



FOR IMMEDIATE RELEASE

New York, NY – January 19, 2024 – The relentless march toward zero emissions poses a significant financial burden on heavy CO2 emitters, but INNOVO Profitable Net Zero offers a groundbreaking solution that turns an economic challenge into a profitable opportunity.

According to a [McKinsey report](#), without innovative interventions, the steel, cement, and fossil fuel industries could face staggering costs in the collective push for a carbon-neutral future. The steel industry alone might see a \$4.4 trillion investment over the next 30 years, potentially increasing production costs by 30%. The cement industry is not far behind, with an expected \$1.8 trillion expenditure and a 45% increase in production costs to meet decarbonization targets.

INNOVO Profitable Net Zero's advanced technology presents a paradigm shift, showing that environmental initiatives can coincide with financial profitability. Already successfully operational in plants across Canada, the UK, and the US, INNOVO's system is a proven model ready for widespread adoption. "Transitioning to sustainable operations should not mean financial compromise," says Martin Kelly, Chair and Founder of INNOVO Profitable Net Zero. "Our technology is not only a boon for the environment but a strategic asset for any forward-looking company."

Reducing Costs, Enhancing Profits

Implementing INNOVO's cutting-edge technology can save companies from the financial strain of transitioning to net-zero emissions. Instead of costly plant upgrades and increased product prices, INNOVO offers a sustainable path forward, harnessing CO2 emissions to produce valuable byproducts, thereby transforming environmental responsibility into a source of revenue.

A Strategic Investment in Sustainable Growth

The McKinsey report underscores the imminent need for industries to evolve or face dire financial consequences. With INNOVO Profitable Net Zero's technology, industries have the opportunity to not only meet regulatory demands but also to innovate, leading the charge towards a greener economy while also driving shareholder value and gaining a competitive market edge.

About INNOVO Profitable Net Zero

INNOVO Profitable Net Zero is dedicated to providing sustainable solutions for heavy CO2 emitters. Our technology is at the forefront of the environmental revolution, offering companies the tools to turn their carbon footprint into profit.

For more information on INNOVO Profitable Net Zero and how we can assist your company in achieving its environmental and financial goals, please visit <https://innovo-network.com/>.

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