



ARGENOBËL
science & sensibility

ARGENOBEL CASE STUDY

ARGENOBEL × OBVEUS



THE LOGO

Argënobel logo is an amalgamation of nature. The science of sensibility needed to come out beautiful as a narrative. We took inspiration from the tricolour to bring the best out of Argënobel.



THE OPPORTUNITY

ARGËNOBEL

A manufacturer and supplier of nanoparticles and nanotubes came up with a wonder chemical silver nanoparticles infused versatile cleaner, Arges that terminates 99.9% germs and can be used at homes and offices.

BRAND IDENTITY

With an intelligent amalgamation of science and sensibility, Argënobel was already an established manufacturer. They introduced Argësil, a state of the art disinfectant cleaner.

THE PLAN

Team Obveus was a part of the brand Identity , positioning, building the philosophy of the product and packaging of the brand. We rolled out sleeves and got to work on this impactful project.

ARGËNOBEL X OBVEUS

PHASE 1

Target Audience

Argënobel wanted their silver nanoparticles infused disinfectant to be available at homes, establishment and business. Backed with foolproof science, the product was one of its kind.

PHASE 2

Being Seen.

The idea was to make the brand more visible, relatable and bring out the ethos. **"We infused the palette of the Indian flag giving it a rustic logo of a leaf to show the inspiration of nature."**

PHASE 3

The design

The website was design to communicate the sustainability of the products. That the product is infused with nature. It's a state of the art technology that deep cleans any surface.



ARGESIL "Delightfully Predictable!"

Kills up to 99.999% Bacteria, Viruses, & Fungi
Non-Toxic, No Chemical Residue
Approved for Use in Homes, Hospitals, Schools,
Offices & Education
Disinfects, Sanitizes, Deodorizes

Home

SILVER NANO TECHNOLOGY
Eco-Friendly Disinfectant for Microbes & Biofilms

5L

ARGESIL "Delightfully Predictable!"

Kills up to 99.999% Bacteria, Viruses, & Fungi
Non-Toxic, No Chemical Residue
Approved for Use in Homes, Hospitals, Schools,
Offices & Education
Disinfects, Sanitizes, Deodorizes

Professional

SILVER NANO TECHNOLOGY
Eco-Friendly Disinfectant for Microbes & Biofilms

5L

ARGESIL "Delightfully Predictable!"

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Non-Toxic, No Chemical Residue
Approved for Use in Homes, Hospitals, Schools,
Offices & Education
Disinfects, Sanitizes, Deodorizes

Medical

SILVER NANO TECHNOLOGY
Eco-Friendly Disinfectant for Microbes & Biofilms

5L

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Pharma

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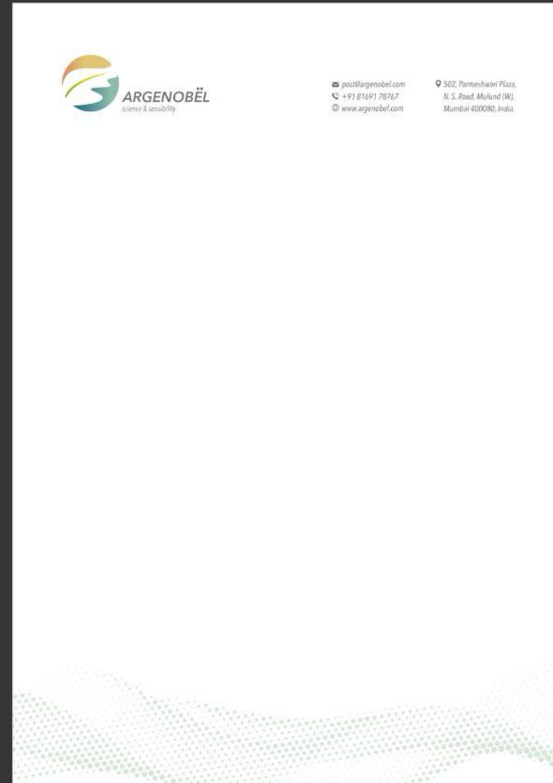
Agro

SILVER NANO TECHNOLOGY
Eco-Friendly Disinfectant for Microbes & Biofilms

5L



STATIONERY



We made futuristic brochures for Argënobel that were sent as emailers for acquisition and retention of their client.



Science & Sensibility

Balance. Reason (a good reason). Sustainability.
Those should be the dreams of an exacting science.
The reality is far from it still, but we could start by doing things right.
Let's just solve a problem without creating another, shall we?
That would turn a new page...



www.elsevier.com/locate/jbiotec

Ask why your cell phones looked and felt like bricks when they first appeared... and they still weren't 'smart'!



Ask why the first Apollo mission seem mooncraze at the mercy of a supercomputer that was a result of a building owner's pet had become a powerful tool.

[illegible]

Nanoscience.

The science that makes eminent sense

One way of doing this is to have a 'Kardex' card, like those used by librarians to index books, which records any problems, and also, with any significant fall or rise in sales. Neurobiology assists the sales performance of most of our clients, but it is more the responsibility of salespeople. The sales call is a real game to the plant — it may seem that the plant is a weak link, but it is possible to make the original changes in your sales as well as your plant.

As a MEMBER, we've jumped the line as the "next" way forward. We are the integral checkbook.

[illegible]

Ecologically speaking, can we ever do anything without undoing something else?



Not right now. In fact, we are failing miserably at that.

Our detergents get our clothes all clean and natty, but the stuff that oozes out of our washing machines pollutes the seas with phosphates and destroys the ocean ecologies. Our industry has given us prosperity, but it has released enough greenhouse gases to put the planet firmly on the way to extinction.

CLIMATE CHANGE is a reality. Our way of doing things, our science, are simply not good enough. We do not solve problems without creating a plethora of others.

Science & Sensibility will have to go together. Our survival depends on it.

ARGONAUT is simply the urgent application of that conviction. We are a group of scientists, research personnel, thought leaders, and problem-solvers from around the world, and we endeavour to use all our expertise and intelligence for a non-negotiable end result: **making science SENSIBLE.**

These pages will tell you how we are going about accomplishing that task. A lot of what we do is revolutionary; we'd like to think it's common sense... like the 'clarity' one has after smelling coffee.

nanoparticles that are often the subject of science news stories, chemistry, biology, physics, materials science, and engineering (and an interdisciplinary mix of these fields). Nanoparticles are tiny particles, typically being about 100 nanometers in size, that can be used in a wide variety of applications, from medicine to electronics.

Keywords: nanoparticles, small molecules, catalyst

One molecule is a Billionth of a meter	10 ⁻⁹ m	10,000,000 th of a meter
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For more information, visit www.chemistry.msu.edu/education/chemedresources/chemedresources.htm

The science of smaller than small particles

Metaphors require different sorts of science such as chemistry, biology, physics, matter or sciences, and engineering – it is reasonable when an rational individual starts and believes to be being about something

It's harder to imagine from small numbers, so let's try:

One millionth is a Billionth of a dollar	10^{-9} of a dollar	10,000,000 th of a dollar
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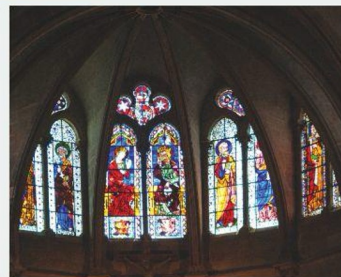
Not obvious, so let's make it a little more obvious by putting it in the context of a year:

**The science of smaller
than small particles.**

nanotechnology promises to change the properties of materials at the nanoscale.

quantum properties of the system can differ at the nanoscale. Many interesting examples in the literature have taken the form of the properties of a material at the level of nanosheets.

nanotechnology promises to change the properties of materials at the nanoscale.



Fact.

Although modern-day researchers and our technology seem like magic-wand, knowledge from the 1950s can be used for modern, 21st-century research and development of novel solutions to the nanoscale windows of medical devices, thousands of years ago. The art is back, and we can answer that they were changing the composition of the materials, they were working with, while creating.



Materials formed by using the principles and methods of nanotechnology, whose properties lie between that of macroscopic solids and atomic systems, are known as Nanomaterials.

The external dimensions or the internal structure dimension or the surface structure dimensions of nanomaterials lie in the range of 1 nm to 100 nm. They are invisible to the naked eye but can be observed with the help of the Scanning Tunneling Microscope (STM) and the Atomic Force Microscope (AFM).

At their nanoscale, these materials have unique optical, electronic, mechanical, and quantum properties compared to their molecular scale behaviour. Nanomaterials can be of natural existence, artificially manufactured, or incidentally formed. With the advance in research, nano-materials are being commercialized and are being used as commodities.



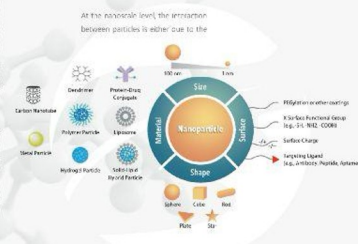
Broadly, nanomaterials display three key properties — Mechanical, Electrical, and Optical.

A drastic change in the properties of nanomaterials can be observed when they break down from the molecular level to the nanoscale level. Their electronic properties get modified due to the quantum size effect. Changes in the mechanical, thermal, and catalytic properties of the materials can be seen with the increase in surface area to volume ratio at the nanoscale level.

Many of the insulator materials start behaving as conductors at their nanoscale dimensions. Similarly, many interesting

quantum and surface phenomena can be observed in them. Particle size, shape, chemical composition, crystal structure, physico-chemical stability, surface area, and surface energy, etc., attribute to the physico-chemical properties of the nanomaterials. As their surface area to volume ratio increases, they become more reactive with themselves as do other systems.

The size of the nanomaterials plays a significant role in their pharmacological behaviour. When nanomaterials interact with water or other dispersion media, they can rearrange their crystal structure. Their size, composition, and surface charge affect their aggregation



As a materials user, be sure to select engineered materials, including composites, to naturally joining elements. Engineered materials are produced by humans with some clearly defined expectations, design criteria, and performance parameters. In contrast, the products of nature, including natural polymers and composites, are not designed to do what we require, so using them in a design could be dangerous. If a natural composite is good and as the best choice is certain and so.

Artificially creating a network is often due to phenomena such as forest fires, which are self-organizing, as well as myofibrils, etc. Wang and I discuss in [22] the structure of dynamic systems with the kind of use of memory, for example, a freely firing neural net, as some examples of self-organizing systems in biological systems.

Cats are an example of naturally occurring isogenic hermaphrodites. They are *hermaphrodites* because males and females have the same sex chromosomes (XX).

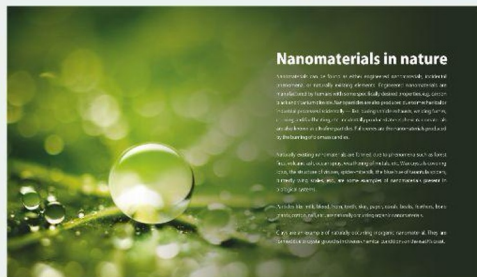
Nanoparticles
 A pathogen is a microorganism that causes disease. It can be a virus, bacterium, or fungus. Nanoparticles are tiny particles that can be used to deliver drugs or vaccines to a specific site in the body.

Titanium Dioxide

100%



Our Products



A futuristic look and feel was given to the brand website. Establishing not only the company but also the state of the art products that they make



✉ info@argenobel.com ☎ Tel: +54 911 861579690

Home Company Nanoscience Nano Products • Collaboration Contact Us

We ask for a method
minus the madness!



The 'Era Of Better Sense' Begins...

Ask why your cell phones looked and felt like bricks when they first arrived... and they still weren't "smart". Ask why the first Apollo Missions went uncovered at the mercy of a supercomputer that had the processing power of the common calculator... while being the size of your living room.

Smaller nanotubes than today's most powerful Microchips, the size of a grain of rice... meeting molecules of dust?

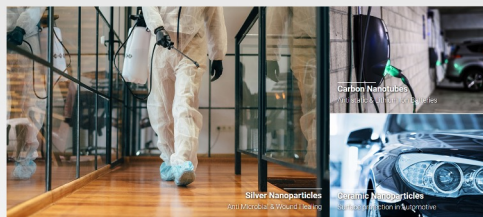
Nanoscience is giving our world its "A-HA" moments. Better medicine, better engineering, better manufacturing, better agricultural methods, and better products... is revolutionizing the way we live.

Nanotech could be our stand against Climate Change. It can make the engine oil changes in your car over its lifetime, react to our Nanotechnology based pesticides can work without harming harmful chemical residues. Pesticides demand... We can solve problems without creating a deficit of others.

At ARGENOBEL... we are our technology.

GET BEHIND NANOTECHNOLOGY [CLICK HERE!](#)

Our Products



Silver Nanoparticles
Anti Microbial Wood Coatings

Carbon Nanotubes
Carbon Nanotubes

<https://www.youtube.com/watch?v=LWa9Sw6G1nU>

www.argenobel.com

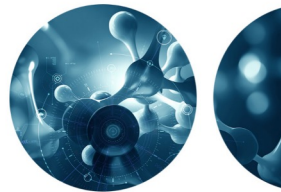


KNOW MORE

ARGÉSIL is the outcome of extensive research in the field of nano material science and is formulated using a wonder chemical of the millennium – "Hydrogen Peroxide" along with the goodness of Silver in a Nanoparticle size – 20nm.
The product is 100% Eco-Friendly
Biodegradable
Non-Toxic & Without Chemical Residue
Alcohol Free
Broad-Spectrum & Kills up to 99.999% Harmful Bacteria
(as per DIN 12759)
Highly Effective on Viruses, Fungi, Multiple Drug-resistant Bacteria, & Spores

Silver Nanoparticles stabilize the Peroxide and enhance its antimicrobial properties even at lower concentrations. The product is versatile across diverse applications in demanding industries like pharma and medical, in agriculture, and in homes and office environments.

Get behind Nanoscience [CLICK HERE!](#)



Multiple Applications. Comprehensive Disinfection

 Medical	 Pharma	 Professional
 Home	 Agro	ARGÉSIL How does it do what it does? FIND OUT HERE! Order Now

www.argenobel.com/Argesil/

ARGESIL

Welcome well-wishers into your home. Not microbes.



We owe our homes.

"Stay home. Stay safe." Quarantines with COVID-19 made that phrase more so much. We made our homes our most reliable ally and refuge. They have protected us a good deal as they have held us together.

We are weary of all the germs with which we live. We cannot drop our guard. We can never use a blind eye to infections. And we must make our homes a safe place to be in. Our homes are the only places that can give us the feeling, on the present day, that under the infection, we are, however, better in a predictable infection.

Technical Datasheet

Argesil is a highly recommended multipurpose disinfectant for use at Home, Residential, Commercial, & Play Areas. It maintains the highest level of health, hygiene & safety standards for infants & Pets. It protects from dangerous bacteria, viruses, fungi, and other serious threats causing microorganisms.



Composition:
Hydrogen Peroxide 12.5% w/v
Silver Nanoparticles 0.0125% w/v
D.M.Water q.s.

Efficacy Tested in NABL accredited lab
Recommended by SARS, HPA, CDC, A.I.C.M.R.
Manufactured in ISO9001 certified facility

Applications:
Surface disinfection, Aerial fumigation, Water storage tank disinfection,
Bio-Retention Pond water, Pools, Ponds, Beaches, Playing Areas, Academics,
Sick Rooms, for non-Household Appliances & Swimming Pools.
Directions for use: Use Argesil as follows:
Air Disinfection: 1 part in 10 parts water
Surfaces & Floor disinfection: 1 part in 20 parts water
Water & Air Borne: 1 part in 25 parts water
Germicidal: 1 part in 250 parts water
*Recommended contact time: 5 to 20 minutes. Contact with high light and enhanced effect.

By 2050, antimicrobial resistant infections may become the leading cause of illness.

We are creating a pre-analytic era where simple and profoundly treatable bacterial infections can become fatal. Routine medical practice is that only or antibiotic prevention treatment may become untenable.

Use of chemical-based laundry detergents, too chemical-free cleaners, room fresheners, disinfectant-based toilet cleaners, etc., can lead to chemical contamination schemes, leading to health and wellness issues due to microbial reactions and chemical-induced nausea and allergies.

The cures will have to re-invent themselves. Till then, prevention and living in infection-free environments will become important for a disease-free life.

Storage: Store in cool and dark place

Shelf Life: 12 months on date of manufacturing

OXIDIZER **CORROSIVE** **IRRITANT**

Health: **Not for medicinal use.** Can cause eye damage in case of direct contact. May cause mild skin irritation. May cause respiratory irritation. Harmful if inhaled. Keep away from children. Safety: Wear Personal Protective gear like gloves, face mask & eye goggles while using the recommended liquid. **First Aid:** Wash the affected part with ample water to treat medical assistance in case of severe or any symptoms.

Efficacy

KD125 Conc.	Durability	Killing*	Micro organism
~0.5%	20 mins	99.99%	Esch. Shigella, Staphylococcus aureus,
~1.5%	10 mins	99.99%	Pseudomonas aeruginosa, Salmonella
~2.5%	10 mins	99.999%	Typical Methicillin-Resistant
~5.0%	10 mins	99.999%	Staphylococcus aureus and C. albicans.
~12.5%	5 mins	99.999%	

*100% Kill Rate in 100% Kill Rate

Powered by
ARGESIL
Nanotechnology based Broad-Spectrum
Disinfectant

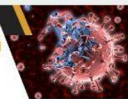
- Broad Spectrum & Kills up to 99.999% harmful Bacteria (as per EN 12760) Highly Effective on Viruses, Fungi, and Multiple Drug Resistant Bacteria & Spores
- Non-Toxic & without Chemical Residue
- Safe for Children, Infants, & the Elderly
- Pet Friendly
- 100% Eco-Friendly
- Biodegradable
- Alcohol Free



It delivers unfailingly,
comprehensively,
and consistently. It's...

"Delightfully Predictable"

'Mechanism of killing' explained.



Hydrogen Peroxide produces free radicals by releasing free radicals which attack the membrane lipids, DNA, and essential cell components. Additionally, the Silver Nanoparticles anchor to the bacterial cell walls and penetrate them, causing structural damage to the cell membrane. Due to its permeability, it causes the death of the cell. The formation of free radicals due to positively charged ions from Silver Nanoparticles and modulation of microbial signal transduction also causes immediate termination of the cell. Thus, using ARGESIL as a disinfectant, ARGESIL eradicates both Gram-negative and Gram-positive bacteria even at relatively lower concentrations and in a short breathing time.

ARGESIL kills up to 99.999% harmful and infectious microbes in just one use. In mere 5 minutes.*

ARGESIL Sterilizes, Disinfects, Sanitizes, & Deodorizes.



"Delightfully Predictable"

And thank you too, for giving this a patient read!

Let us know if you'd like to peruse more inspiring case studies from our workbook.

We are also attaching our profile with this presentation.

TEAM OBVEUS hopes we have fanned some possibilities in your mind over how we can collaborate. Have a splendid day ahead!

The warmest regards,



Making brands stand up and be counted
Strategy / Marketing / Engagement breakthroughs
Media-neutral ideas. Multimedia expressions

OBVEUS ADVANTAGE LLP
Rare insight, made OBVEUS

B-704, Shri Sai Baba Chsl, S.V.Road, Bandra (West), Mumbai City, Maharashtra, 400050

Rohit Kanojia info@obveus.in +91 73034 369 49
73874 156 85

| Rajesh Sonawne rajesh@obveus.in +91

www.obveus.in (site under construction)