

Ocean Grit: the strength of the Mediterranean Sea in the Carbonate Industry

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Ocean Grit is a sustainable, efficient, and revolutionary source of carbonate. Industries such as poultry, cement, and cosmetics require a constant supply of calcium carbonate to produce their products. However, there is a multitude of companies and sources that can supply this demand, so what makes us different?

For starters, the origin of our product. There is no calcium carbonate supplement on the market that comes directly from the sea, specifically from mussel shells. Because its biological origin gives it a unique chemical composition compared to those derived from mining, reserving a product of the highest quality and purity for your interests.

In addition, there is another tremendously innovative factor that also sets Ocean Grit apart from the competition: the production process. The mussel shells are removed from canneries and aquaculture farms, avoiding inefficient and environmentally unfriendly treatment, and are then converted into CaCO₃ of varying thickness. Through this circular economy scheme, we turn a waste product into a first-class product with a multitude of applications: a green label that is attractive to consumers and to European funding.

Finally, contrary to popular belief, eco-friendly is not synonymous with expensive. We use a highly economical raw material (mussel shells), and the processing they undergo is not costly at all (cleaning and milling), so the total investment is minimal. If we add some numbers we find that after the initial capital expenditure and taking into account the sales forecast, from the first month we have a net profit of nearly €500 with a forecast of exponential improvement during the first year in the market.

If you too want to get a reliable and cheap source of carbonate and stand out from the competition with an environmentally friendly brand, Ocean Grit is the product you are looking for.