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Sumitomo Chemical Co., Ltd

PRESS RELEASE

Olyset® CLASSIC

The world's first World Health Organization Fully Recommended
Long-Lasting Insecticidal Net,
will soon be available in all leading supermarkets in Kenya

Sumitomo Chemical Company Limited (Tokyo, Japan. <http://www.sumitomo-chem.co.jp/english/>), one of the leading multi-national companies with a wide range of chemical specialties, start sales of a quality insecticide-incorporated mosquito net "Olyset® Classic" in all leading supermarkets and relevant shopping channels in Kenya nationwide, to make quality products accessible to all customers.

The Olyset® is one of the technologies developed from a combination of Sumitomo Chemical's wide range of innovations. Insecticide R&D and plastic technology allowed controlled stable release of insecticide, to gradually migrate from the inside to the surface of its fibers. As a result, it maintains a biologically effective surface concentration for a long time, and unlike many nets available in the market today, Olyset® CLASSIC never needs retreating.

As a deliverable from this cutting-edge migration technology, its efficacy lasts more than 5 years under condition of normal use, or even after 60 washes of WHO standard equivalent method. "Permethrin" the insecticide of Olyset® CLASSIC not only knocks down the mosquitoes touched on its surface, but also repels them, provides effective prevention of mosquito and tropical diseases transmitted by mosquitoes like malaria.

Studies conducted by the WHO have demonstrated that Olyset® Classic is highly effective at preventing mosquito bites and the transmission of malaria.

Long lasting anti-mosquito efficacy and physical durability of high density polyethylene fiber, together provide smartest and long-term economical choice for all Kenyan customers who hope to prevent mosquito bite and malaria, through their daily shopping.



Sumitomo Chemical introduces this product to Kenya's daily shopping channels as the first country to launch in the world, to assure better access of high quality anti-malarial solution to everyone. The lineups are optimized for Kenyan customers' requirement, in Conical and Rectangular types, full sizes for various bed sizes, and white and blue colors.

Sumitomo Chemical believes Kenya, as the leading East African country, is the best suitable country in Africa to firstly introduce this customer-optimized product with the new brand of "Olyset® Classic".

Distribution of Olyset® Classic will be through Surgipharm Ltd (Nairobi, Kenya), as local sales representative and contact for general shopping channels.

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