

Media release

## **Plantonic and DKSH expand strategic partnership to Malaysia**

**Through the expansion of a partnership that first started in Singapore last August, DKSH has been appointed by Plantonic Singapore Pte Ltd to introduce Plantonic, a first of its kind four-in-one fertilizing essence, to the Malaysian market.**

Petaling Jaya, July 14, 2021 – DKSH Business Unit Consumer Goods, the leading partner for FMCG companies seeking to grow their business in Asia and beyond, is expanding its partnership with Plantonic Singapore Pte Ltd to introduce Plantonic, a Singapore-grown organic fertilizing plant essence, to Malaysia.

With this partnership expansion, DKSH Malaysia will provide full Market Expansion Services from marketing and sales to distribution and logistics as well as after-sales services for Plantonic. Leveraging the ease and today's popularity of online purchases, this revolutionary plant tonic will be made available first on e-marketplaces like Lazada and Shopee, which are DKSH's eCommerce partners. At a later stage, the distribution of Plantonic to the modern trade channels is planned to follow suit.

Made from all-natural and plant-based ingredients, such as shilajit – a type of mineral-rich resin that contains natural antibacterial properties – seaweed, ginseng root, fruit peel, seed extract and tea leaves, Plantonic fertilizing plant essence is suitable to be used on all types of plants and trees as an organic fertilizer, natural pest repellent and soil revitalizer. It can also cure viruses and diseases found in plants.

Eric Tan, Founder and CEO, Plantonic, said: "We aim to fill a gap in the home-gardening market by creating a natural and non-toxic solution that is beneficial for plants and kind to the environment. Plantonic is one of its kind and is also safe to use around humans and pets. With DKSH's expertise and proven track record, we are confident that we can continue the success that we have achieved together in Singapore here in Malaysia."

Puneet Mishra, Vice President, Fast Moving Consumer Goods, DKSH Malaysia, said: "With consumers spending more time at home lately, there has been a surge in the home-gardening trend. The expansion of partnership with Plantonic is timely because we anticipate a healthy demand for this revolutionary organic plant fertilizing essence. We are fully committed to driving market penetration of this innovative product to our local consumers."

### **About Plantonic**

Founded by Plantonic Singapore Pte Ltd, a Singapore-based organization that develops, markets and sells horticulture and personal care products in the region. It focuses on revolutionary products made from naturally found ingredients that are non-toxic and safe for the environment. More information on Plantonic can be found at [www.plantonic.sg/](http://www.plantonic.sg/)

### **About DKSH**

At DKSH, our purpose is to enrich people's lives. For more than 150 years, we have been delivering growth for companies in Asia and beyond across our Business Units Healthcare, Consumer Goods, Performance Materials and Technology. As a leading Market Expansion Services provider, we offer sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services. Listed on the SIX Swiss Exchange, DKSH operates in 36 markets with 32,450 specialists, generating net sales of CHF 10.7 billion in 2020.

The DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury goods, fashion and lifestyle products as well as hair and skin cosmetics. With around 19,430 specialists, the Business Unit generated net sales of CHF 3.8 billion in 2020. [www.dksh.com/cg](http://www.dksh.com/cg)

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