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One up for FRIM

Research institute's eco-friendly products now available in Klang Valley

NATURE Profusion Sdn Bhd, a start-up company producing plant- and herbal-based household items, set up under the Forest Research Institute Malaysia (FRIM) and Malaysian Technology Development Corporation (MTDC) business incubator, has extended its distribution channels through a new agreement with Central Hypermarket Sdn Bhd to promote and distribute its products.

Under the agreement, Central Hypermarket will distribute Nature Profusion products through its various outlets in the Klang Valley. The move will help spread the presence of the company's products in the market.

"This network is expected to provide the company with the market penetration required to reach our full sales potential. Nature Profusion has considered many distribution partners and we are confident Central Hypermarket's wide range of top quality products on its shelves will help our



position in the market," said FRIM director-general Datuk Dr Abd Latif Mohmod, who also chairman of Nature Profusion.

Central Hypermarket started distributing Nature Profusion's leading product, Ciera Eco-Friendly Multi Purpose Disinfectant, which was developed from FRIM's research, in all Jaya Grocer and Central Hypermarket outlets last week.

Ciera Eco-Friendly Multi Purpose Disinfectant is effective against common household pathogens in addition to danger-

ous "superbugs" MRSA (Methicillin-resistant *Staphylococcus aureus*) and Visa (Vancomycin-intermediate *Staphylococcus aureus*).

Developed using a unique plant extract mixture as its active ingredient, the product is an effective, yet safe and environmentally friendly antibacterial detergent.

According to Nature Profusion, it has been proven to be non-irritant as well as non-toxic. Besides being safe and gentle on the skin, the hypochlorite-free formulation

is also non-bleaching and non-corrosive.

Nature Profusion, established on Dec 28, 2008, under the FRIM-MTDC Graduate Bio-Entrepreneur Development Programme (FMBioSis), has won numerous international awards including the Best Invention in Sanitation from the Hong Kong Toilet Association (HKTA) and ITEX Silver Medal Awards (2009).

The company was also recently awarded the Sirim Eco Label Certification from Sirim QAS International.

Multi-purpose:
FRIM corporate management head Norhayati Nordin and researcher Dr Wan Tarmeze Wan Ariffin were among the first to buy the eco-friendly products.

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