

The Catfish effect story

It is said that long ago, sailors carried sardines in water tank to the port of Norway. Some of these fish would die in the tank before reaching the shore. A sailor devised a unique strategy - he kept a catfish in the same tank. The sardines stayed active during the entire journey for fear of being eaten by the catfish. Their constant activity kept them alive, till the sailors reached the port. In this case, the sailor got a better price for his catch.

Just let us know your requirements

We can also offer other solutions for different needs and requirements; we can study your needs, analyse your product and process and provide you with the right formulation for every need.



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Our know-how & technology