

## San Diego Kratom Manufacturer ETHA Natural Botanicals Launches Original Brand Manufacturing™

OBM™ provides small businesses with proprietary, elevated product options enabling improved safety, transparency and retail distribution



**California, San Diego, Mar 23, 2021 ([Issuewire.com](https://www.issuewire.com))** - Today, Etha Natural Botanicals (ETHA) announces the launch of Original Brand Manufacturing™, a product, labeling, and distribution development endeavor that enables Kratom retailers across the U.S. access to its proprietary best-selling Kratom tablets with wrap around solutions. ETHA's tablets are considered by many as the gold standard of Kratom manufacturing due to the company's high-quality products and labeling transparency. Through OBM, ETHA uses its R & D and testing methods to deliver tailored product and packaging solutions to help small businesses expedite time to market with the highest quality products and labeling. The turnkey process improves the clients' ability to occupy the shelf space of better retail operators.

When Greg Matula adopted a rescued Huskey from a local shelter, he was informed that the dog would have chronic pain issues and was sent home with a prescription for Tramadol, a synthetic opioid used to

treat pain in dogs, cats, and other small mammals. As a sufferer of back pain himself, Matula uses Kratom to ease his pain and wished there was a Kratom option for his pet. That's when an idea was sparked and in 2019, Matula established his Healing Pet Botanicals business. He wanted to create a niche market in the Kratom industry to compete against pet CBD products. With consumers' preference for non-opioid products and retailers' familiarity with CBD, Matula thought a Kratom product formulated specifically for pets could be successful. As he worked on his new business on a full-time basis, he struggled to gain purchase order traction with retailers and keep the business afloat. He realized he needed a strong partner in the Kratom industry to help advance his mission.

As an engineer, Matula helped ETHA in the early stage of their operation design supply chain management and tracking capabilities, to track raw materials and assign test information to package products. He experienced first-hand how ETHA's understanding of the industry, adherence to self-regulation, and commitment to transparency elevated their brand from one of many players in a fragmented market into industry leaders in just a few short years. "I asked Victor and Alex if they could help me improve the execution of my idea for a pet line and they were able to deliver more than I expected. Since I aligned my business with this highly regarded brand, I've boosted the confidence that retailers are looking for when considering what products will occupy their shelves. It's a triangulated win where ETHA's competitive advantages are now advantages for my retailer partners and my business" said Matula.

"The team at ETHA offers a depth of knowledge to help smaller players move forward into the mainstream rather than smoke shops," said Alex Karp, one of ETHA's two co-founders. "The transparency and tablet quality we provide help combat misinformation and further legitimize the industry with consumers and retailers."

"Since establishing our OBM model and beta testing with a few choice clients, we realized we're helping small businesses in the Kratom industry re-emerge from the pandemic with an improved market strategy, better product selection, and better packaging that is a better fit for higher tier retail outlets," said Co-Founder, Victor Chung. "We're also helping to educate the public about misinformation distributed by politicians and large pharmaceutical lobbyists, who see Kratom as disruptive to their business. We will continue to be advocates on policy and improving self-regulation within the industry to make Kratom more readily available as a natural remedy for pain and self-care."

## About ETHA Natural Botanicals

ETHA® Natural Botanicals is a local Southern California business with a mission to deliver an extraordinary all-natural botanical product and extraordinary experience to its customers. ETHA is a manufacturer and distributor of natural botanicals organized in 2017 to fill a void in the marketplace to provide consumers with safe, high-quality, and effective botanicals that exceed current testing standards and adds transparency across the supply chain. The company explores new knowledge and scientific research that help consumers access natural medicine.

'ETHA' is most commonly used as a name of Old English or Hebrew to describe a person who is noble, a seeker of knowledge, and appreciates nature. The co-founders' Alexander Karp and Victor Chung believe the name captures the essence of the brand and passionate pursuit of the company's mission.

The Company is diverse and inclusive, including employment for adults with disabilities. More information can be found online at [www.ETHAnaturals.com](http://www.ETHAnaturals.com), via email at [support@ETHAlivefully.com](mailto:support@ETHAlivefully.com), or

by phone at (800) 862-0341.

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