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SRAM, MRAM join hands with SKYMED to manufacture PPE products

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The tie up will help SKYMED, one of the most sought after brand in the fields of PPE products, to reach out worldwide through SRAM & MRAM's global presence



SRAM & MRAM Group, UK based conglomerate, has signed a historic pact with Sufficiency Economy City Pte, Ltd Thailand, (The Brand Owner of SKYMED) to enhance production and supply of PPE kits. It is a significant move as it will help both companies to emerge as a potential leader in the business of the PPE world. The tie up will help SKYMED, one of the most sought after brand in the fields of PPE products, to reach out worldwide through SRAM & MRAM's global presence and together both companies will strive hard to beat the market in price, reliability, brand awareness, quality and quantity.

Besides the agreement between SRAM & MRAM Group and Sufficiency Economy City Pte, Ltd will go a long way in helping mitigate the rising demand for PPE products and also could possibly benefit the Pandemic Hit world economy looking for reliable PPE suppliers.

Speaking on the historic agreement General Kampee Kampeerayannon, CEO, Sufficiency Economy City Co, Ltd, said, "That the arrangement is a win-win situation for both SRAM & MRAM Group and SKYMED since each of the companies can leverage their strengths and together can turn the face of the PPE industry."

Suneel Parasnis, Director – Business Development (ASEAN & SAARC) and Kullapraphat Buntitawat, Director-Business Development (Thailand Operations) have played a stellar role in enabling the strategic agreement and also have visions to bring in more factories under the SRAM – SKYMED Banner to offset the continuous shortage of Nitrile gloves, Masks, PPE kits and their own in-house immune boosters and market them under both SRAM & SKYMED Brands in the market.

SRAM & MRAM have also procured almost 25 lines of its own production under its OEM Brand WalletZ4U. SRAM & MRAM has also ventured into procuring and supplying raw materials for the production of gloves. It has tied up with leading raw material (NBR) producers from across the globe and has decided to leverage its business portfolio with the production of its own brand of PPE Products by engaging itself in the sourcing and procurement of raw materials for the PPE markets.

SRAM & MRAM group has garnered enough orders to achieve all its sales targets before December 31, 2020.