

# Goldback, 24-Karat Alternative Currency Founded in Utah, Launches New State Series

*Pieces Will Tout New Historical Designs, Available for Use at Over 800 Merchants in the Beehive State*

LEHI, UT, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [Goldback](#), an inflation-resistant, physical gold currency, available for everyday transactional use, is relaunching in its home state of Utah with a brand-new series. The Lehi-based Goldback first hit the local market in 2019, as a way for customers to pay for their goods and services. Now in use at over 800 independent merchants in the Beehive State, each Goldback features a design that reflects an integral part of the state's rich history.



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The relaunch will bring about a brand-new series featuring higher-quality artwork etched into each 24-karat piece which is manufactured using proprietary, cutting-edge technology. With each Goldback focusing on a specific historical moment or event, designs include the Delicate Arch in Moab, Salt Flats racing in Bonneville and devotion of the Utah settlers at the Salt Lake City Temple. There's also a snowboarding-focused Goldback, paying homage to Park City's role as a world-class sports mecca. Additional denominations will also be added into the new series including quarter, half and two Goldbacks.

Over the past seven years, businesses from all across the state have implemented Goldbacks including the Salt City Sanctuary, a community center in South Salt Lake, Utah Cabinet Works, a design and installation firm in West Jordan, and Granger Pharmacy in West Valley City. Goldbacks allow merchants to set up to accept payment right at the register, making the consumer purchase process easy. A merchant map and simple-to-use calculator converter can be found online.

“Utah was the very first state where we launched Goldback, and our original goal was for it to only be a local Utah currency, because this is where we live and do business,” said Jeff Meigs, Marketing Director Goldback. “With the relaunch, we knew it was important to carefully design each piece to reflect the many contributions of our ancestors and talents of our present-day residents while giving back and supporting the local economy each time they check out.”

Following the large demand from Utah’s first initial launch, Goldback has since expanded to nine other states, including a recent launch in California. The currency is accepted at over 5,500 national and international merchants. The Utah relaunch will allow for an upgrade of security features as well to meet the ongoing customer demand.



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For more information and to see a list of available vendors, visit [www.goldback.com](http://www.goldback.com).

#### About Goldback

Goldbacks are an inflation-resistant, complementary, alternative gold currency. Each Goldback contains a fraction of 24k gold, manufactured using a state-of-the-art cutting and printing process. Designed to strengthen local economies by circulating a trusted, stable medium of exchange with wealth staying within communities, Goldbacks are accepted in a growing network of over 5,500 businesses within the U.S. For more information on Goldback, visit [www.goldback.com](http://www.goldback.com).

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