

Green Chemistry Grant Recipient Project Summary

KTM Industries, Inc.
Clean Energy and Advanced Manufacturing Grant

In December of 2010 KTM Industries, Inc. received a Clean Energy and Advanced Manufacturing Grant focusing on Green Chemistry from the Michigan Department of Environmental Quality. KTM is a company located in Lansing that manufactures environmentally preferred products including Green Cell Foam which is a cornstarch-based material used primarily as protective packaging foam. They received the grant to increase their manufacturing capacity, fund marketing, and help with funds directed toward personnel, benefits, supplies, and other project costs.

After receiving the grant, KTM was able to research more on their target audience for marketing and move forward with marketing and development. They hired a marketing consultant and found that the Green Cell Foam they were marketing to people was not fitting for such people and adjustments had to be made with the Green Cell Foam. With the grant KTM was also able to focus on meeting basic processing requirements, and keep on track with their goals to increase production. KTM was able to increase the sales of the Green Cell Foam as they had outlined in their grant proposal.