



**FOR IMMEDIATE RELEASE**

## **PRESS RELEASE**

### **INNOVO Brings Bio-Farm Solutions to the Aluminium Industry**

New York, NY – August 5, 2024 – The aluminium industry, a significant contributor to global CO2 emissions, now has a path to sustainability through INNOVO’s bio-farm technology. INNOVO’s bio-farms can absorb 1.1 million tons of CO2 annually, including directly from industrial smoke, converting it into clean energy, all while being financed, built, and operated at no cost to aluminium manufacturers.

A bio-farm costs \$391 million to build and can be constructed on arid land or desert, offering flexible deployment options. This innovative solution addresses the substantial costs associated with achieving Net Zero, offering the aluminium industry a practical and profitable way to contribute to global emission reduction efforts.

“INNOVO’s bio-farms are a win-win solution for the aluminium industry,” said Martin Kelly, Chairman and Founder of INNOVO. “We provide the technology and the financing, allowing manufacturers to focus on their core operations while making a positive environmental impact.”

About INNOVO: INNOVO is dedicated to creating sustainable solutions that reduce industrial carbon emissions. Our bio-farm technology offers heavy industries an efficient way to achieve their environmental goals while boosting profitability.

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#### **About INNOVO**

INNOVO is a forward-thinking organization dedicated to providing technological solutions that align with the principles of sustainability and profit. Committed to combating climate change, INNOVO collaborates with companies worldwide to promote environmental responsibility while fostering economic opportunities.

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