

Press release

nova-Institut GmbH (www.nova-institute.eu)
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Hemp fibre-reinforced plastic, hemp protein powder and hemp face cream are “Hemp Products of the Year 2019”

For the second time, the innovation award “Hemp Product of the Year” has been granted to the young, innovative hemp industry for finding suitable applications and markets for industrial hemp-based products.

After a 10-minute presentation from each of the nominated companies, the three award winners were chosen by the expert audience at the “16th EIHA Hemp Conference”, 5 - 6 June 2019 in Cologne, Germany (www.eiha-conference.org). The six nominees were previously selected by a jury from a total of 30 submissions.

With more than 410 participants from 49 countries and a sold-out exhibition, the conference has broken all records and is now by far the world's largest event for the industrial use of hemp. Practically all companies active worldwide in the field of hemp fibres and shives, hemp seeds and oil and cannabidiol (CBD) meet once a year in Cologne to discuss the latest developments, to strengthen business relationships and create new ones.

The demand for hemp products, especially food, cosmetics and CBD, is growing worldwide. In Europe, a record area of 50,000 ha will be cultivated this year. In Canada the goal is to reach a turnover of 1 billion Canadian dollars by the year 2023 and in the USA Kentucky is entering hemp cultivation with big plans: “Make Hemp Great Again”. As for China, a large hemp textile industry is currently emerging.

Continuous innovation is one of the most important drivers of the hemp industry. Therefore, the innovation award “Hemp Product of the Year 2019” plays a very special role. This year, the innovation award was sponsored by HempFlax, the leading hemp company from the Netherlands, and awarded together with the nova-Institute. Michael Carus, managing director of the nova-Institute, was enthusiastic: “This year's winners not only convince hemp enthusiasts, they also illustrate the broad spectrum of the hemp plant: Hemp fibre-reinforced plastic for trolleys and lightweight construction, high-quality hemp protein in previously unmatched purity and a face cream that combines the advantages of hemp oil and CBD for facial care”.

The winners in detail:

1st place: Trifilon AB (SE) – Trifilon BioLite Trolley Case made of PP Hemp Fibre

With BioLite, Trifilon offers a green alternative to plastics. BioLite is a polypropylene reinforced with 30% hemp fibres. Hemp is one of the strongest natural fibres in the world, which makes BioLite products strong, light and durable. The use of hemp fibres in BioLite optimises the material properties for many applications – the high-quality trolley case is just one example. This technology gives manufacturers the opportunity to make sensible use of renewable raw materials, and an excellent one is hemp. The new material is suitable for lightweight automotive construction and consumer goods.

www.trifilon.com

2nd place: BAFA Neu GmbH (DE): Absolute HempProtein

The innovative hemp protein powder contains over 70% complete protein. It has a nutty taste and white colour. It has a creamy texture, is mixable with liquids and it doesn't contain insoluble fibre fractions. The hemp protein powder is naturally white which ensures great bright colours in shakes when mixed with fresh fruit such as strawberries, raspberries or mango. This product is 100% natural and is also available in a certified organic version. Hemp protein powder is an ideal protein supplement for athletic vegetarians and vegans. It is allergen free and a complete protein.

www.bafa-gmbh.de

3rd place: Hemptouch d.o.o. (SI): Hemptouch Balancing Face Cream

Hemptouch Balancing Face Cream is a first ever skin care product formulated with a unique trilogy of industrial hemp extracts such as hemp hydrolate, Cannabidiol (CBD) and hemp seed oil. This innovative face cream combats blemished and acne-prone skin, one of the biggest segments in skin care industry. It brings a brand-new approach to the fight against acne and oily skin, proving that hemp is a powerful alternative to over the counter medicine. Hemp hydrolate has antimicrobial properties, visibly tightens pores and smooths skin texture. CBD extract helps to control excess oil production which prevents blemishes and purifies acne-prone skin. Hemp seed oil with its nurturing omega acids restores healthy-looking radiance. This cream is dermatologically tested, proven to reduce the secretion of sebum.

www.hemptouch.com

The nova-Institute would like to acknowledge HempFlax (NL) for sponsoring the renowned innovation award “Hemp Product of the Year”. Agropro (LT), GenCanna Global (US), MH medical hemp (DE) and Hempro (DE) have been supporting the conference as Gold Sponsors, Fundación CANNA (ES) and Gilson International B.V. Germany (DE) as Silver Sponsors and Canah International (RO) as Bronze Sponsor. BAFA Neu (DE) sponsored the hemp beer.

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nova-Institute is a private and independent research institute, founded in 1994; nova offers research and consultancy with a focus on bio-based and CO₂-based economy in the fields of food and feedstock, techno-economic evaluation, markets, sustainability, dissemination, B2B communication and policy. Every year, nova organises several large conferences on these topics; nova-Institute has 30 employees and an annual turnover of more than 3 million €.

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