

Creturner partners with Francie Finn, founder of Cow Shades in the US.

Creturner Group strengthens its presence in the US market by partnering with Francie Finn, an energy consultant based in California, USA

Francie Finn is the founder of Cow Shades, a company dedicated to reducing methane gas emissions among dairy farmers and improving cow welfare through the use of biochar, alternative energy and advanced technologies.

Creturner Group is already represented in the US market and is now strengthening this presence with another agreement. The purpose of this sales partnership is to offer Creturner's carbon offset services to B2B customers in the US. The exact annual volumes and value of the collaboration have not yet been determined.

Francie Finn will use her extensive network to market, negotiate and sell services aimed at reducing carbon emissions. An agreement has been signed, and the parties have agreed to start communication with potential customers without delay.

"We see this as an important strategic agreement. We already cooperate with Spotnana for the Canadian and American market and through this new reseller agreement more companies will become aware of our solution. Francie Finn has a wide network of contacts and has a broad knowledge when it comes to environmental technology and solutions for climate challenges. I find it very exciting that we have been able to collaborate with her and Cow Shades. She is an energetic person who I believe will do a fantastic job in her home market," says Joakim Erlandson, CEO of Creturner."

"I am thrilled to represent Creturner in the US Market and embark on the journey towards carbon removal alongside them. Their industry-leading solutions and advanced, fast, precise & permanent technology will empower farmers to create a sustainable future. I look forward to providing tools and resources for better carbon management and making a positive impact," says Francie Finn, Cow Shades

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About Creturner Group

Creturner Group AB is a group with two business areas within environmental technology.

The digital part is a technical computing business that is expanding to strengthen its long-term

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potential and create a presence in the rapidly growing market for computing capacity. The company has its own facilities in Sweden with its own energy production to reduce raw material costs and environmental impact.

The environmental technology part offers corporate customers an efficient and permanent method for carbon offsetting their operations. The method is based on CDR (Carbon Dioxide removal), which involves converting residual biomass into the element carbon and depositing it to reduce the amount of CO₂ in the atmosphere. Creturner's corporate customers can then purchase carbon offsets in the same way as traditional carbon offsets such as tree planting. Unlike tree planting, Creturner's method is immediate, permanent and clearly measurable. The follow-up is done through linked smart contracts that give the customer insight into the outcome and future financial returns from the environmental investment.

Attachments

[Creturner partners with Francie Finn, founder of Cow Shades in the US.](#)