



Changing the Tide of the
**Agricultural
Industry**

GREEN | SAFE | SMART



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HEBEI LANSHENG BIOTECH Focuses on the Environment

The Chinese research and development company strives to reform the agriculture and chemical industry.



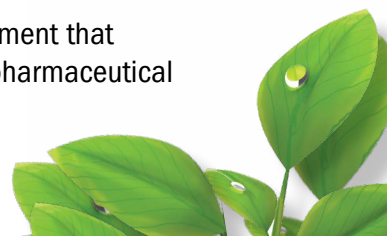
THE AGRICULTURE INDUSTRY IS GETTING GREENER. Whether by choice or through strict environmental regulations, countries around the world are pushing for cleaner air, more efficient irrigation, and safer chemicals. Some countries have been slower to adjust. China's rapid industrialization has positively impacted the country's economic rise, but it also prompted an environmental crisis. The number-one contributor of carbon dioxide emissions has committed to making big changes.

One innovative crop protection company strives to lead the charge. Hebei Lansheng Biotech, a technology-centered research-and-development enterprise that advocates for "clean production, green pesticides," has used its 21 environmental protection patents to synthesize new compounds for low-toxicity pesticides.

"At Lansheng, we innovate products and technologies, realize green chemistry and cleaner production, and work with others to build a more ecological civilization," says company president Mr. Dong. "We continually work to build a unicorn company in the field of agrochemicals."

Lansheng sets itself apart from other chemical companies by applying its eco-friendly outlook to everything it does, from zero-sewage waste facilities to high-quality product development. Perhaps this is unsurprising considering Lansheng set up the Green Chemistry Research Institute to help reform China's agricultural and chemical industry.

The company continues to position itself as an industry leader by investing in the equipment that make environmental improvements possible. Three years after its inception in 2014, the pharmaceutical



MAIN
PRODUCT
CATALOG



Plant Growth



Herbicides



Insecticides



Fungicides

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ZERO WASTE FACILITIES



GREEN PESTICIDES



LOW-TOXICITY
FORMULATIONS

company grew to include two designated raw material factories and four joint venture chemical plants.

The right setup is essential, as Lansheng's commitment to environmental responsibility starts at the molecular level. The process begins when specialists select clean chemicals and compounds. These chemicals are then ushered through a green manufacturing process that guarantees the final product's integrity. Lansheng only works with industry partners that are equally committed to these high-quality standards, contributing to the development of a more sustainable supply chain.

Today, the company has produced several environmentally safe pesticides, fungicides, plant growth regulators, and pesticide additives, including Clethodim 95%, Metribuzin 97%, Spirotetramat 96% Boscalid 98%, and 24-epibrassinolide 90%.

"All agrochemical suppliers in China are now focused on clean and green production," Mr. Dong says. "However, very few companies have the technology to be able to do it. Lansheng is different. It has mastered the chemical technology to be able to create low-toxicity pesticides and provide green solutions."

As industry standards change and new green technologies emerge, Lansheng's agile business model is flexible enough to adapt. The pharmaceutical company is already thinking about the future.

Lansheng's long-term goal is to supplying companies all over the world with its green chemicals. This may sound like a monumental task, but Lansheng isn't afraid of a little hard work. After all, its entrepreneurial spirit is best encapsulated by the Chinese proverb it shares on its website: "Heaven rewards diligence."

Do you think clean chemical production will remain an industry trend in the future?

Mr. Dong: In the near future, the market won't accept the traditional production. Right now, every agrochemical supplier is talking about these things, but not everyone can do something about it. Companies must have the right chemical technologies to be able to create solutions. By focusing on and investing in these things right now, companies can position themselves to have a competitive advantage in the coming years. Environmental protection will continue to be a trend in China and all over the world.

How important is it for environmentally focused companies to invest in technology and innovation?

Mr. Dong: A commitment to an environmentally friendly future requires the right technology, which is an investment. Without it, effective green solutions are nearly impossible. But technology is only part of the story. Companies also need to invest in the right people. There are many ways to do this. For example, Lansheng has invited China's top scientists and researchers to work on developing low-toxicity pesticides. These professionals are invested in the company's future because they are also shareholders. Lansheng's success is their success, too.

How can agrochemical companies work together to create a greener industry?

Mr. Dong: It's important to become a trusted industry partner and work with those who are equally committed to this goal. This means fulfilling contracts and supply obligations. It also means insisting on high-quality products. All companies, no matter where they are in the supply chain, should also be thinking about the end user. By keeping the final product and its purchasers in mind, companies will be better able to partner with one another to successfully create innovative green solutions.



Mr. Zhipeng Dong
President,
Lansheng

Is the focus on sustainability here to stay?

Mr. Dong: Biochemical products will play an even more important role in the coming years. They will exist in the market alongside traditional chemicals, but low-toxicity, high-efficiency pesticides and other crop protection tools are the future. Agrochemical suppliers will continue to raise their standards and demand higher-quality materials. This insistence on quality will lead to the creation of better products, ones that will stand out in a crowded marketplace. When the whole industry comes together, the result will be a truly sustainable future.

The Production of Green Pesticides is our Business



WWW.LANSHENGGROUP.CN



PHONE

+86-18663762788



EMAIL

langsheng@lanshenggroup.cn



Jinzhou Economic
Development
Zone Hebei



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