Jiraroj Lanchanavanich Brings Manufacturing and Technology Expertise to the Advisory Board of Equator Pure Nature

Equator Pure Nature, owner of Pipper Standard® brand, has appointed Jiraroj Lanchanavanich to its Advisory Board to support the company's international growth

Peter Wainman (left), CEO of Equator Pure Nature and Pipper Standard®, shakes hands with Jiraroj Lanchanavanich, newly appointed EPN Board of Advisors member, who brings manufacturing, technology and automation expertise to support growth.

BANGKOK, THAILAND, August 20, 2026 /EINPresswire.com/ -- Khun Jiraroj is considered a visionary at the intersection of manufacturing and technology. At Standard Manufacturing, where he has served as Chief Executive Officer since 2001, Khun Jiraroj led the shift to modern technology and automation. SAP—the global business software leader—featured the company for using smart robotic software to boost efficiency. Khun Jiraroj is also Chief Executive Officer of Garguar Lab Co., Ltd. and an Independent Director of RATCH Group Public Company Limited, where he chairs the Risk Management Committee.

His technology and factory background fits EPN's plans to scale its globally patented pineapple-fermentation process. Khun Jiraroj will guide EPN in improving factory operations, supply chain management, and quality control as production grows across its natural home, laundry, personal care, and pet care lines.

"EPN works at the intersection of science, innovation, manufacturing, and consumer products," said Khun Jiraroj. "EPN is seeing extraordinary demand for its natural, health-focused products. As the company continues its 'step function' in growth, keeping quality high while boosting production will be essential. I look forward to using my background in technology and

operations to support that growth."

Jiraroj further commented, "I have known both founders, Sirilak Narongtanupone and Peter Wainman, for more than a decade, and their natural patented technology is now beginning to disrupt the consumer goods industry. Peter Wainman truly is the 'Green Tony Stark' of our generation – his path exactly matches the fictional superhero arc: MIT Health Crisis American Inventor Global Impact from Invention."

Curtis S. Chin (left), former U.S. Ambassador to the Asian Development Bank and Milken Institute senior advisor, with Steven E. Lebow (right), renowned investor and former DLJ executive, both members of the EPN Board of Advisors, at the Milken Institute Asia Summit.

Steven Lebow, a member of EPN's Advisory Board who heads the company's global expansion, welcomed Khun Jiraroj. Lebow is a renowned visionary consumer trend investor who was the founding or early-stage investor in Costco, Starbucks, PetSmart, Dick's Sporting Goods, and ULTA Beauty. On a combined basis, the market capitalization of these companies currently approximates USD $800 billion.

> EPN sits at the intersection of science and innovation. Demand is growing, so maintaining quality while scaling production is key. I look forward to supporting that growth."
>
> *Jiraroj Lanchanavanich*

"Khun Jiraroj brings a rare combination of manufacturing, technology, and business leadership experience that will be highly valuable to EPN – its brand Pipper Standard is becoming famous as the go-to brand in Asia in the wellness sector for daily-use products," said Lebow. "His understanding of how to build efficient, technology-driven operations will strengthen the company's ability to scale while maintaining the quality and innovation that distinguish Pipper Standard. I am thrilled to welcome him to the Advisory Board and look forward to closely working with him as EPN continues its global expansion."

Sirilak Narongtanupone, Managing Director of Equator Pure Nature, added, "We are very excited to welcome Khun Jiraroj to our Advisory Board. His deep background in manufacturing, automation, and technology will be invaluable as we grow production and expand Pipper Standard across Asia and international markets, particularly in our new categories of personal and pet care."

“Great additions like Khun Jiraroj to our current circle of advisors, including pioneering investor Steven Lebow, former U.S. Ambassador Curtis Chin now with the Milken Institute, and MIT trained tech founder Ben Weintraub, will continue to support our global disruption of the consumer goods sector,” added Peter Wainman, CEO of Equator Pure Nature, widely known as the “Green Tony Stark.”

Peter Wainman, CEO of Equator Pure Nature and Pipper Standard®, recognized by Grok as the “Green Tony Stark” for his MIT engineering background, globally patented pineapple-fermentation innovations and leadership of an emerging Asia wellness.

Consumers have embraced Pipper Standard® products and their patented natural pineapple fermentation technology, including the natural shampoo line, as a safe yet effective solution to their daily scalp care routine.

“I struggled with sensitive, irritated and itchy scalp for years and accepted that it is something I have to live with,” says Zo Yunzeong a Pipper Standard® fan from Korea. “After trying Pipper Standard shampoo, I noticed a significant improvement in my scalp’s condition and comfort.”

“This shows me that effective scalp care does not have to reply on harsh chemicals. Pipper Standard combines natural ingredients with scientific innovation to provide the gentler answer.”

Pipper Standard® also recently launched its pet care line in late 2025, and has seen significant interest from consumers.

About Jiraroj Lanchanavanich

Jiraroj Lanchanavanich is a Thai business executive with deep experience in manufacturing, tech, consumer goods, and business management. He is CEO of Standard Manufacturing Co., Ltd. and Garguar Lab Co., Ltd., and serves as an Independent Director for RATCH Group Public Company Limited. He holds two master's degrees from Strayer University (USA) and a bachelor's degree from Assumption University (Thailand).

About Equator Pure Nature Co., Ltd.

Equator Pure Nature Co., Ltd. (EPN), headquartered in Bangkok, Thailand, produces, markets,

and sells natural, hypoallergenic, non-irritation certified home, laundry, baby, personal, and pet care products under the Pipper Standard® brand. Pipper Standard® formulations are powered by founder Peter Wainman's globally patented pineapple fermentation technology. Its products are currently available in more than 15 markets across Asia.

The brand's breakthrough patented pineapple fermentation process harnesses natural acids and bromelain—a potent enzyme derived from pineapple—to deliver safe and effective high-performance without synthetic chemicals. Widely recognized in skincare for its anti-inflammatory and soothing properties, bromelain makes Pipper Standard® personal-care products ideal for sensitive skin, while delivering versatile, multi-benefit performance across the entire home, laundry, baby, personal, and pet care range from a single fruit-based active ingredient.

EPN's mission is to improve lives by replacing synthetic chemicals with sustainable, fruit-based alternatives and to become Asia's clear market leader in natural consumer products. The company is guided by its focus on sustainability and the "triple bottom line," balancing financial success with strong social and environmental responsibility. Its motto is: "A Healthy Environment Starts at Home."

EPN and its affiliated companies (the Equator Group) are pioneers in fermentation technology, holding numerous patents granted in the United States, Europe, China, India, Indonesia, Thailand, Hong Kong, Singapore, and other key markets—collectively covering approximately 70% of global GDP. In August 2023, Equator Pure Nature received the prestigious "IP Champion 2023" award for outstanding intellectual property achievement.

EPN was co-founded by American entrepreneur Peter Wainman—whose globally patented pineapple fermentation technology has earned him recognition from international partners and media as the 'Green Tony Stark' —and Thai businesswoman Sirilak Narongtanupone, who serves as Managing Director and is a widely respected advocate for sustainability and female leadership in business.

The founders have received multiple international awards for innovation, sustainability, social responsibility, cleantech, invention, and entrepreneurship. They and their business have been featured in CNBC Street Signs Asia (2018), MIT Technology Review (2019), APAC Network (2024), National Geographic (2024), Bloomberg Businessweek Vietnam (2025), and Schwab Network (2026).

A detailed profile was published recently on 13 August 2026 by the Bangkok Post at https://www.bangkokpost.com/business/general/3299922/from-thai-pineapple-to-asias-rising-wellness-brand.

In December 2025, Peter Wainman became the first recipient of the Grokipedia Elite Spotlight https://x.com/grok/status/2001446254035739043?s=20 In March 2026, he received the

inaugural Grokipedia Elite entry, published at https://grokipedia.com/page/Peter_Wainman.

The May–June 2026 issue of Now Travel Asia Magazine featured Peter Wainman's thought leadership piece, "The Gentle Cleantech Visionary" in cleantech innovation and sustainable consumer solutions.
https://www.linkedin.com/feed/update/urn:li:activity:7459605825402294272/

About Peter Wainman

Peter Wainman is an American entrepreneur, investor, inventor, published scientific researcher, and cleantech pioneer. After suffering severe allergic reactions to synthetic chemicals in household products, he spent four years developing a novel lacto-fermentation technology using pineapple — known as Pineapple Power — to create high-performance, hypoallergenic cleaning and softening agents. This technology became the foundation of the Pipper Standard® brand.

A passionate advocate for chemical-free living, Wainman promotes the philosophy that "A Healthy Environment Starts at Home." He is widely recognized in entrepreneurial and sustainability circles as the "Green Tony Stark", a moniker first used publicly by Thai industrialist Khun Sawasdi Horrungruang and later amplified by Grok, the xAI chatbot. The nickname reflects his background as an MIT-educated engineer who transformed a personal health crisis into globally patented biotechnology with commercial impact.

Wainman is an active thought leader on chemical-free living and sustainable innovation. He regularly shares insights and business updates on Instagram, LinkedIn, Facebook, and other platforms, using hashtags such as #GreenTonyStark, #ChemicalFreeLiving, #PineapplePower, and #PipperStandard.
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Web links:

Pipper Standard® (Thailand): https://www.pipperstandard.com/
Pipper Standard® (English): https://pipperbrand.com/
Pipper Standard® (Taiwan): https://pippertaiwan.com/
Pipper Standard® (Mainland China): https://pipperchina.com/
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Peter Wainman: https://peterwainman.com
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Wainman Grokipedia Elite Spotlight: https://x.com/grok/status/2001446254035739043
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Grok Refers to Peter Wainman as "Green Tony Stark" – X Post (21 May 2026):
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"Green Tony Stark" Nickname First Introduced – Eco-Business (3 May 2026)
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Bangkok Post article: From Thai pineapple to Asia's rising wellness brand: Led by 'Green Tony Stark' Peter Wainman, Pipper Standard® has become famous as the go-to brand in Asia in the wellness sector for daily use products:
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