



The Young and the Green

Mr Teri Teo, founder of homegrown eco-solutions company, Winrigo, talks to CONNECT on how his company has embraced young talents that are hungry for the Green.

Q. Who is Winrigo?

Winrigo (S) Pte Ltd is a firm with an environmentally-conscious outlook that offers innovative and cost-competitive solutions for plastics, transforming plastics waste into eco-label plastic products. Our core technology is the R3plas Eco-label recycled technology, R3plas Oxo-biodegradable technology and R3plas Bio composite technology. Our R3plas technology meets the concept of 3R – Recycle, Reuse and Reduce with Plastics to meet the green purchasing requirements of global standards.

We have also created our own line of consumer products under the brand L'earth™. The range of environmental lifestyle products currently consists of bio-composite cutlery, dinnerware, food and drinks containers. With L'earth™, going green is simple, enjoyable and sustainable.

We were also recently awarded the SEC-Senoko Power Green Innovation Awards 2010 and Singapore Packaging Star Award 2010 and Asia Star 2010 in Japan for our new Oxo-Biodegradable EVOH barrier film packaging.

Q. What opportunities do you see in the green market?

Green is a very young market as consumers have only recently begun to be more aware of global warming issues and how their consumer decisions make a difference to the environment. The government is also promoting green jobs and technology such as green building, transport, solar energy, waste management and even cities such as the Tianjin Eco-City. We are not talking about opportunities only in the green industry in the local

market, but the abundant opportunities for both market players and young talents in the global market.

Q. How many young talents do you have in your company?

Currently, we have two polytechnic graduates who majored in Polymer Process Technology and one SMU graduate from Marketing and Social Science. We will have another two polytechnic graduates (who have been with us for a year) join us again next year after their national service.

Q. Why do you like or prefer to hire young talents and how is this aligned to company's direction towards going green or his strategy to capture market share?

Environmental issues such as global warming will only get more serious, and this will affect the younger generation. This is even truer as the world continues to face more and more shortage problems of raw materials such as oil, gold, steel which explain why price will only go up and never come down. Water and energy will not longer be sufficient to meet the needs of the young generation which will demand for more. Ultimately, the younger generation will need to find a solution before the natural resources become scarcer.

After interactions with many young talents and sharing my perspectives on the green concept, they are more receptive to the green issue than the older generation. Very often, the older generation will dismiss the idea and say that global warming is a young generation issue

as "I will be gone by the time it happens or if all natural resources and raw materials deplete." So the young talents are more willing to accept my concept and I can better nurture the green innovation spirit in them than the older generation.

Q. How have the young talents shaped the company?

I will give you an example of the young talents made a difference to the company through our new brand – L'earth™. L'earth™ was born out of an inspiring, and fruitful collaboration between SMU and Winrigo when we wanted to create Eco-cutlery for local market. The young talents personally feel though the R3plas Technology is the company's core advantage, it presents a technical front that consumers can not easily understand or relate to.

Hence, these young talents came up with a simple yet sophisticated name that best represents the changing mindset of industries and consumers. L'earth™ is a slang to pronounce "Love the Earth" which translates into a consumer concept that is simple, enjoyable and sustainable. This is not just a simple creation, but the start of their creativity and commitment into marketing the green idea into a bite-sized branding concept for consumers. As a result, we decided to let them run and manage this brand, which I will strongly support aspects of manufacturing and innovation of green eco-products development. The young talents will work on marketing and eco-education to create the brand awareness. This will add value to the Eco-design concept to further enhance green innovation. [Connect](#)

Teri Teo, founder of Winrigo (second left), Minister Lee Yi Shyan, Minister of State, and the company's young talents (extreme left and right) at an eco-product trade exhibition.

They are holding to the L'earth™ eco-products made from renewable resources from wheat pollards which were officially launched in Japan. This is the first Eco-product made from Prima Wheat Pollards in Singapore with 100% technology developed from Singapore from collaboration between of SMA, SMU, Spring S'pore, SIMTech, Prima and SEC.

