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FOR IMMEDIATE RELEASE

INNOVO Pioneers Eco-Friendly Aluminum Production with Zero-Carbon Technology

New York, NY January 10, 2024 – In a move that is set to revolutionize the aluminum sector, INNOVO has introduced a groundbreaking technology aimed at eliminating the 270 million tonnes of CO2 emissions produced by the industry in 2022. Our approach heralds a new era for aluminum manufacturing, steering the industry towards a future of net-zero emissions.

At the heart of this initiative is INNOVO's commitment to financing, building, and operating advanced facilities designed to align aluminum production with the highest standards of sustainability. This strategic move is a clear reflection of our dedication to combatting climate change and fostering industrial innovation.

INNOVO's technology is uniquely positioned to transform the aluminum production process by capturing carbon emissions and converting them into commercially viable products. This not only significantly reduces the carbon footprint of aluminum production but also promotes a circular economy, where waste is transformed into wealth.

We understand the complexities of industrial transformation and are prepared to manage the entire process, ensuring that aluminum producers can leapfrog to sustainable practices without the financial burden of upgrading their existing infrastructure. This is a game-changer for the industry, paving the way for aluminum that is both environmentally friendly and economically advantageous.

To discover more about INNOVO's technology and our vision for a cleaner, greener aluminum industry, please visit [our website](#).

About INNOVO: INNOVO is a dynamic leader in sustainable industrial solutions, focusing on innovative technologies that enable heavy industries to transition to net-zero emissions. Our mission is to support our partners in achieving their environmental goals through groundbreaking initiatives that do not compromise their commercial success.

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