

# MALAYSIA

## Eco-innovation in action Case studies from around the world

Malaysia's economic growth is not limited to its conventional industry base – here, six SMEs across the country participated in the Eco-innovation Project with notable successes in job creation, new product lines and greener, more environmentally-friendly business strategies. Malaysia's eco-innovators are working in sectors such as haircare, printing, adhesives, fire safety equipment and Halal cosmetics.

### In Focus:

#### SIRIM Berhad, a catalyst for Malaysian eco-innovation

Wholly-owned by Malaysia's Ministry of Finance, the industrial research and technology organization SIRIM Berhad has been at the forefront of efforts to help the country's eco-innovators get their projects off the ground with a range of support schemes.

Formerly the Scientific and Industrial Research Institute of Malaysia, SIRIM Berhad has been central to the upgrading of Wilron Products' facilities through funding from the SIRIM Industrial Innovation Fund, as well as providing a training and cooperation platform for the business.

The Fund also supported Accel's new ink dispensing technology, in addition to support in redefining its all-important business strategy. Fire Fighter Industry's eco-innovations were also funded by SIRIM, in addition to Intercosmetic's Halal skincare using seaweed extract. Equally, the organisation's research expertise has been channelled into Intercosmetic's eco-innovative product range.

SIRIM has even been on hand to assist Nets Printwork with feasibility studies on innovative printing materials for this ambitious company.

### Who are Malaysia's eco-innovating businesses?

— **Accel Graphic System**, creators of an innovative, eco-friendly ink dispensing system, have tackled their business challenges head on through eco-innovation. The business has introduced a new product line, sustainable ink, allowing it to market an eco-label certified product. Accel now also provides two innovative services: "chemical leasing" and a new ink dispensing system, leading to environmental benefits and cost reductions. The ink dispensing service could also cut paint and packaging waste by 50%.

— **Wilron Products** is manufacturing an ecological, water-based adhesive, much different to the solvent-based chemical which made up the bulk of its production. The more environmentally-friendly adhesive will be eligible for the Green Building Index, leading to new business opportunities abroad. Innovations on the factory floor have also led to greater productivity with new automated technology.

— **T-Biomax**, an aspiring market leader in B2B haircare products, adopted a life cycle thinking approach (among others) to increase its competitiveness and aim for cost savings for clients of 5-10%.

— **Fire Fighter Industry**, a producer of B2B fire and safety equipment, is using eco-innovation to develop the local untapped residential market through new partnerships with property developers and Malaysia Fire Department. In this market, the company is aiming for a 10% year-on-year growth in sales revenue.

— **Nets Printwork**, an eco-printing service provider, is to develop by 2020 a printing paper from local, sustainably-sourced raw materials in collaboration with local researchers and providers.

— **Intercosmetic Asia Pacific**, cosmetics producer for several large firms, is developing Halal skincare products derived from locally available plant extracts, reducing product toxicity and waste.