



KEEEN

PRESS RELEASE

HI-GRIMM has official launched “KEEEN”, the innovation product on biotechnology called “Bioremediation agent”. It announced that KEEEN is the first of industry pioneer in Thailand.

HI-GRIMM catches the global concerns over environmental conservation by launching KEEEN. This amazing substance could respond to the industrial sector’s demand by leveraging biotechnology from Germany, the company successfully recreates the first of its kind innovation, the product that not only removes oil spill and traces but also has a self-remediation process prior to discharge. After five years of market trial, Company earmarks 20-million-baht budget on storming market campaign and expects the sale could soar to five billion baht a year.

Watson Ariyaphuttarat, Founder & Industry Pioneer, Chief Industrial Ecologist of Hi-Grimm Environmental And Research Co.,Ltd. said environment impact concerns on global trend had been encouraging industrial sector to adapt production process to be more environmental friendly or “Green Industry”. HI-GRIMM, as an expert on Industrial Ecology Management in industrial sector, had collaborated with the National Center for Genetic Engineering and Biotechnology (BIOTEC), the National Science and Technology Development Agency (NSTDA) and other environmentists on the development of new innovation namely, “Bioremediation Agent”. This innovation product was researched and developed to resolve the industrial waste treatment problem prior to discharge to natural resources.

“Regarding as recurring problems of industrial sector, we conducted studies in German bio technology innovation which is the global leader of this sector, and then we leverage the technology, developing more on that technology until we achieved and the product capable more effectively under the environment and the industrial behavior and demand” **KEEEN** has its property on disintegrating or oxidize the oil molecules or oil spill and heavy stain which are hard to clean or discharge, or even the unpleasant odor which generated from industrial production process could be remediated out of environmental impact. **KEEEN** has its higher efficiency than imported products” he added.

The trend setter in ecological industry added that the company had soft-launched **KEEEN** over five years throughout the industrial sector and has gained customer’s satisfaction and engagement. With high efficiency and extraordinary quality, **KEEEN** has received warm welcome by industrial sector, including oil, petrochemicals, up stream to down stream petroleum sector, automobile, food processing, hospitals and residences. With the long five years of experiences and market testing made the company confident in its research & development and services team and is ready to expand its customer base by the integrated marketing approach and set the target of annual sales at five billion baht.

“We will not be emphasizing on price strategy and promotion to the customer but instead will use approach through the concept of the Customer Experience Management which is laid out in stages –know - understand - confident - need. Reason to believe, the customer

could test the product, experiencing the effectiveness, feeling confident in it leading to the urge to buy and of course, repeated purchase” said Watson

KEEEN provides its services into seven lines of business (LOB) to cater the specific demand of its customers; 1. Solution Wastewater Treatment 2. Solution Oil Tank Degassing / Cleaning Remediation 3. Solution oil spill Response / Cleaning up 4. Solution Industrial Application 5. Solution Site Contamination and Remediation Service 6. Solution Sanitary Treatment and 7. Solution Testing / Diagnosis / Research

KEEEN is offering over 10 formulas which are created to suit the specific requirement of different industries with lower price while offering more effective microbes with degradable bio surfactant. The production could also be closely monitored throughout all stages of production process: since culture, fermentation, formulation until product processing within the modernized technology operating facility which is the joint research & development with Thailand’s leading researcher house, BIOTEC, located in Thailand’s Science Park.

Assoc. Prof. Dr. Suvit Tia, Acting Deputy Executive Director, National Center for Genetic Engineering and Biotechnology (BIOTEC) added that this successful research of a Thai ecologist could add the product value and could strengthen Thailand’s economy. As a leading researcher house, BIOTEC is ready to provide services to private sector. This could be the agency’s milestones to support and co develops on technical support, laboratory and equipment in order to add value to the biotechnology product. At present, BIOTEC is Southeast Asian’s most various microorganism banks this means BIOTEC is ready to support in bio technology.

KEEEN, the amazing bioremediation agent, cares for and is friendly to the nature, environment and you by HIGRIMM Environmental Research Co., Ltd, the pioneer on industrial ecology management for more than five years. KEEEN is an innovation on cleaning and remediation.

More information

Neo Target Co.,Ltd

Kaniss-un Manopimoke

Nattapa Srیشانatan

kaniss-un@neotarget.com

nattapa@neotarget.com

02-631-2290-5 # 318

02-631-2290-5 # 310