

# Desert Control enters strategic agreement for the Kingdom of Saudi Arabia

*Desert Control announces agreement for the production, sales, distribution, and implementation of Liquid Natural Clay (LNC) in the Kingdom of Saudi Arabia (KSA)*

RIYAH, SAUDI ARABIA, July 5, 2023 /EINPresswire.com/ -- Desert Control announces that it has entered into an agreement with Holistic Earth Advanced Regeneration Technologies (H-EART) to become a licensed operator for the production, sales, distribution, and implementation of Liquid Natural Clay (LNC) in the Kingdom of Saudi Arabia (KSA).



Constandinos Felder, CEO of H-EART and Ole Kristian Sivertsen, President and Group CEO of Desert Control

The agreement marks a significant milestone in Desert Control's transition to a strong partnership model with a local operator structure for the Middle East. The business model allows Desert Control to leverage the capacity and reach of local partners while dedicating additional resources to core business activities and accelerating development in multiple markets.

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The impact of technologies such as LNC is crucial for KSA as we strive towards achieving strategic national objectives and priorities outlined in the Saudi Vision 2030 and the Saudi Green Initiative”

*Constandinos Felder, CEO of H-EART*

“The strategic partnership with H-EART drives expansion of LNC offerings in KSA while strengthening the core innovation of the Liquid Natural Clay technology and enhancing global reach. By leveraging the capabilities of H-EART, we can grow our impact in the Middle East and accelerate efforts in other key markets,” said Ole Kristian Sivertsen, President and Group CEO of Desert Control.

H-EART will acquire LNC production units that will be deployed in KSA in the near future. In addition, H-EART will anchor the strategic partnership by becoming a

shareholder in Desert Control, along with entering into an agreement for the production, sales, distribution, and implementation of LNC in KSA.

"We are honored to partner with Desert Control to tackle critical issues in the Kingdom of Saudi Arabia. The impact of technologies such as LNC is crucial for KSA as we strive towards achieving strategic national objectives and priorities outlined in the Saudi Vision 2030 and the Saudi Green Initiative. Emphasizing food security, water security, and climate action leadership, this agreement allows us to step up our efforts to tackle desertification and water scarcity," said Constandinos Felder, CEO of H-EART.

About Desert Control:

Desert Control specializes in climate-smart AgTech solutions to combat desertification, soil degradation, and water scarcity. Its patented Liquid Natural Clay (LNC) restores and enhances soil ecosystems to reduce water usage and improve the efficiency of fertilizers and natural resources for agriculture, forests, and green landscapes. LNC enables sandy and arid soil to retain water and nutrients, thus increasing crop yields, plant health, and ecosystem resilience while preserving water and natural resources by up to 50%.

For more about Desert Control, visit <https://www.desertcontrol.com>



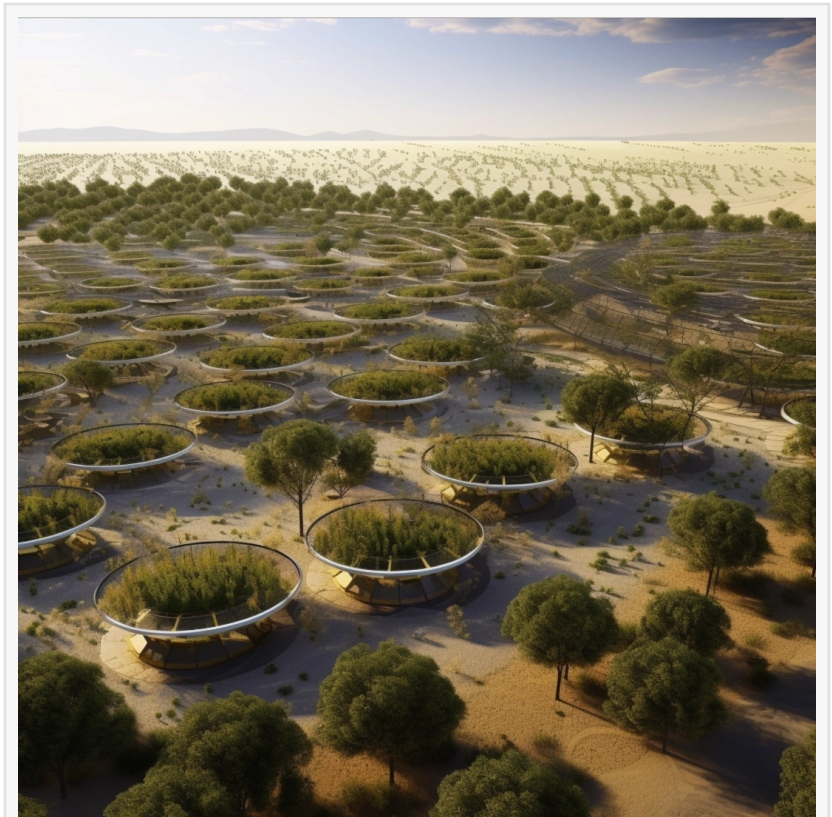
Desert Vision



Desert Vision

About Holistic Earth Advanced Regeneration Technologies (H-EART):

H-EART is a company committed to building a planet-positive future. Specializing in regenerative solutions and resilient technologies, H-EART addresses critical ecological challenges like soil restoration, water conservation, and climate resilience. By fostering strategic partnerships with providers of climate-smart technologies, H-EART aligns with the Kingdom of Saudi Arabia's vision for environmental sustainability and climate action leadership. Through innovative methodologies, H-EART's mission is to regenerate and rejuvenate our planet, fostering a future that is resilient and climate-smart.



Desert Vision

As a partner of Desert Control, H-EART brings the transformational impact of Liquid Natural Clay (LNC) to the Kingdom of Saudi Arabia (KSA). Leveraging LNC's ability to combat desertification, improve soil health, and conserve water and natural resources, H-EART aims to advance environmental sustainability in KSA. The Desert Control partnership strengthens the Kingdom's capacity for water conservation, food security, and climate action leadership, all of which are key priorities for the Saudi Vision 2030 and the Saudi Green Initiative.

About Liquid Natural Clay (LNC):

Liquid Natural Clay (LNC, also referred to as Liquid NanoClay) restores and enhances soil ecosystems to reduce water usage and improve the efficiency of fertilizers and natural resources for agriculture, forests, and green landscapes. LNC enables sandy and arid soil to retain water and nutrients, thus increasing crop yields, plant health, and ecosystem resilience while preserving water and natural resources by up to 50%.

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H-EART er et av de største og mest populære programene i Norge. Programet er et samarbeid mellom H-EART og NRK, og er et av de mest populære programene i Norge. H-EART er et av de mest populære programene i Norge, og er et samarbeid mellom H-EART og NRK. H-EART er et av de mest populære programene i Norge, og er et samarbeid mellom H-EART og NRK.

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