

Boost Latex Yield

the Healthy Way..



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Mr. Munusamy Krishnamoorthy
CEO of VITEX Industries Sdn Bhd,
Malaysia



VITEX

“ A new breakthrough formulation that is turning around natural rubber business by significantly increasing the latex yield and is a leader in rejuvenating rubber trees.... ”

Boost Latex Yield



The healthy way



VITEX, a new breakthrough formulation that is turning around natural rubber business by significantly increasing the latex yield and is a leader in rejuvenating rubber trees. It has been extensively tested, proven and is positively impacting the rubber industry.

Developed specifically for the rubber trees, VITEX is a nourishing 2-in-1 solution that increases yield and revitalizes sick trees, prevents and cures dry bark disease and promotes the overall health of the trees.

VITEX can best be described as a vitamin supplement for rubber trees and a great boon for farmers. It comes with a fruity scent and a non-toxic solution – friendly to the trees and human skin.

Tests in various countries show that the use of VITEX assures a steady increase of latex yield, while maintaining or increasing the Dry Rubber Content (DRC). Diverse tree clones and soil conditions at various rubber plantations were used in the tests.

Being a nutrient-based product, Vitex is truly the first of its kind to create such a yield boosting miracle and benefit the lives of farmers.



Rejuvenates trees

Tapping Panel Dryness (TPD) or Brown Bast Disease is a common affliction for rubber trees. Affected trees are usually considered to have shorter life spans and thus milked excessively till they die prematurely. The main cause of TPD is the excessive use of chemical stimulants.

VITEX is the only product in the market that addresses the TPD issue and revives trees deemed non-productive.

Mr. Lau, the owner of a 240 acre rubber plantation comments: “ We are particularly impressed that after using VITEX for the past 5 years, we have consistent latex increases of 60%, while maintaining an average DRC of 40%”

Ms Aminah binti Samingin, a small holder from Johor, Malaysia, expressed her experience of the revival of all non-productive and dry bark trees. This has resulted in an increase in the yield by an impressive 80%.



How VITEX works

The process involved in the increased yield of latex on use of VITEX.

Natural Rubber is derived from latex, which is synthesized in special cells called lactifers or latex vessels. These are mainly formed in the bark in rings interspersed with the sieve tubes of the secondary phloem of the tree trunk.

Anastomosis between adjacent vessels in each ring allows the latex to drain from a large areas of cortex on tapping the rubber tree.

The increase in latex production is a combination of various factors and complex changes in the tree's natural system. VITEX focuses on providing the optimum nutrition for the tree by using direct application on the tapping zone. Immediate absorption occurs (total absorption takes 4 hrs) and results in an increased physiological and metabolic effect on the latest vessels. Thereby impacting the lactifers and subsequently increasing the cell size and cell multiplication. This phenomenon also helps cellular elasticity retention while unclogging the latex vessels, which benefits the natural flow of latex from the vessels. The results of the numerous internal reactions can be seen as early as within 24 hrs.

Excellent Response

VITEX has received excellent responses from Malaysia's RISDA and FELDA Plantations, Agriculture University of Indonesia, MRPPA (Myanmar Rubber Planters and Producers Association) and other reputed plantations in Nigeria and Liberia.

VITEX makes a significant impact by increasing yield without adversely affecting the health of the tree and increasing profits over a longer period, for not only the local agriculture community, but also for the state and nation as a whole.

VITEX is currently being used in the major rubber growing countries of Malaysia, Thailand, Indonesia, India, Sri Lanka, Vietnam, Cambodia, Myanmar, Nigeria and Liberia. Large tyre manufacturing companies are utilizing VITEX to meet the global demands of the tyre industry.



" After using VITEX, I have seen an increase in latex production by 100% on my 5 acre plantation and I am very happy to use it"

En. Ebi, Jelebu, Negeri Sembilan
Small Holder-RISDA, Malaysia.



Birth of A New Technology

VITEX is an environmentally friendly formulation of nutrients and minerals specially prepared for rubber trees. It was developed by an enterprising agriculture technology company in Malaysia called VITEX Industries Sdn Bhd, a company that devotes its resources to finding new breakthrough solutions for the agriculture sector. It is fully equipped with a world class manufacturing facility capable of producing 3000 tons of VITEX per month. To complement this they have a strong and experienced team to market and distribute the product worldwide. A dedicated research team working with respected external experts has been fundamental in developing the breakthrough technology. It took 7 meticulous years to research and develop VITEX because of the team's quests for gold standard quality and safety.



Safety Studies conducted on VITEX

Acute Oral Toxicity or Lethal Dosage 50 :

The objective is to evaluate the toxic level of VITEX by conducting an experiment that administers an adequate oral dosage to laboratory rats.

Conclusion: VITEX was determined to be safe for the environment and product handling.

Primary Skin Irritation test or Derma Test :

To determine within a 24 hour exposure period, the irritation effects of VITEX on an abraded and intact skin of rabbits.

Conclusion : It was proven that there was no skin inflammation as a result of contact with VITEX product.

Benefits of using VITEX

increases production of latex (by 50% to 200%)

Increases or maintains Dry Rubber Content (DRC)

Cures and Prevents bark dryness

Rejuvenates tree barks

Safe for Trees, Safe for Hands

Promotes the overall health of the tree

Cost effective

Tested & Proven with Results



Testimonials and Credentials

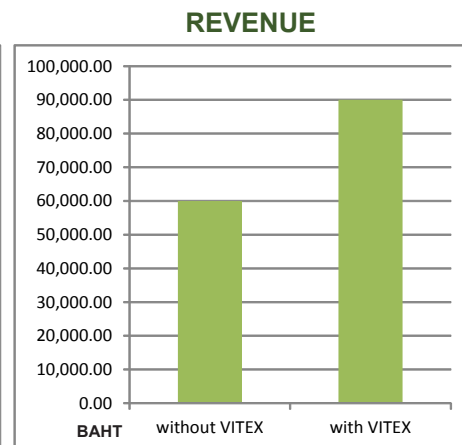
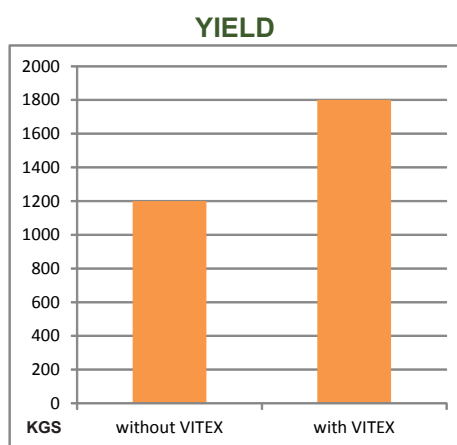
Cost Benefits

VITEX performance and efficacy has been confirmed and accepted by numerous testimonials from farmers, smallholders, government and large private plantation across major rubber producing countries. Most have seen remarkable improvement in dry bark or non-productive trees and huge increase in yield, making their investment in VITEX a worthwhile proposition.

RISDA, Malaysia's authority on smallholders, have conducted a thorough and controlled test in their

plantations. RISDA owns more than 800,000 hectares of rubber trees and a main producer of latex for the country. They had allocated about 10 hectares for evaluation of VITEX. After 9 months, VITEX successfully met all the criteria and parameters set in the test plots. Their researchers confirmed an increase in the yield of 120% with high DRCs. The studies were accepted by the Transfer of Technology (TOT) committee and mandate was issued. Similar findings were also collaborated by the Department of Agronomy & Horticulture of Bogor Agricultural Institute, Indonesia. Their study concluded that application of 1 gram of Vitex per tree was sufficient to increase the yield of non-productive / dry rubber trees by 61%

In addition, we have received several accreditations and positive comments from various countries, rubber associations and appreciative farmers for VITEX having helped solve some of the rubber industry problems and keeping their environment and family safe.



Dosage per application	1 gram/tree
Number of trees	300 trees/ hectare*
VITEX needed	1 litre / hectare / month
Frequency of application	3 times a month
Cost per tree	BAHT 2.60 / month
Cost per hectare	BAHT 6,240 / 8 months
Farmgate Price	BAHT 50.00 / Kg
Revenue increase at + 50% yield	BAHT 30,000 / hectare /yr
Increase in Profit	BAHT 23,760 / ha /yr
% Increase in Profit	40%
Return on Investment	480%

Assuming that one hectare produces 1200 kgs per year, at farmgate price of Baht 50/kg, plantation is currently earning Baht 60,000 per year. If we assume 50% increase in yield after Vitex, production increases by 600 kgs or Baht 30,000 at a Vitex cost of Baht 6240. Farmer increases profit by 40% per year on a one hectare plot that gives and ROI of 480%.

* Conservative number as actual may vary between 350 to 450 trees per hectare



How to use VITEX

Remove the dried latex layer on the tree groove or tapping area.

With a 14 mm paintbrush, Dip, Stir and Scoop once in VITEX and gently apply it on the tapping panel of the tree. Use only one gram (one dip) per application

After applying it, rub again gently with the same brush so that the liquid is well absorbed by the tree. Repeat to ensure VITEX fills the tapping area effectively.

Leave the tree for atleast 24 hours (to enable absorption of VITEX) before you tap latex from the tree.

The application must be repeated every 10 days for healthy trees. For sick / unproductive trees, apply every 5 days to see effective results within 3 months.

After recovery, for sick / unproductive trees, please continue to apply Vitex as per healthy trees.

Apply Vitex during wintering period. Infact Myanmar Rubber Planters and Producers Association (MRPPA) research team found that VITEX is effective in preventing / reducing secondary leaf fall and accelerating post wintering recovery.

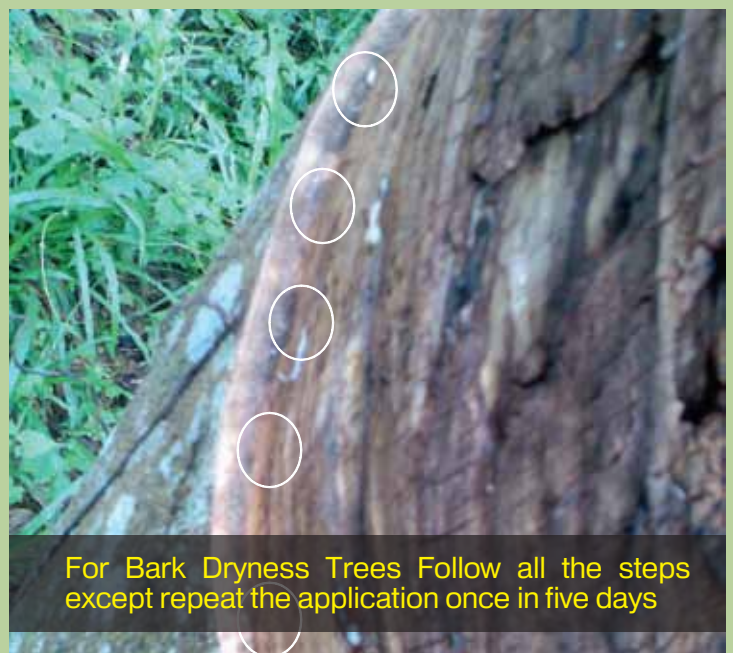
If it rains within 4 hours of application, please repeat the procedure.

Continued fertilization with application of Vitex is critical for optimum and continuous results.

For trees that have been using stimulants, please rest for a month before applying VITEX.

When a rubber tree receives proper nutrition and care, it grows into a healthy and profitable asset. Vitex helps to double the profit, protect the asset and extend the life and profit of the asset.

The rubber industry has been historically plagued by volatile market prices, reducing real estate or landbank for growers, dampening labor supply, extreme weather conditions and soaring demand for natural rubber. This has resulted in unstable incomes for plantations and farmers, and inconsistent supply from both upstream and downstream rubber industries. Vitex without any doubt will play an important role in sustaining the natural rubber industry and enhancing the nations' GDP.



For Bark Dryness Trees Follow all the steps except repeat the application once in five days



VITEX CEO Mr. Munusamy Krishnamoorthy receives award from Data Y.B. Tan Sri. Bernard Giluk Dompok, Menteri Perusahaan Perladangan dan Komoditi during ARC 2010.



VITEX was a major sponsor of ARC 2010 and won the best booth of the event award from the organizer.



Participation in ARC 2008 at Manila, Philippines. VITEX was the sponsor of inaugural cocktail dinner.



A large plantation owner in Melaka, Malaysia is successfully using VITEX for last 5 years and has achieved an average of 40% Dry Rubber Content (DRC)



Currently large plantations and small holders in Nigeria are being benefited by using VITEX



Participating in RISDA small holders meeting in Johor, Malaysia



Participating in Placrosym 2010, Kerala, India



During VITEX application training session in Pusellawa Plantations, Sri Lanka.



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CEO of VITEX Industries Sdn Bhd, Malaysia

What was the inspiration for Vitex, and why is it different than any other product?

In the past, as far as the global rubber industry is concerned, it was heavily dependent on stimulants to increase yield. But prolonged use of stimulants has severe damaging effects on health of the trees which could result in trees getting bark related diseases. It eventually reduces commercial life and it may lead to premature death of the trees.

Given the vision of the company to improve the lives of the farmers in a socially responsible manner, our team clearly foresaw a tremendous need for rubber industry to have a solution to promote the yield while not compromising on health of the trees. This was basic inspiration for VITEX to be born as a star. But it was further encouraged by overall betterment of farmers' incomes and lives locally as well as internationally. To date, we are also deeply inspired by recognition of our local government for its encouragement in giving us incentives for uplifting the industry, e.g. we were granted pioneer status with tax holidays from MIDA / MITI. Another important satisfaction and inspiration was the appreciation we received from the farmers for enabling their families to live within a safe environment while continuing to embark on their family business.

How long has this initiative been in development?

Before launch of VITEX in 2005, we have done extensive testing for many years to ensure its effectiveness and safety not only for the trees but for humans as well. Our effort in ensuring excellent product quality standards and our commitment to deliver our promises to our customers is the major driving force behind our team. Our commitment to continued technological progress has always challenged our scientists and

our product to exceed industry expectations. Our pursuit for excellence in quality and safety has gained us the trust and excellent reputation in the global market place.

How were you able to convince the plantation owners and smallholders?

Our philosophy was simple, seeing is believing. You can't get others to believe in your product if you yourself don't. i.e. believing starts from home or your inner self. So how much we believe in our product is the basic foundation for any business to succeed. Initially, we went through a tedious uphill task in reaching out to all plantations and doing presentations. We gave free samples generously to get them to try. Those who tried once never failed to come back to us with good orders and subsequently with bigger orders. We are deeply motivated by their feedback and their word of mouth is our biggest sales force we have to date.

How do you ensure your product quality is good?

As I mentioned, our main focus was to ensure gold standards in our quality. In order to achieve that we have set three targets to make it possible. We have been constantly upgrading by improving formulation, substituting better processes, products and raw materials. For example, certain raw materials which we used to purchase from Asian countries have been replaced by better quality raw materials from Europe and US. Cost is an important consideration but we never compromise our quality. This is a very good example for our commitment to quality.



What is your social responsibility?

Till to date, VITEX has been a good Corporate Citizen. We are respected well locally as well as globally for being socially responsible. In fact our motto has always been to uplift the incomes and living standards of farmers. This is only possible, if we can increase their output and revenue / profit. For that, we firmly believe our product will certainly help them to achieve it. Our social responsibility doesn't end there. While helping farmers to achieve higher yield, it is very imperative to safeguard commercial life of the trees so as to ensure farmers' livelihood is not affected.

What are your achievements to date?

VITEX is the one and only two-in-one formulation to promote yield and cure / prevent bark dryness. We have a good first mover advantage in the industry. Even though imitations and fakes have been trying to copy us desperately, our product has been a market leader for many years. In short we don't have a competition as our reputation has gained much respect among industry players.

So what makes your client come back to you again and again?

As I mentioned before, all it takes only once for anyone to try. Our product speaks for itself and our customers are best sales people. Our best form of promotion so far has been from our customers' word of mouth. We deeply appreciate their sincere recommendations to their friends. Another reason, why we have good repeat orders is because of our close contact with the ground. We keep in touch with customers closely and we make every effort to address problems or queries from our customers promptly. They believe in our product. Trust us and our quality.

What are your goals for the next five years / ten years?

Our priority is to make Vitex a household name globally in next few years. Currently we have good market presence in most countries but we are looking at enhancing our presence, especially in key rubber producing countries Thailand being our key priority. We want to reach out to every single plantation in major markets. Our focus will be also to penetrate and develop untapped markets (i.e. African and Latin American Markets) even though their markets are much smaller. We are also planning to expand our brand portfolio within the rubber industry to further advance our vision of improving the lives of the farmers.

What are your plans for Thailand.

Thailand is a very important market for us. In the past years we have been focusing in our home country, Malaysia and Indonesia. We need to win in our home country. However we have been marketing into Thailand through small distributors and customers. We are now ready to come into Thailand in a big way. We have identified dedicated resources to accomplish this. Our winning model in most countries is to find an effective exclusive distributor as our partner. Our criteria for an exclusive distributor are 1) agriculture exposure 2) dedicated resources to market and distribute VITEX 3) adequate financial resources to build the business 4) contacts and networking to access key customers and government sectors. 5) ability to obtain all the required amount of resources. Eligible candidate may contact us at +00 000 0000 000.

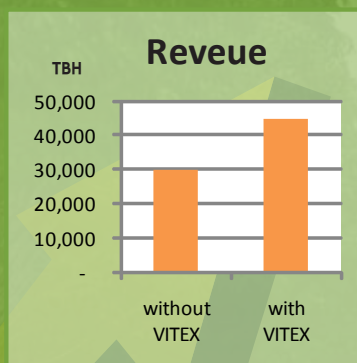
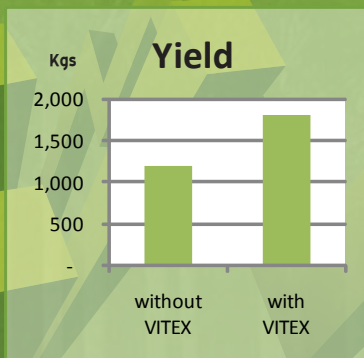


A Miracle & Revolutionary Breakthrough in Natural Rubber Technology

VITEX Industries Sdn. Bhd. is a Malaysian based highly successful Agro product manufacturing company. We specialize in products that meet local and global market needs.

Decades of Extensive Scientific Research and Development has resulted in a breakthrough invention of VITEX. It is a proven revolutionary product developed to enhance production of latex.

Proven Data of using VITEX



Product features:

- ✦ Increases latex yield
- ✦ Increases or maintains DRC
- ✦ Cures & prevents bark dryness
- ✦ Improves health of the trees
- ✦ Increase revenue & profit

World's first two-In One Solution to cure Dry Bark and Increase Latex Yield



Nationwide Distributors Wanted



Head Quarters :

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