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**Mosquito Repellent Wristband was adopted by Malaysian Army Force**

*Unlike countries in Southeast Asia and Africa, the climate in Hong Kong is relatively less humid and hot. Whereas, the demand for mosquito repellent products in Southeast Asian and African markets are enormous. Recently, an innovative and environmentally friendly type of mosquito repellent was researched and launched by a local company. In the first 2 months of product launch, the new product was well received by Malaysian Army Force, British Red Cross and South African distributor who have placed trial orders to test the market response.*

**An environmentally friendly designed product diffuse the fragrance of mosquito repellent**

Under the brand of ‘ OSMOS ‘, the new product works amazingly through the natural essential oil stored in a mini plastic cell, which differentiate from the traditional products available in the market. The repellent ingredient is extracted from plants and blended with essential oil. The ingredients diffuse through a process calls “Osmosis” and its fragrance effectively repel mosquitoes within a radius of 2 meter and one cell can last for 90 days.

The OSMOS brand is owned by ZODIAC®, Rex Lau, their general manager of R & D department, told us that their company was established in 1988 focused in trading business and in 2004 a new R & D department was formed and successfully developed an ODM (Original Design Manufacturing) mosquito repellent product in October of last year.

He further mentioned that catering for different usages, 2 product formats were developed: Wristband and Desk Top Ventilate Pyramid. The export price for the former is US\$ 4 and the latter is US\$ 10 each. In the first 2 months, OSMOS aroused the interest of many overseas buyers. For instance, Malaysian Army Force ordered a few hundred wristbands for military testing. Once approved, the size of first order will exceed 100,000 pieces. Rex emphasized that if the Malaysian Army Force placed a firm order, it confirms the product effectiveness fully met the strict requirements for military use.

Besides, British Red Cross acquired large quantities of wristbands to test the UK market, if positive, the size of next order will not less than 50,000 pieces. Rex advised that a South African importer also bought 300 wristband samples to start a market test. From Japan, 2 interested parties, each purchased a couple of hundreds to test the Japanese market too and currently awaiting the approval of the respective import license.

**Specially designed wristband for Red Cross**

Owing to the lower unit price and the mobility feature of the wristband, its initial response is better than that of the desk top pyramid. In the near future, more fashionably designed wristbands shall be introduced into the market. Customers and distributors can also request for tailor-made wristbands according to their preferred pattern and design to meet the market needs, for example, a desert tone and a forest tone wristbands were developed for Malaysian Army and a white cross on red wristband was exclusively developed for Red Cross.

To maintain the innovative image of OSMOS, every 4 months, a new product/ variety will be introduced into the market to keep the consumer patronage. Each flavor of the essential oil has its own unique product feature / benefit / usage; perhaps, the plastic cells can be filled in with particular essential oil or medicinal ingredient to deliver the users various functional benefits.

Furthermore, the product development program will study to apply on various product designs and shape of accessories, such as: hair grip, necklace...etc.



**Picture:** Rex Lau, the general manager, R& D dept. of ZODIAC ® said “More varieties and Designs of OSMOS Mosquito Repellent products are in the Pipeline.

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### **Made with French essential oil and products are made in Hong Kong**

#### **Harmless to Human**

Rex Lau, the general manager of R & D department, fret the completion of a detailed study of the mosquito repellent market, he initiated an idea to research for an alternate product to replace the traditional mosquito repellent which came with the drawbacks of containing chemical ingredients, environmentally unfriendly and not recyclable. Rex concluded that pure and natural essential oil is the right solution to overcome these drawbacks.

It effectively repels mosquitoes, and is 100% natural, harmless to human and the nature, and last but not the least: an economical selling point. Comparing to the price of traditional repellent coils, the calculation indicated that the costs of using OSMOS is cheaper than repellent coils. Based on \$1.8 per pack (contains 10 coils), the costs to burn coils in 90 days is HK\$78 which is far more expensive than an OSMOS replacement cell.

#### **Retail price of a wristband set is from HK\$68 per set**

Due to economical reason, interested distributors from Kenya and Congo identified OSMOS is a perfect product for their consumers and ordered testing samples.

Rex reiterated that to establish a quality image for OSMOS, product quality and safety standard are his top concern. Therefore, the core part of the product, i.e. the plastic cells, are made in Hong Kong, while, the least important process, i.e. the production of bands and packaging, are done in Mainland China. To manufacture a top quality and safe product, essential oils are imported from France and blended in Hong Kong, whereas, the plastic materials for the cells are



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imported from UK and processed in Hong Kong. Rex further informed us that the product adopts a specially produced “**synthetic polymers**” and its texture is not leakable or breakable. Even when stepping on the plastic ball, it remains tough and unbreakable. According to the quality assurance manual, a random sample will be picked out every hour from each batch of production and thoroughly tested to ensure the finished product met the stringent manufacturing specifications.

All the plastic materials of OSMOS are recyclable. Currently, there are 5 available flavors: Citronella, Lemon Grass, Lavender, Jasmine and Red Rose.

At the end of the interview, Rex explained that Hong Kong is not the primary market for OSMOS because of the market size and expensive advertising expenses. Export markets are the target destinations of the products at the beginning stage. However, to gauge the first hand consumer response, OSMOS wristband is presently test retailed at HK\$68 to \$88 in selective local stores.