

Pure Life Carbon
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PURE LIFE CARBON ANNOUNCES JIM HOLE AS NEW DIRECTOR OF PRODUCT SCIENCE

RED DEER, AB: Pure Life Carbon Inc., a Clean-Tech manufacturing company with a focus on environment and food security, is pleased to announce Jim Hole as its new Director of Product Science. As the founder and former co-owner of Hole's Greenhouse Ltd, Jim Hole is well-known to Alberta's Horticulture industry.



In his role with Pure Life Carbon, Mr. Hole will be responsible for leading, managing, and participating in the company's global downstream R&D activities. He will also support the sales and technical teams with client facing activities, assisting with global infrastructure development for the R&D team, as well as supporting public and investor relations.

Mr. Hole's passion for plants and the environment has spanned many different fields as a certified Agrologist, Arborist, and Horticulturalist, including VP of Cultivation for Atlas Biotechnologies, a licensed producer of medicinal cannabis. Decades of experience have led him to becoming a prolific writer, speaker and educator for home gardeners and growers alike. He was a gardening columnist for CBC Radio, the Edmonton Journal, and the Saskatoon-Star Phoenix. Hole obtained a Bachelor of Science in Agriculture with a major in Plant Science from the University of Alberta.

"We are excited to formalize Jim's role within our growing team," said Ryan Rand, Pure Life Carbon CEO. "His expert knowledge and wealth of experience will help guide our mission to create clean technologies that protect and heal the environment while enhancing food production and yields."

Pure Life Carbon is a Canadian clean-tech production company focusing on providing renewable and sustainable solutions that meet the world's growing need for agricultural advancements and productivity. Our products utilize Advanced Carbon technology to solve problems for growers that were unsolvable in the past. We are among a high-performing group of global innovators and visionaries working to feed the populations of tomorrow.

Learn more on our website: <https://purelifecarbon.com/>

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