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Kinetik Promotes Sustainability at New York Society of Cosmetic Chemists' Suppliers' Day

Hazlet, NJ—Kinetik Technologies is pleased to announce that, in celebration of their 5th year in business, their booth at this year's New York SCC Suppliers' Day is going 'Eco Friendly'. Inspired by the theme, "Innovate for a Greener World," Kinetik decided to research their exhibit options in order to choose a more sustainable, eco-conscious booth alternative.

"We are thrilled to celebrate this milestone by proving that all aspects of business can be promoted in an eco-friendly, sustainable way," says Chris Johnson, founder of Kinetik.

"We have teamed up with Eco Systems, a company that has developed the first-ever exhibit alternative produced entirely from environmentally responsible materials.

Because we are a company committed to supplying innovative green, yet functional raw materials, we felt that this booth would be the perfect complement to help celebrate our 5th year."

According to Juliana Rumbaugh, Sales and Marketing Coordinator, Kinetik is taking their eco-friendly plan one step further. "We're bringing less literature to the show in order to reduce waste. Instead, we'll be handing out CDs with our product brochures as well as setting up information stations to gather customers' contact details. We will process sample and literature requests in real time, electronically."

Johnson states, "Our commitment to reducing waste and promoting sustainability starts with our products. We're beginning to incorporate these ideals into all aspects of our business practices."

About Kinetik:

Kinetik started in November 2003 with the aim of supplying specialty ingredients to the personal care market. Through an extensive technical and commercial background, Kinetik is able to bring active and functional ingredients of the highest quality to customers. Kinetik is partnered with a global network of innovative manufacturers, ensuring that their portfolio always includes ingredients at the forefront of technical marketing and creative formulation. For more information on Kinetik and its products, please call 732-335-5775 or visit www.kinetiktech.com.