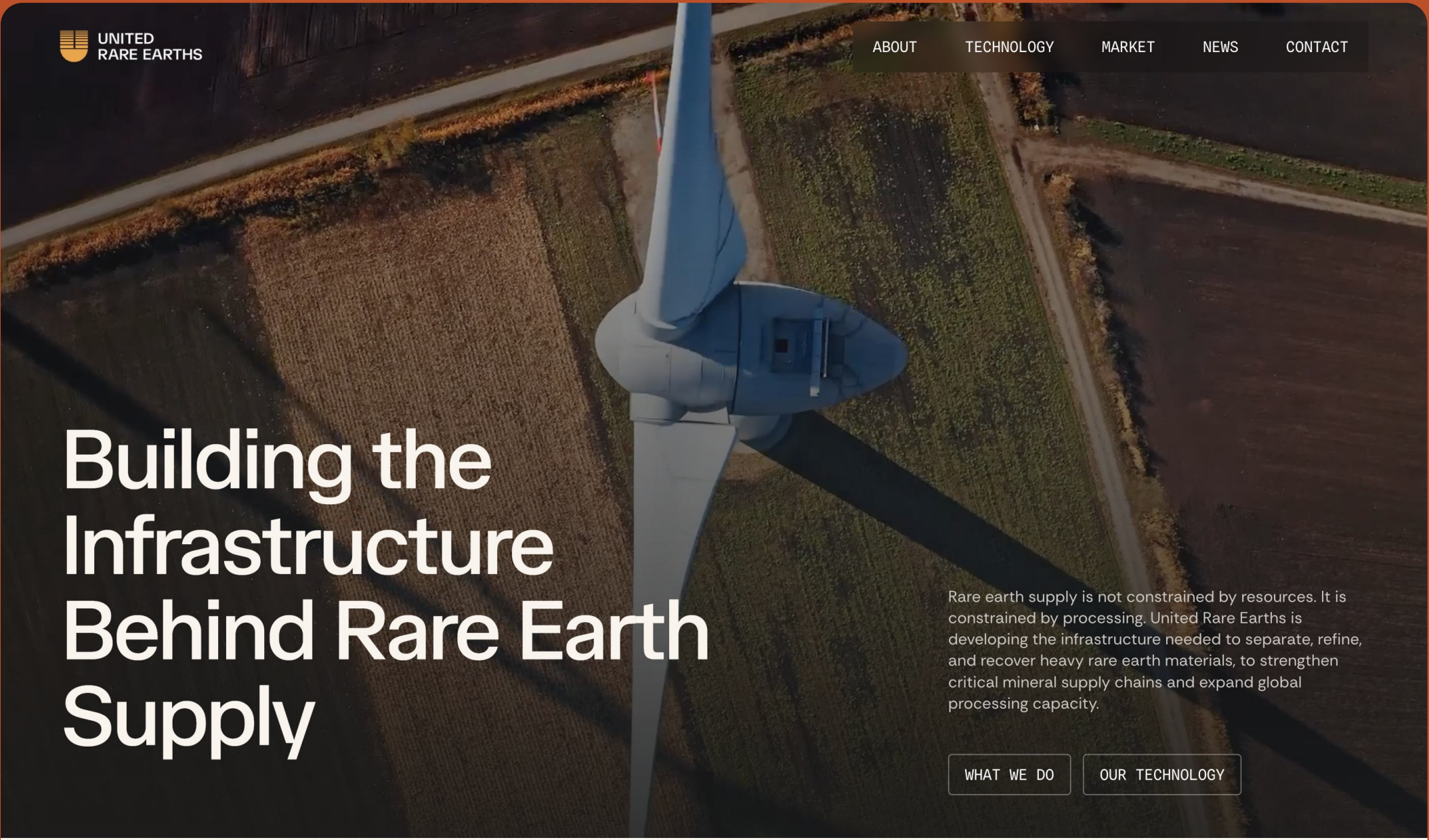


United Rare Earths

Transforming Technical Expertise into an Engaging Industrial Manufacturing Website & Brand



Rare earth resources can be sourced from around the world, but much of the processing capacity remains concentrated in a single country. This concentration represents one of the most significant vulnerabilities in the global rare earth supply chain.



OVERVIEW

United Rare Earths is building the future of America's critical minerals industry by strengthening the domestic supply of the materials that power advanced technologies and support national security. The company specializes in separating and refining rare earth elements like dysprosium and terbium, addressing one of the most important and challenging parts of the supply chain. By combining advanced processing technology with magnet recycling, United Rare Earths is creating a reliable, U.S. based rare earths supply chain that reduces dependence on foreign sources and supports long-term industrial growth.

Our strategy centered on making the science behind rare earths approachable without sacrificing technical credibility.

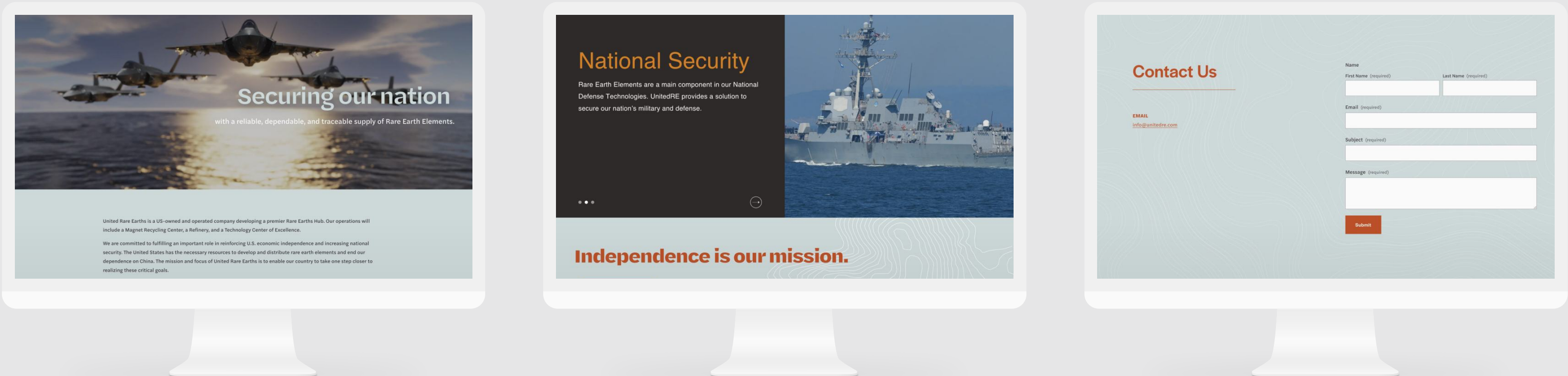
DISCOVERY

Building the future of America’s critical minerals industry requires more than groundbreaking technology, it requires a digital presence that inspires confidence from the very first click.

As a leader in advanced rare earths processing and recycling technologies, United Rare Earths needed a website that reflected the scale of its mission and forward-thinking approach. Our industrial manufacturing website redesign delivered a modern platform that showcases the company's innovation while positioning it as a trusted leader in one of the nation's most strategically important industries.

The existing site felt templated, minimal, and lacked the depth needed to communicate the company’s technical expertise, long-term vision, and growing importance within the domestic rare earths supply chain. Investors, government stakeholders, and strategic partners needed to immediately recognize an organization built on precision, credibility, and infrastructure, not another startup trying to make noise.

Through comprehensive website and logo discovery workbooks and a competitive audit, we uncovered what would truly set the brand apart. These insights became the foundation of our industrial manufacturing website redesign, ensuring every design decision reinforced strength, technical excellence, and long-term stability.



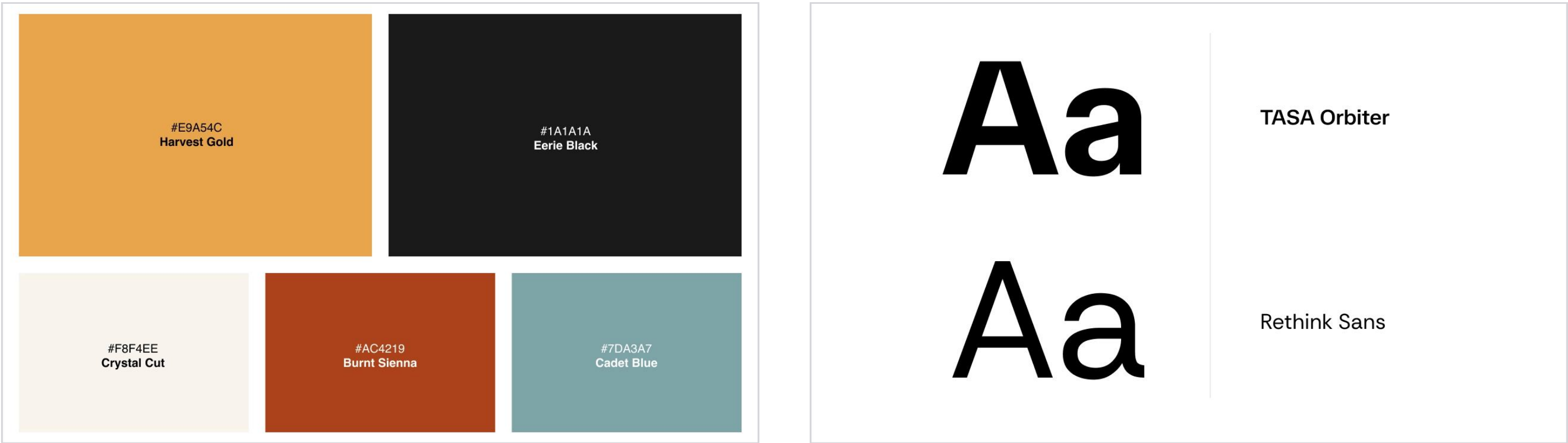
Before

UX STRATEGY

Our strategy centered on making the science behind rare earths approachable without sacrificing technical credibility.

We created a content strategy that simplifies a complex industry, using storytelling to help visitors understand United Rare Earths’ role in the rare earths supply chain and the importance of its work.

We explored the visual direction through a moodboard exploration to ensure the look and feel was rooted in industrial strength, engineering precision, and modern sophistication. Engaging imagery, carefully selected color palettes, and bold visual storytelling gives the website a confident presence, while every design choice supports the larger story behind the industrial manufacturing website redesign.



BUILD

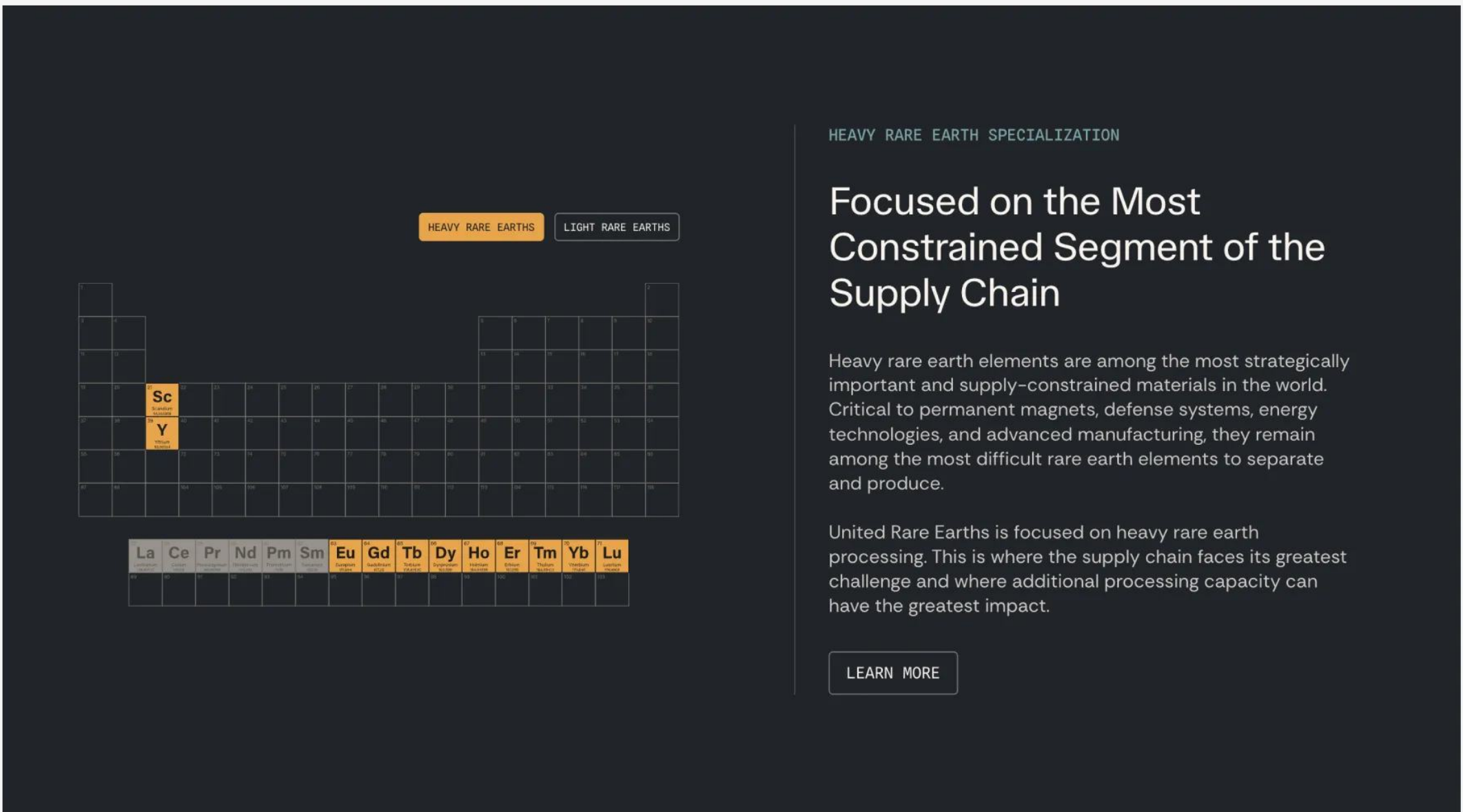
With the strategy in place, we brought the vision to life through custom WordPress design and development.

The experience was built around immersive visuals, subtle animations, and engineering-inspired illustrations that reinforced the company’s infrastructure-first mindset. A refined color palette paired with modern typography elevated the brand’s professional presence without overwhelming the content.

The new logo was designed with intention and meaning. Inspired by the science of hydrometallurgy and chromatography, the vertical forms represent rare earths moving through separation columns at different rates, the very process that makes United Rare Earths unique. At the same time, the negative space subtly forms the letter “U,” creating a mark that is clean, abstract, and unique. Rather than relying on obvious industry symbolism, the identity communicates precision, structure, and innovation in a timeless way.

Interactive charts and visual explanations simplified highly technical concepts, allowing visitors to quickly understand the rare earths separation process and United Rare Earths’ unique role within it. Strategic statistics and data visualizations added credibility while guiding users naturally through the story.

Behind the scenes, WordPress provides a scalable content management system that allows the team to grow alongside the business. The result is an industrial manufacturing website redesign that doesn’t simply showcase the company, it builds confidence in the future of American rare earths production.

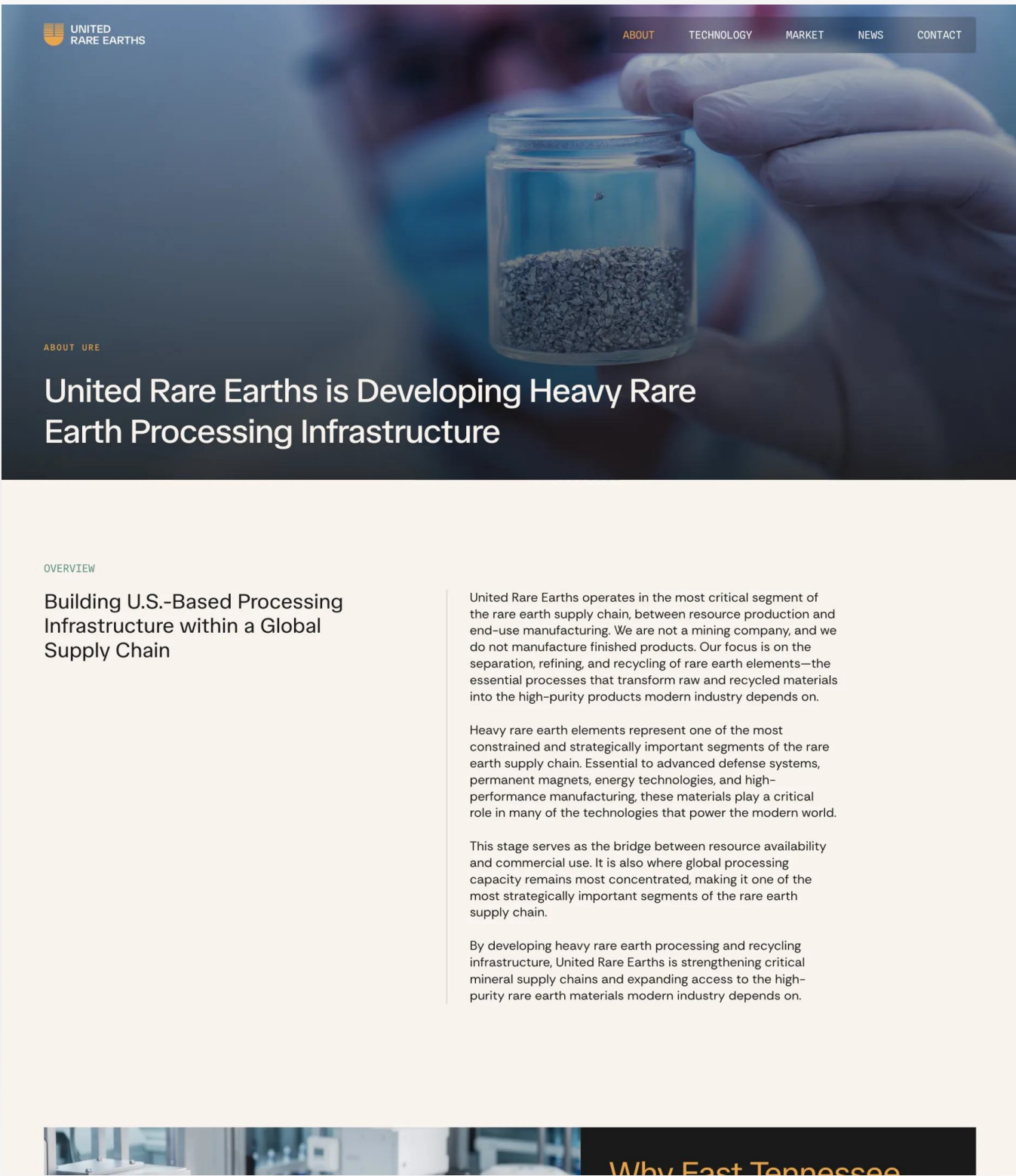


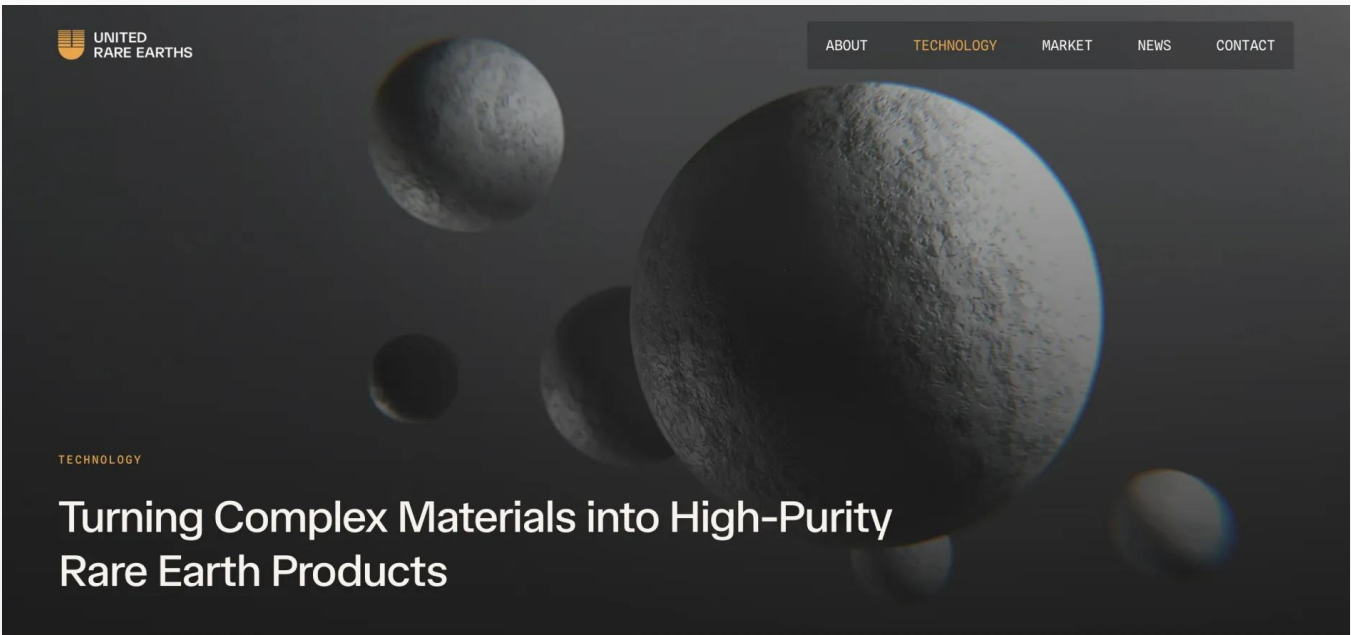
TEST & LAUNCH

Before launch, we rigorously tested the website across modern browsers, screen sizes, and devices to ensure every interaction performed flawlessly.

From desktop presentations to mobile browsing, the experience remained fast, responsive, and intuitive. We carefully reviewed animations, navigation, forms, and content presentation so stakeholders could engage with the site exactly as intended. The finished industrial manufacturing website redesign launched with the confidence and polish expected from an organization helping shape America’s industrial future through domestic rare earths innovation.

RESULTS





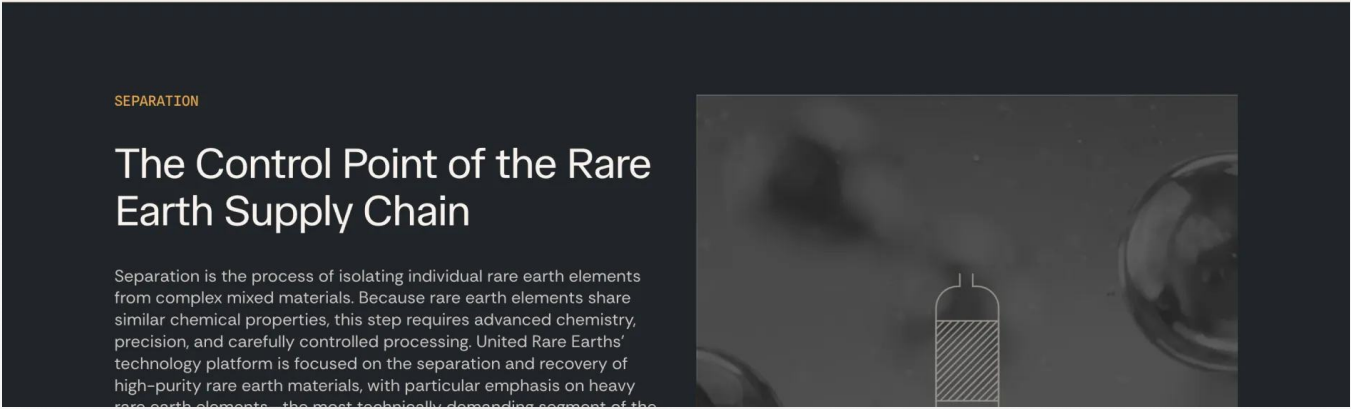
PROCESS

Converting Complex Feedstocks into High-Purity Rare Earth Products

United Rare Earths is developing a processing platform designed to convert raw and recycled rare earth-bearing materials into high-purity products required by modern industry.

Rare earth materials are complex by nature. Multiple elements are found together, often with very similar chemical properties, making separation one of the most technically demanding stages of the supply chain. This challenge is even greater for heavy rare earth elements, where precision, selectivity, and process control are critical.

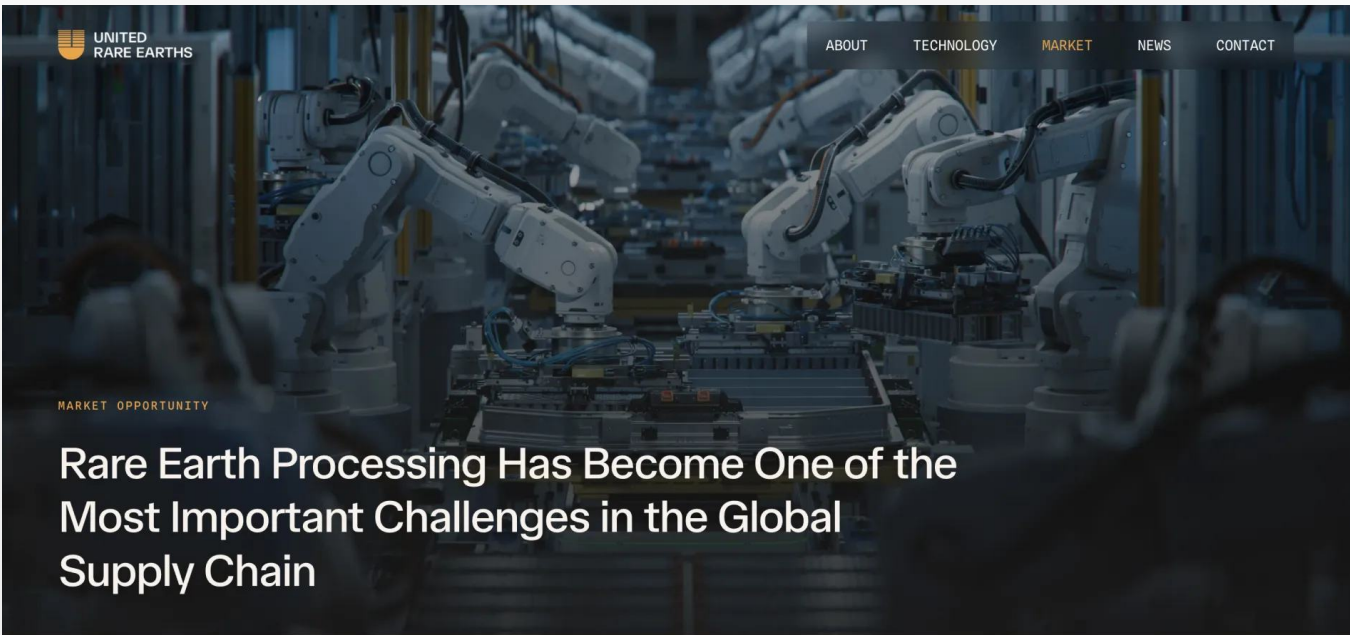
Our process is designed to take complex mixed inputs and produce reliable, specification-driven rare earth products for strategic and commercial applications.



SEPARATION

The Control Point of the Rare Earth Supply Chain

Separation is the process of isolating individual rare earth elements from complex mixed materials. Because rare earth elements share similar chemical properties, this step requires advanced chemistry, precision, and carefully controlled processing. United Rare Earths' technology platform is focused on the separation and recovery of high-purity rare earth materials, with particular emphasis on heavy rare earth elements—the most technically demanding segment of the



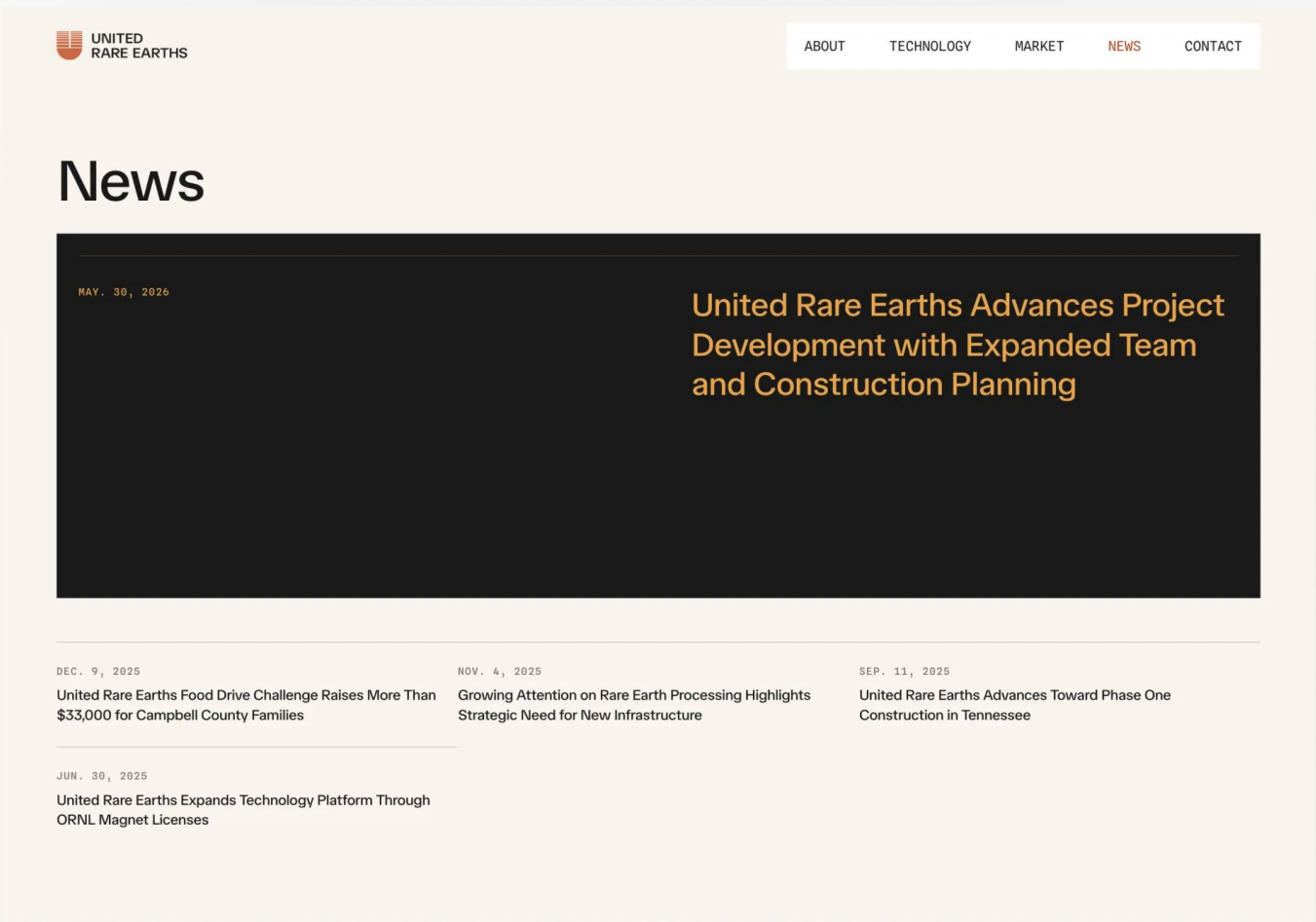
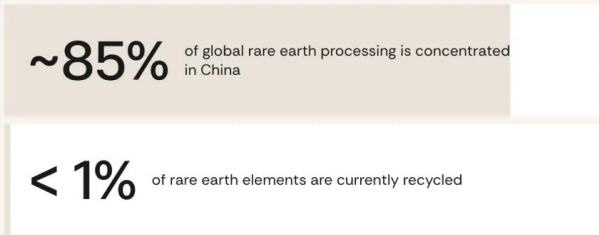
THE CURRENT LANDSCAPE

The Global Processing Imbalance

Rare earth resources are distributed across the globe, but the ability to separate and refine those materials remains heavily concentrated. While many countries can produce or access rare earth feedstocks, far fewer possess the processing infrastructure required to convert them into high-purity products.

China controls an estimated 80–90% of global rare earth processing capacity. Today, materials sourced from around the world often depend on a single country's infrastructure before they can be used in commercial, industrial, and strategic applications.

This concentration has created a structural imbalance in the global supply chain. Many countries can access rare earth resources but lack the processing capacity required to convert them into high-purity products at scale.



News

MAY 30, 2026

United Rare Earths Advances Project Development with Expanded Team and Construction Planning

DEC. 9, 2025

United Rare Earths Food Drive Challenge Raises More Than \$33,000 for Campbell County Families

NOV. 4, 2025

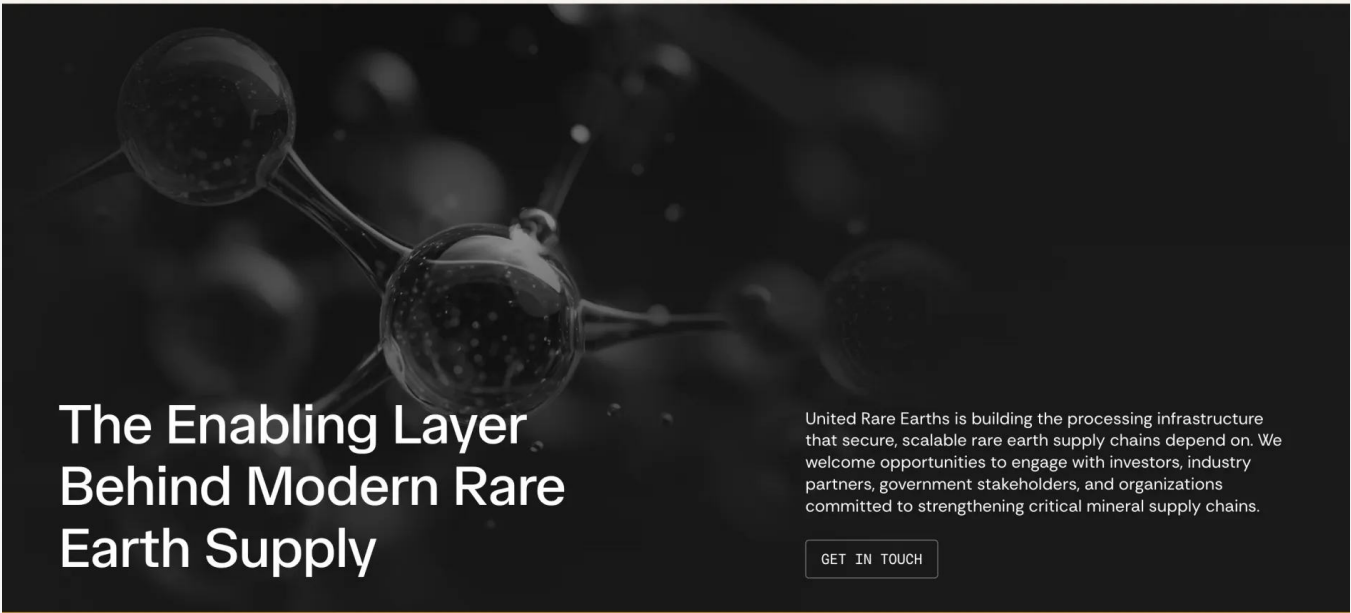
Growing Attention on Rare Earth Processing Highlights Strategic Need for New Infrastructure

SEP. 11, 2025

United Rare Earths Advances Toward Phase One Construction in Tennessee

JUN. 30, 2025

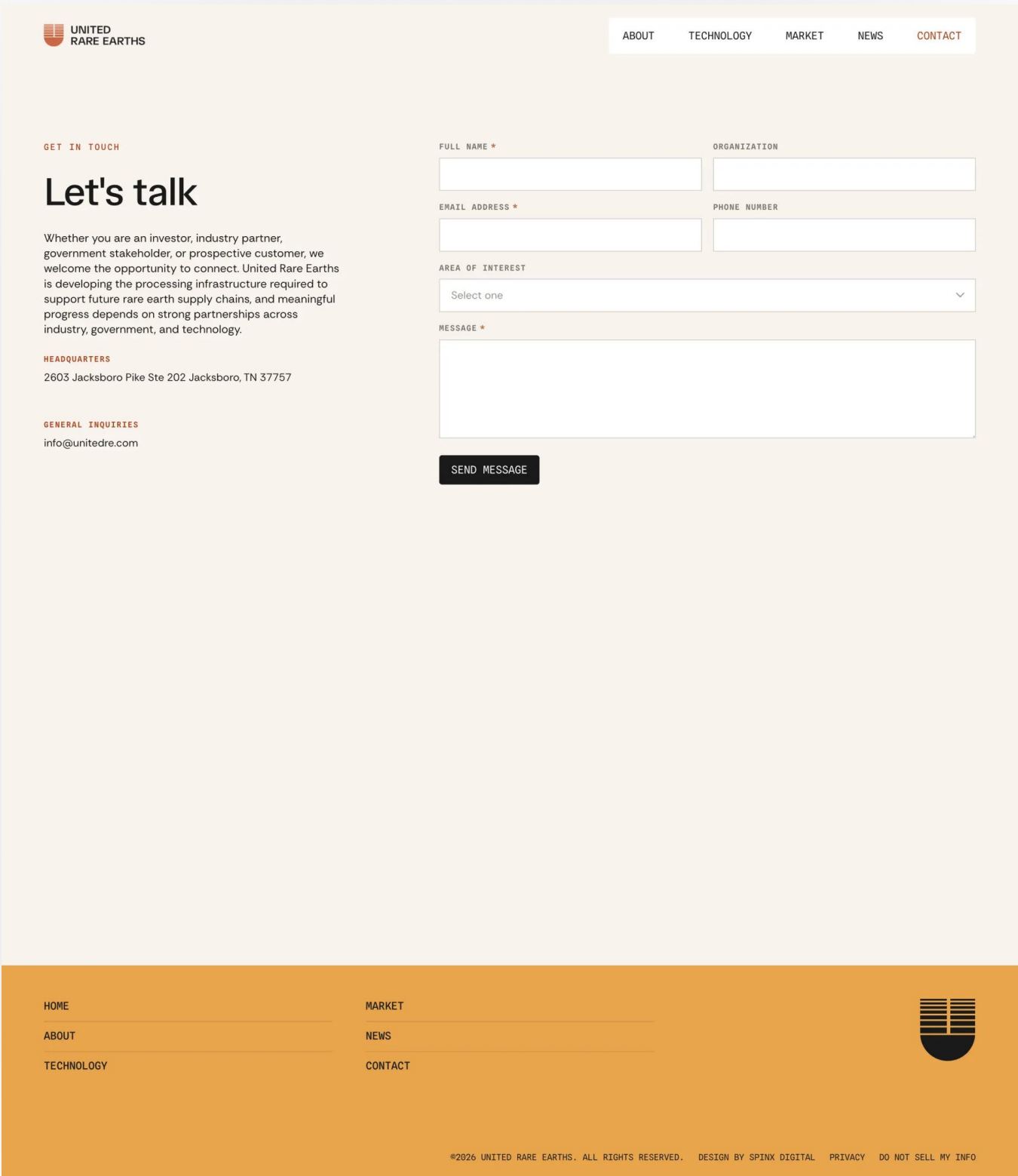
United Rare Earths Expands Technology Platform Through ORNL Magnet Licenses



The Enabling Layer Behind Modern Rare Earth Supply

United Rare Earths is building the processing infrastructure that secure, scalable rare earth supply chains depend on. We welcome opportunities to engage with investors, industry partners, government stakeholders, and organizations committed to strengthening critical mineral supply chains.

GET IN TOUCH



GET IN TOUCH

Let's talk

Whether you are an investor, industry partner, government stakeholder, or prospective customer, we welcome the opportunity to connect. United Rare Earths is developing the processing infrastructure required to support future rare earth supply chains, and meaningful progress depends on strong partnerships across industry, government, and technology.

HEADQUARTERS

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GENERAL INQUIRIES

info@unitedre.com

FULL NAME *

ORGANIZATION

EMAIL ADDRESS *

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CLOSING THOUGHTS

United Rare Earths isn't just building processing infrastructure, they're helping build the future of domestic manufacturing, rare earths production, and supply chain resilience. Their new industrial manufacturing website redesign now tells that story with the same confidence, precision, and ambition that defines the company itself.

[Visit Site](#)

The SPINX logo is displayed in a bold, white, sans-serif font. The letter 'X' is stylized with a bright green diagonal stroke. The background features a dark, abstract design with large, overlapping geometric shapes in shades of blue and orange, creating a dynamic, modern feel.

SPINX

Finding an agency who understands your digital needs is hard.

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strategy today.

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