



**DITP**  
Department of International Trade Promotion  
Ministry of Commerce, Royal Thai Government



**IDEA  
LAB**

# IDEA LAB FESTIVAL 2021



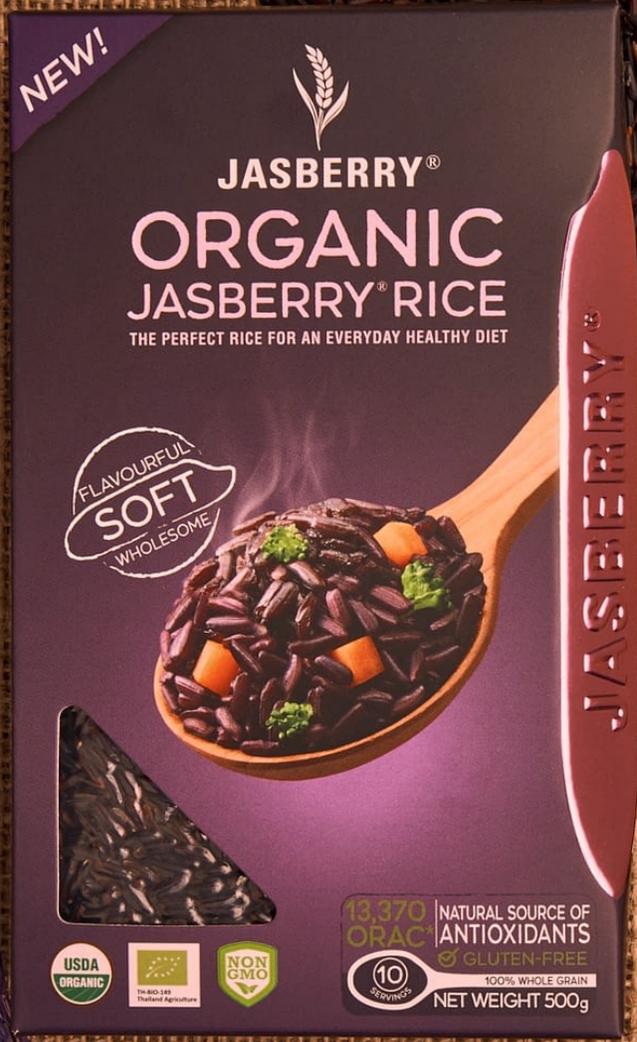


# 01

## IDEA LAB 1



**JASBERRY COMPANY LIMITED**



**JASBERRY®**

## **JASBERRY**

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Jasberry rice is a special variety of rice that was developed over a decade through natural cross-breeding. Organic and non-GMO, Jasberry rice is dark purple in color and absolutely delicious. Jasberry rice has 40 times more antioxidants than brown rice, 4 times more antioxidants than quinoa and 7 times more antioxidants than kale. Jasberry rice's amazing antioxidant content makes it the world's newest superfood!

Antioxidants rich foods like Jasberry rice help reduce the risks of illnesses like diabetes, cancer and heart diseases. Another benefit of antioxidants is its ability to improve the skin and slow down the aging process. They do so by lowering the level of free radicals. Free radicals are unstable molecules in your body that can cause damage to your cells when their levels become too high.



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**DIAMOND FRESH GLOBAL  
(THAILAND) COMPANY LIMITED**





Diamond  
Fresh

## DIAMOND FRESH

Diamond Fresh initially started as a rice business. However, due to the ever-fluctuating price of the crop, the brand began to research more into rice. It was found that young rice - or rice grains in their early stage of 7-12 days, which still contains milk inside and has green husk - is abundant in nutrients such as antioxidants, non-starch polysaccharides, oryzanol-plant sterol, enzymes, bioactive peptides and vitamins derived from digestion of rice bran by proteolytic enzymes (proteases). The brand then worked together with Dr. Prissana Suwannaporn in creating an organic young rice product. It is derived from young rice grains harvested within 3 days after the ripening phase starts.

Diamond Fresh's way of using young rice milk is widely distinctive from other brands because no brand had ever use pure young rice harvested at the stage of 7-12 days to produce young rice milk before. Consumers of the brand's products, therefore, benefit from balanced nutrients and organic quality meeting the international standards e.g. those of USDA Organic, IOAS and the EU organic logo.

Diamond Fresh has now started to export its products to Chengdu, China. The main customers are those allergic to gluten, soy, egg and cereal. The products have been tested in different target groups and proven to effectively substitute the nutrients from the aforementioned food. As a result, the brand has begun to develop rice-based products to a wider range. Its customer groups are also being broadened, namely by introducing the new unsweetened young rice milk for health-conscious consumers. In addition, another new product, "Little Knight" baby food, has been launched to appeal to mothers raising infants. Suitable for children who recently start to eat rice, the product has been adapted by adding vegetables such as carrots and pumpkins in order to fulfill more of the customer needs.



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# 02

## IDEA LAB 2



PIM COLLECTION  
COMPANY LIMITED



P I M  
coll~~l~~ection

## PIM COLLECTION

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Pim Collection, a Thai brand that conveys wisdom, way of life, as well as culture and traditions of local people. By presenting it through valuable handmade products, that has been created from natural materials such as cotton and hemp fabric. It is designed to be various products with contemporary style such as clothing, apparel, bags, stationery, home decorations, etc., to make Thai products attractive and famous all over the world, which can guarantee the quality of the product from the award received Including participation in various SMEs projects at the national level.



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*Rukbatik*  
ECO FRIENDLY PRODUCTS

**JULNAT COMPANY LIMITED**



## RUKBATIK

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Pim Collection, a Thai brand that conveys wisdom, way of life, as well as culture and traditions of local people. By presenting it through valuable handmade products, that has been created from natural materials such as cotton and hemp fabric. It is designed to be various products with contemporary style such as clothing, apparel, bags, stationery, home decorations, etc., to make Thai products attractive and famous all over the world, which can guarantee the quality of the product from the award received Including participation in various SMEs projects at the national level.



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**NOPPHADA PRODUCT  
COMPANY LIMITED**



## B-GARLIC

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B-Garlic is a leading Thai manufacturer and distributor of fermented black garlic. A healthy food that turns from fresh garlic into delicious black garlic for easy consumption and as an ingredient.

The black garlic produced by us has many healthy benefits and anti-oxidant properties while containing properties that are 13x times that of normal or fresh garlic. Black Garlic was invented by Asian scientists to eliminate the characteristically pungent odor and the spiciness of raw garlic. Through the process, the fermented black garlic cloves get a sweet savory taste with a jelly-like texture similar to fresh dried fruit. A month-long fermentation process under strictly controlled heat and humidity of black garlic production appears significantly to increase its beneficial compounds. Compared to raw garlic, black garlic has been found to have 16 times of S-allyl L-cysteine (SAC), 3 times of Arginine and 6 times of Polyphenols.



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SIAM CELADON  
สยามศิลาดล

# SIAM CELADON POTTERY COMPANY LIMITED





SIAM CELADON

สยามศิลาดล

## SIAM CELADON

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Home decoration from Siam Celadon. Ceramic products, porcelain and other ceramics produce and sell pottery. Wood carving machine.

Siam Celadon is classified as a Stoneware that has been glazed with wood ashes, combined with the surface soil collected from rice paddies. Once baked, the resulting product becomes a unique green color that is distinctive of the Celadon style of ceramics, beautiful and timeless.

With prior knowledge in the classic manufacturing process of traditional pottery, the glaze is produced from combining the ashes of laurel wood - a plant in the Combretaceae family - with the surface soil of rice paddies, well noted for its high iron content. Traditionally, in order for the ash-glazing process to produce a beautiful glossy coat, many layers of the glaze must be applied on to the product, causing a crazing effect in the glaze, which has become the distinctive feature of all recognized Celadon products.



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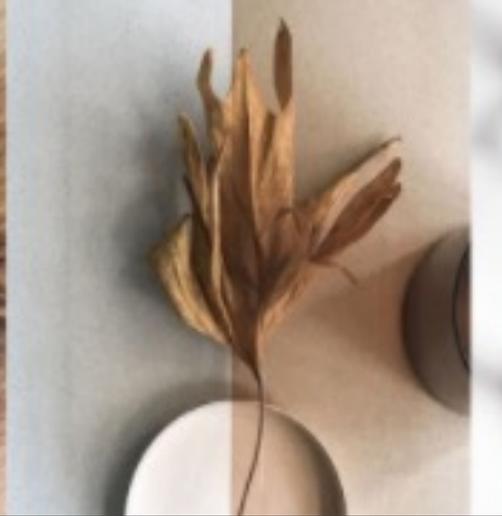
@SiamCeladon



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# IDEA LAB 3



**STORIES OF SILVER&SILK  
COMPANY LIMITED**





## STORIES OF SILVER & SILK

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Stories of Silver&Silk was created by Lucija and Titapa, who share a vision to work in the design field with a specific dedication to help preserve local knowledge and traditions. Each design piece tells a story (hence the name) of who created it or how it was born, thus connecting the artist and the product with the customer. The infinity spiral motif that inspired design of our logo comes from the traditional back ornament used by Dong and Miao tribes. In many cultures a spiral is symbolizing the never ending cycle of life that has neither beginning nor end and has been widely used by numerous Asian ethnic minorities.



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@Storiesofsilversilk



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SARN  
SARD

SARNSARD STUDIO  
COMPANY LIMITED



## SARNSARD

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A multidisciplinary design studio that closely collaborates with Pa-Nan Pandanus artisans in a small Muslim village of Trang province. It works hard with the sole mission to preserve the traditional Southern craft while at the same sustaining the villagers' livelihood. It does this by blending local craft with design innovation, by exploring precious local wisdom - the know-how, techniques, and also material properties to create new product design opportunities of wickerwork products, and at the same time inject contemporary design that is relevant to urban lifestyle. A traditional asterisk pattern - so-called 'Dok Chan' is distinctly woven by SarnSard's artisans as the brand's signature pattern to celebrate Thai Southern heritage and preserve the local craft.



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Dessert

Le Chic



MEDIA FOOD  
COMPANY LIMITED





**KAEW**

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We supply the best quality Crispy Coconut Roll, and they always come back happy. Get ready to shop 'til you drop - we can't wait to help you get your bag of Coconut Roll on your hand.



+663 4566903



@kaewsouvenir



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FIRST FOOD BISCUIT  
COMPANY LIMITED



  
*Hongkoo*

## HONGKOO

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Trough out these years and eras, biscuits are a part of Thai people. Since biscuits are introduced, we grow up along with the snacks like biscuits as well as the culture that we have been recieved from European countries since in the early decades of Thai kingdom. We felt the important of the biscuits and its taste of good that weave Thai people to the different style of enjoying desserts. Therefore, biscuits are tied with Thai culture and are the popular snacks in Thailand. Because of these bonds, we would like to share our taste of biscuit. Not only the old generation people but the new youngsters as well. Under this purpose, our company was established emphasizing on providing the high quality and fresh biscuits for Thai people. With our 20 year experience in biscuit and cookie, we aim to bake the world's finest biscuit and cookie with our high standard and hygienic



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**BOTANICS LIFE  
COMPANY LIMITED**



## ORGA

Orga was established in 2009 by the faculty of agriculture, environment, food safety and innovation. Including processing of agricultural herbs From more than 37 years of experience since 1982 onwards, We learned that monoculture management that relies on chemical use is the cause of residues in the environment and food consumed.

Especially the work that is responsible for food safety ,Thus contributing to the solution of contaminants in food such as Nitrofurans, Accelerators, and Heavy metals. Further reinforcing the belief about the dangers of hazardous chemicals. Therefore is a turning point in returning to learn more organic agriculture that is safer and discovered in nature there are many plants and herbs that can qualify to replace chemicals used in the production of consumer products, such as foaming agents, surfactants stain remover skin and conditioning agents, etc.

Therefore researched and tested until getting many products in the consumer group such as shampoo, foam cleanser, soap, cleaning products, etc. That have special properties is gentle on the skin. Does not cause allergic reactions and some types have properties to protect and maintain according to the medicinal properties. Important waste water from washing is not causing problems in the environment and turning into organic water fertilizers for all plants.

At the same time, The return of nature to the people in Japan and Europe turned was attention to products made from natural substances that respond to environmental problems and allergic reactions to hazardous chemicals and is a campaign to save the world. Making them see the opportunity to produce products to the green market that is likely to grow in order. The company decided to produce products to the market in order to satisfy consumers who seek products that care about the environment like us.



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DFT (THAILAND) COMPANY LIMITED



**ING ON**

## ING ON HERBAL

“ING ON, YOUR TRUE BEAUTY”

“Ing On”, 100% natural herbal soaps and personal care products, works in harmony with your skin. We combine authentic herbs in the formula which provide synergistic qualities to enhance healing and whitening efficacy.

Ing On is a leading Thai herbal care product that offers complete care for varying individual needs. Our products are derived from some of nature best ingredients such as tamarind, rice milk, curcuma, and other authentic Thai herbs.



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@ingonherbal

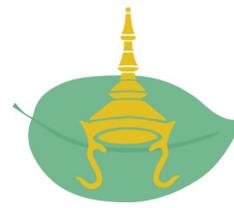


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**ING ON**



**THEPTEX (THAILAND)  
COMPANY LIMITED**



theptex

## THEPTEX

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Our in-house development team can create customised moulds to make latex cores of any shape, size, thickness and/or density. Theptex supplies on OEM basis to leading brands in the bedding industry. For ODM customers who require a fully finished product, our seaming department can fit the mattress with an inner and/or outer cover, zipper, label, etc. We can also add your logo or other graphic design to the core surface.



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**HAPPY HEALTH PLUS  
COMPANY LIMITED**





## CLAMP IT

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Toys was created by a group of toy experts with more than 30 years of experience working together under the concept of making toys into a new concept from design to production. We have been studies, experiments and production to unique toys for manufacturing with standard and an environmentally friendly. Finally established own company name “Happy Health Plus co., ltd. Under trade mark name “Clamp it” in 2018

Children enjoy to play toys also connecting their imagination. The combine develop IQ- EQ growth as they age and family be happy for playing toys together.



Ride on



Storage



Rocker



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# 04

## IDEA LAB 4



**YORICE**

**THC (THAILAND)  
COMPANY LIMITED**



# YO RICE

AMAZAKE JAPANESE RICE MILK

## YO RICE AMAZAKE

We have found that the other way to add value of our product is adding vitamin. Fermentation, internationally recognized, is another process to add nutritional value. Then, we study about the process of making Japanese sweet rice or Amazake (甘酒), sweet beverage made of rice with opaque white signature. Amazake has been favored for ages among Japanese people. It is counted as Japanese original recipe of super food from not only its great taste and good aroma, but also high nutrition value.



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**ONE MORE  
THAI CRAFT CHOCOLATES**



## ONEMORE

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Through the great time of 2020, we have been determined to develop our local chocolate brand to impressively welcome and reach our dear guests to Nakhon Si Thammarat's Cocoa route. oneMore is incredibly grateful for all valued customers' receptions, also all supports from both government and private organizations, agencies, etc. These become our inspiration to create and continue our work determinedly, along with the community of Thailand cocoa farmers' intellect and cooperation. One more Thai craft chocolates.



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**SIAM TECH FARM**



## SIAM TECH FARM

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We are a group of enterprises running the business of raising and processing crickets under GMP standard. Mulberry leaves and rice husk and bran are used to feed crickets as a natural food without synthetic additives. We make a farming in a closed system with control air circulation to create suitable conditions for multiplication and growth.

We are supported by government agencies under the regulations of Thailand. Product development under the cooperation of academic institutions with a focus on food processing in order to obtain quality food for end consumers.

Our crickets are now processed into FDA-approved protein powder and pasta. Pasta made from local rice called Tubtim Chumphae mixed with crickets' powder. Pasta products are highly nutritious with gluten free and suitable for health-conscious consumers.

Besides the income from doing business is distributed directly to farmers in order to increase farmers' livelihoods.



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**MADAM NURSE**



## MADAM NURSE

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Sausages for all health lovers. No nitrite, no nitrate, no preservation, no MSG, no coloring, no starch, no legumes, and no dairy products. Our Sausages' main ingredient is pork which provide more protein, less fat. Moreover we lightly season them with no MSG added, which means lower sodium rate, for your good health.



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ไส้กรอกดี ชีวิตดี



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# MANTRA FOOD THAILAND





## Mantra MANTRA

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Sharing knowledge about plant-based diets & lifestyle for all, we inspire everyone to eat healthy with more plant-based food and consume less meat. Suitable for those who want to revolve their eating habits and become new person with better body & mind including vegans.

Just like this MANTRA who wasn't born and learn to eat plant-based at first, but then the disaster happened on its planet so they revolved the way they eat and now he will be sharing his experiences.



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**THAVEECHAI FOOD MANUFACTURING  
COMPANY LIMITED**



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Canning & frozen industries. The company was registered on June 2nd, 2000, with the vision an objective of capturing the abundant source of seafood and selected fruits supplies from Southern Thailand for canning and export to overseas markets.



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@thaveechaifood



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HANA PLANET



## HANA PLANET

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Thai Flower Drink: Premium Floral Syrup

Thai Flower Drink innovation is a continuity of Research and Development Institute Bansomdejchaopraya Rajabhat University project. It is a development of local herb drink brewing from flowers in Amphawa district, Samut Songkhram province of Thailand. The beverage also contains antioxidant. The project committees selected Ms. Sunniang Deesawas to join the research topic of “Innovation of Thai Flower Beverages”



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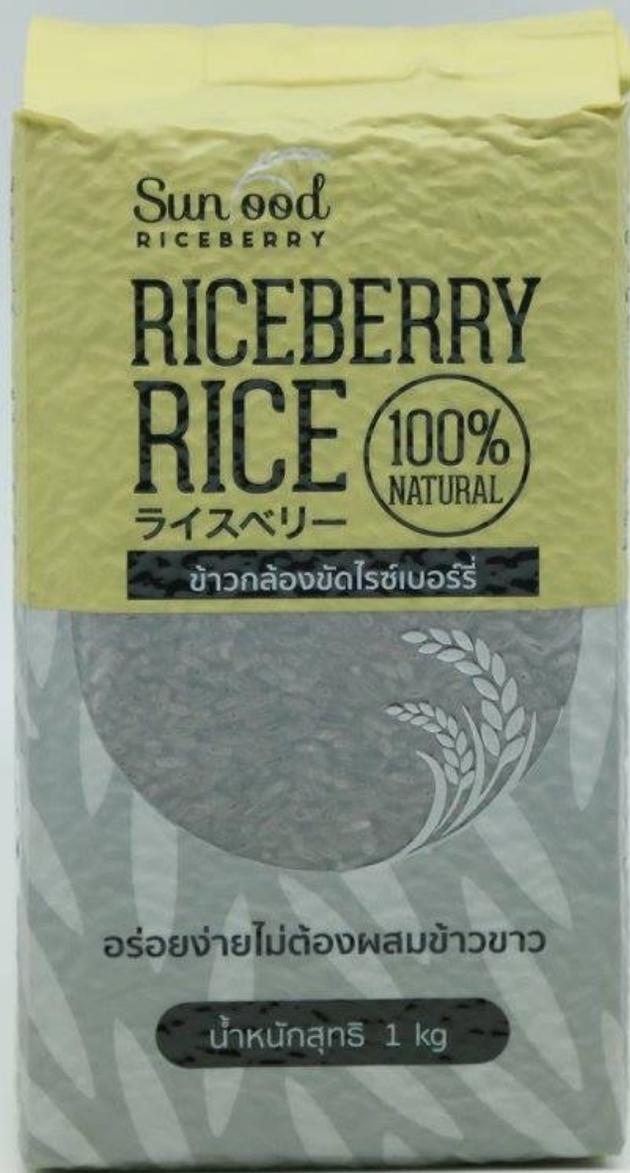


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บริษัท ซันฟู้ดส์ คอร์ป จำกัด

SUNFOOD CORP  
COMPANY LIMITED



## SUNFOOD

LIFE QUALITY FOR FARMER IFOAM ORGANIC CERTIFICATION

Since 2014, Sunfood, in association with Zero Waste Association (Thailand) and Kasetsart University Kamphaeng Saen Campus, initiated a joint promotion of Riceberry Cultivation on 1,600,000 square meters of land in Baan Thi district, Lamphun province of Thailand. To change agriculture in the area to organic agriculture, the firm educated farmers and prepared them to go pure organic within 2016. The goal is to be the archetype of organic Riceberry cultivation promotion, also value creation by innovation and processing technology. Sunfood has determinedly established community consciousness and appreciation of the true importance of organic agriculture.

To sustain earnings for farmers and agriculture chain, also value addition from organic Riceberry production.



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MARON

MARON JEWELRY



MARON

## MARON JEWELRY

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MARON was founded by the second generation of the remarkable ruby and precious gemstone manufacturer and trader family in the centre of Bangkok, Thailand. With 40 years of experience, our aim is to make precious jewelry that uplifts the value of spirit and life.

Our design philosophy begins with curiosity and observation along our journey in different places to collect magical things. All of MARON's design is combined with special cut coloured stones and creative production technique from our high experienced craftsman, which implies the creativity, unconventional beauty and uniqueness that reflect a very strong personality of wearers.



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MARON



**NEWGEN INTER TRADING  
COMPANY LIMITED**





SOOKKHO  
สุกข์โ

## SOOKKHO

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SOOKKHO brand has begun from finding out the solution for health problems leading to the integration of Thai wisdom and innovation to solving the causes of body aches and muscle pains, stress disorder as well as office syndrome

SOOKKHO is outstanding in bringing the benefits of Thai herbal premium ingredient “Wan-Sao-Long (Amomum Biflorum Jack)” which can be grown only in 2 provinces of Thailand. And along with abundance of other Thai herbs that many countries have affirmed as the valuable ingredients which have been used in Thai Traditional Medicine over centuries such as jasmine rice, ginger, peppermint and many more. It is an amazing combination between the design made by a physiotherapist and the innovation applied for easy-to-use whereby either warm it up in the microwave or place it in the freezer. So, this is very easy for everyone to do at home. Eventually, this becomes the product creating a relaxation with nature for treatment of body aches and muscle pains.



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**DECYCLE RUBBER**



## DECYCLE RUBBER

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We are in the business industry of chemical construction and have a team with long experience & expertise more than 15 years (Under the management of Winserve Products Co.,Ltd. & Wintrade Products Co.,Ltd.)

We focus on reducing the rate of waste growth in the industry including sustainable production.

The DeCycle brand is created from our aim & commitment is to be a part of effective & sustainable waste management solution.



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**IDEA LAB : THAI AGRICULTURAL INNOVATION**



THAI NUM CHOKE TEXTILE  
COMPANY LIMITED



NATURTEXX

## NUTURTEXX

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Our mission is to meet our customers' satisfaction and requirements for goods and services with continuous research and development.

Thai Num Choke Textile Co., Ltd. is a Thailand-based weaving company established in 1992. We offer make-to-order products related to industrial and natural fiber blended textiles. Our products have been recognized by prestigious entities such as Thai Creative Awards, Thailand Prime Minister's Export Award, and National Innovation Agency Thailand.

With an annual capacity of 6 million yards, we assure reliable weaving service to our customers. Our factory houses 4 Shuttle Loom with Dobby 76 sets, Rapier with Dobby 54 sets, and Rapier with Tappet 58 sets. Our services extend to yarn spinning, with Ring Carded Spinning 30,000 spindles. We are the leading manufacturer of Natural Fiber-Blended Textiles.



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