



For Immediate Release

**INNOVO Profitable Net Zero Charts a Course
for Industry-Wide Sustainable Transformation**

New York, NY – February 12, 2024 — INNOVO Profitable Net Zero is setting a new standard for environmental stewardship and economic growth across various heavy industries, with a suite of advanced technologies that promise to redefine the relationship between production and sustainability. The company is leading the way in the integration of eco-friendly solutions within the cement, aluminum, steel, and bio-refinery sectors.

"INNOVO is not just about innovation; it's about integration. We're integrating cutting-edge technology with traditional industries to achieve profitability and sustainability simultaneously," says Martin Kelly, Chair and Founder of INNOVO Profitable Net Zero. "Our message to these industries is clear: adopting sustainable practices isn't just good for the planet; it's good for business."

INNOVO's technologies facilitate a significant reduction in carbon emissions while enhancing operational efficiency and product quality. For the cement industry, which is historically known for high CO₂ output, INNOVO's solutions offer a path to drastically cut emissions and even produce carbon-neutral cement. In the realms of aluminum and steel production, sectors that are equally crucial and environmentally impactful, INNOVO's innovations ensure that these foundational industries can thrive in a carbon-constrained world.

The cornerstone of INNOVO's approach is its bio-refinery technology, which transforms CO₂ emissions into profitable byproducts. This not only helps companies to reduce their carbon footprint but also to generate new revenue streams through the sale of bio-products. Investors seeking to back technologies that contribute to a greener future will find INNOVO Profitable Net Zero's offerings particularly attractive. With a model built on proven science and demonstrable ROI, INNOVO stands out as a beacon of progress in the sustainability sector.

"Every company that wants to remain competitive in a rapidly evolving market should consider the technology we're offering," adds Martin. "And for investors, this is a chance to be part of a technological revolution that's reshaping industries and preserving our planet for future generations."

About INNOVO Profitable Net Zero

INNOVO Profitable Net Zero is at the forefront of environmental technology solutions, providing scalable and economically viable innovations designed to meet the dual challenges of climate change and industrial growth. The company's commitment to sustainable development positions it as a leader in the green technology revolution.

For additional information on INNOVO Profitable Net Zero's technology suite and investment opportunities, please contact:

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