




CHUENJAI

by Mitr Phol

COLLECTION 2019/2020



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MITR PHOL GROUP'S VISION OF SUSTAINABILITY

"To become a model organization that operates its businesses with righteousness and good corporate governance along with the responsibility of maintaining sustainable developments of the society and environment"



In 2012, Mitr Phol Group established the Sustainable Community Development Department to strengthen its commitment of operating its businesses with corporate social responsibility at heart.

The division focuses on promoting the development and support of sugarcane farmers and their communities, reducing inequality in revenues and offering greater access to opportunities, such as knowledge and career building skills. Throughout the years, Mitr Phol Group has been very much involved in laying conceptual foundations as well as participating in activities aimed at sustainable development for the mentioned communities. By implementing the sufficiency economy philosophy, the company has applied unique economical, social, and environmental approaches on improving quality of lives and promoting stronger communities, essentially creating a social enterprise in which profit and purpose co-exists.



CHUENJAI
by Mitr Phol

“CHUENJAI BY MITR PHOL”

From a Simple Idea Surrounding Local Crafts to a Sustainable Social Enterprise

For years, Mitr Phol Group has been committed to supporting the Mitr Phol Community Development Network. Through trainings and knowledge sharing workshops about product design development as well as quality standards, the mission has always been to help them develop high quality products that could be sold outside of their communities, which will enable them to sustainably depend on themselves. All throughout two years, the company has continuously generated earnings back to the communities.

Moreover, these efforts have proven to be a valuable platform for them to amplify their potentials and increase their ambitions to develop themselves into an entrepreneur. Ultimately, the founding of Mitr Chuenjai Company Limited, which runs a social enterprise under the brand ‘Chuenjai by Mitr Phol’ reflects Mitr Phol Group’s firm intent to foster sustainable development across these local communities under its corporate philosophy, “Grow Together”.

THE JOURNEY TO BECOMING CHUENJAI PRODUCTS

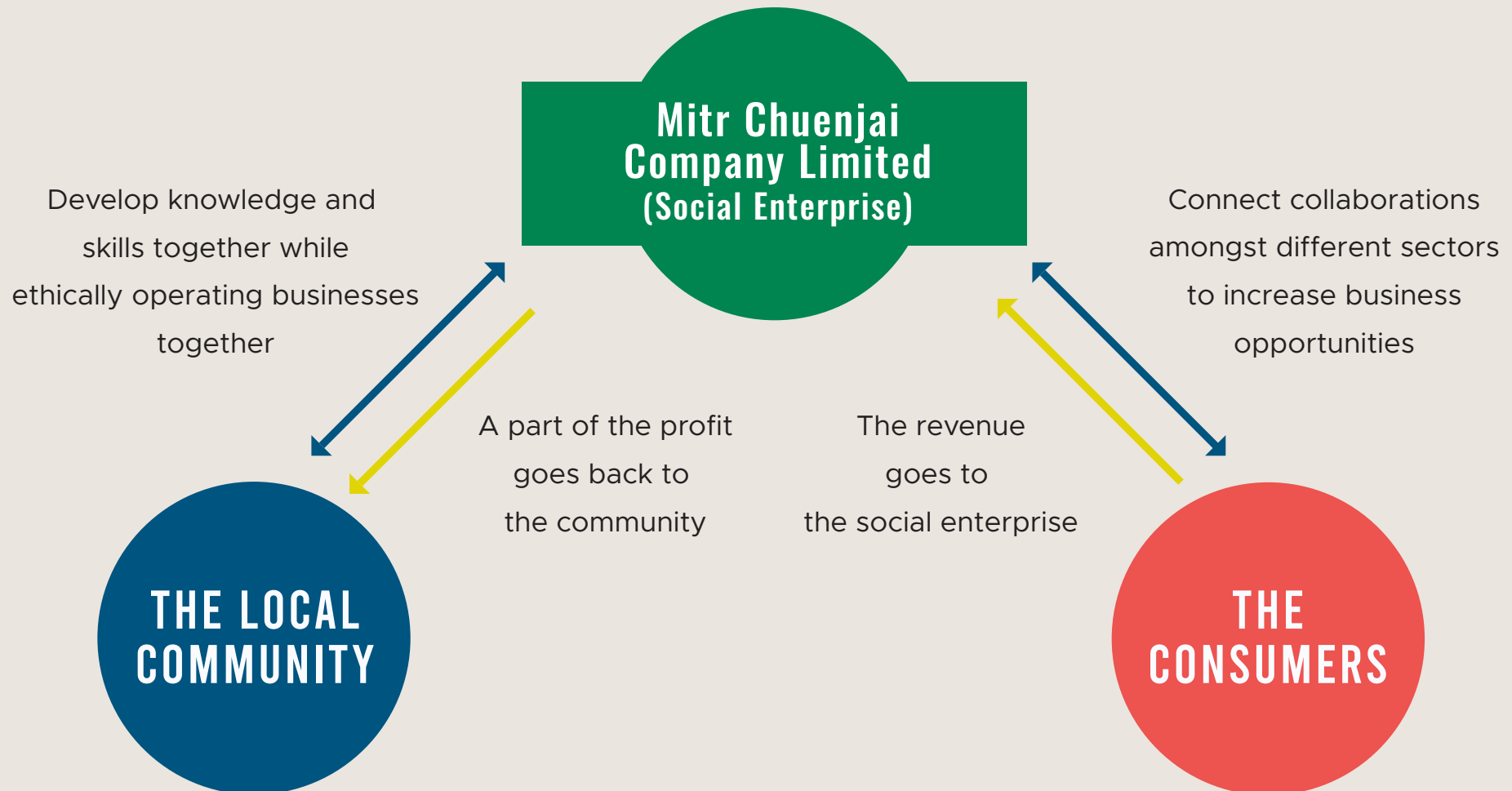
Social enterprise Mitr Chuenjai Company Limited plays a role in extending efforts aimed at improving quality of lives as well as developing more concrete and sustainable community-based economics and careers. A comprehensive strategy is always put in place, from manufacturing locally to marketing towards city dwellers, all of which are planned and executed according to the capabilities of each community. In-depth surveys are done to study the market's demands, while knowledge and skills are shared to further amplify local know-hows. The company also works closely with the communities in developing all products,

both quality- and design-wise, so that they meet the demands of urbanites while at the same time maintaining the charm of Thai wisdom. The brand positioning is defined and implemented so that they carry unique appeals that attract the right target audiences. Additionally, Mitr Chuenjai connects and coordinates with various sectors in order to increase business opportunities and find extensive distribution channels. A portion of the profits is then reallocated to fund various community development programs so that they could efficiently and successfully compete with other market contenders on their own.



EXECUTION PROCESS OF MITR CHUENJAI COMPANY LIMITED (SOCIAL ENTERPRISE)

Filling in the Gaps between the Local Community and the Consumers





Organic Agriculture School Community Enterprise, Khok Khamin Subdistrict,

Wang Saphung District,
Loei Province

From the determination to protect traditional Thai herbs for continuous use within local communities together with profound interest about the science behind using herbs of alternative medicine, the Khok Khamin Organic Agriculture School was formed. The community enterprise not only grew chemical-free herbs within homes, but also utilized, learned and inherited local wisdoms in creating a diverse range of products that highlight fine herbal remedies, including Thai herbal massage oil, Thai herbal compress balls, mosquito repellants, as well as soothing balms, to sell within the community.

Chuenjai by Mitr Phol stepped in to train the community about quality standards in manufacturing processes. In addition, through modern and beautiful packaging designs, they assisted in expanding the market to attract a wider consumer base. Moreover, Chuenjai by Mitr Phol also helped in generating more product ideas, such as aromatic balms. In creating unique goods from local wisdoms, community enterprise members of the Khok Khamin Organic Agriculture School were able to produce quality products for the market and generate continuous income.

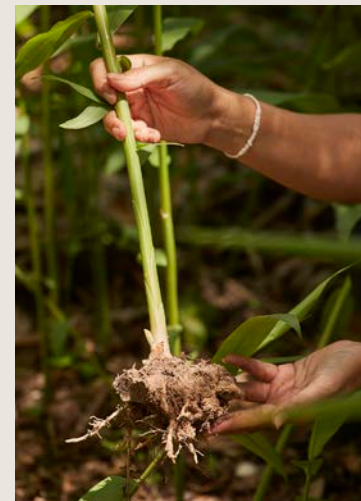


Herb Production and Processing Community Enterprise,

**Nong Yai Subdistrict,
Phon Thong District,
Roi Et Province**

The formation of the Nong Yai Herb Processing Community Enterprise members in Phon Thong District of Roi Et Province was originated from the idea of wanting to use local herbs to create career and income opportunities within the community. A group of housewives and disabled individuals deployed the knowledge and skills they have and turned them into additional income. The herb-infused products they made included Patchouli Oil, Thai herbal compress balls, and soothing balms. Nanthiya Meewong, or Meaw, a disabled employee of the Sustainable Community Development Department of Mitr Phol's Mitr Kalasin sugar factory, became the core coordinator and advisor for those in the Nong Yai Herb Processing Community Enterprise as well as other career developmental groups within the Mitr Phol Ruampattana council.

Nanthiya shared, "Before, members of the group were able to generate a certain amount of income from from selling these products in local markets.



However, after Chuenjai by Mitr Phol started ordering their products and supported in training them about manufacturing standards and packaging design, more value were added to these goods. We were able to guide them towards greater opportunities in earning stable and sustainable income, while also increasing their usual earnings so that they are able to make more money and better support themselves.

"Mitr Phol Ruampattana learning center was founded based on the intent of Mitr Phol Group in fostering sustainable growth within local communities, especially towards elderly, disabled, and less fortunate groups. Efforts include granting access to knowledge and trainings that would help develop career skills so that they are able to support themselves. Training groups are divided according to a wide range of interests, including the farming of oyster mushrooms, food-grade crickets, and free-range chicken eggs, as well as herb processing.



BAAN NONG KUNG YAI'S AGRICULTURAL HOUSEWIVES GROUP,

**Nong Ruea District,
Khon Kaen Province**



Baan Nong Kung Yai's Agricultural Housewives Group is an example of a successful gathering of individuals for the purpose of earning extra income in between the cultivations of rice and sugarcane. Local cultural heritage that has been passed down through generations, such as the weaving of mudmee, silk, and handwoven cotton, are created into a wide array of products, continuously generating proceeds into the group since the year 1997. With exceptional artisanal skills together with local weaving techniques, the handwoven fabrics by Baan Nong Kung Yai's Agricultural Housewives Group are known to be produced with meticulous craftsmanship, highlighting exquisite as well as unique colors and patterns.

Chuenjai by Mitr Phol supported them by developing these textiles into beautiful, modern products while still preserving the charm of handwoven fabrics, essentially giving them greater value in the market. The goal is to help the community earn more income from their local crafts, leading to sustainable stability.



FAI FUN GROUP,

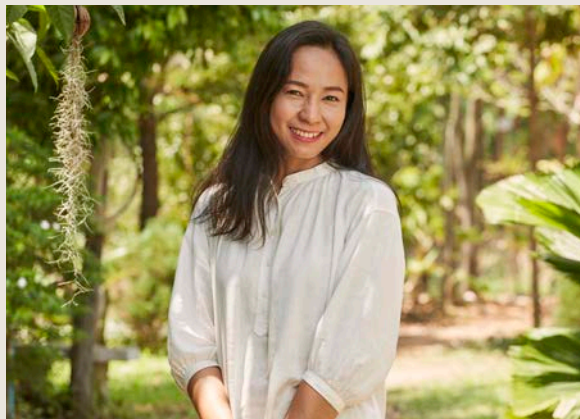
Nong Ruea District,
Khon Kaen Province

Fai Fun Group is the brainchild of husband and wife Nisit-Chonniya Juntaman who believe in the value of local handwoven cotton textiles. They gathered a group of housewives who are skilled in fabric weaving and would like to use the spare time they get after rice farming to earn more income. Chonniya, together with the other members, used her knowledge in dressmaking to help create fabric designs that are unique to the community. Nisit, on the other hand, played a role in marketing and increasing sales opportunities by selling these handwoven fabrics at local fairs and markets outside of their community.

“Our business ideology is that the product has to always be prioritized. That being said, our fabrics only come in limited batches as we use high quality cotton and meticulously handweave every single piece.

“We have now worked with Chuenjai by Mitr Phol for three years. Apart from making our fabrics better known, their support have also given us a lot of business opportunities-when customers contact us and they know that we are partnering with Chuenjai by Mitr Phol, they also want to collaborate with us,” said Nisit. Chonniya added, “Chuenjai by Mitr Phol has enabled us to continuously evolve. Getting to know more about the behaviors of new customer groups, we could better create products that truly meet their demands, which means that the community earns more income.”





WANAPHAN GARDEN,

Nong Ruea District, Khon Kaen Province

After gaining knowledge and experience from experimenting with modern agriculture for more than 13 years, Preecha Ngoksimma and Nutpavee Choktanaporn wanted to come home to improve the community. “Wanaphan Garden” was established as an all-inclusive learning and training center for modern agriculture. Starting from pre-farming land management to reproduction of produces into goods like cosmetics, their mission is to increase the value of the products they make while creating income across the community. The beauty products made by Wanaphan Garden not only use almost 100% organic and high quality ingredients, but each and every manufacturing process is done with incredible care.

As a result, these cosmetic goods are of premium grade and are truly safe for the environment.

Nutpavee, who takes the responsibility of training interested community members on the production process, shared about the idea behind the products she is extremely proud of. “We believe that good health not only derives from consuming healthy food, but also include the use of products made from natural, chemical free ingredients. Therefore, with modern technologies, we use the organic produce that we grow ourselves and turn them into consumer goods and beauty products, such as natural oil-infused soap, shampoo, and lip balm. The plants and herbs we use are not only good as food, but they are packed with arrays of qualities that help nourish and protect the skin, as well as slow down the deterioration of the body.”

“We really enjoyed working with the Chuenjai by Mitr Phol team in developing our products to cater to the lifestyles of new customers. It gave us the opportunity to elevate and improve ourselves. With the positive feedback we received, we are proud that our products are high quality and are known and well accepted among a wider group of customers,” said Nutpavee.



PERSONAL CARES PRODUCTS

SUGAR BODY SCRUB

Gently exfoliates the skin and brightens the complexion. It also adds moisture to the skin with various natural ingredients while relaxing the skin, body, and soul with its light fragrance.

200 ml.
PRICE : 210 THB



HYDRATING SUGAR BODY LOTION

Helps the skin lock in moisture for a longer period of time with its rich sugar component. It is also packed with Vitamin E and Shea butter, which naturally restores, smoothens, and softens dry, damaged skin upon regular use.

300 ml.
PRICE : 340 THB



HYDRATING SUGAR HAND CREAM

Packed with a rich sugar component, it helps the skin lock in moisture for a longer period of time, absorb the cream faster without feeling sticky, as well as restore smoothness and softness upon regular use.

80 ml.
PRICE : 180 THB



LIFESTYLE PRODUCTS



THAI GINGHAM HANDWOVEN FABRIC

Assortment of colors

W 80 x L 180 cm.

PRICE : 170 THB



THAI HANDWOVEN LACE SCARF

Assortment of colors

W 80 x L 180 cm.

PRICE : 360 THB

THAI HANDWOVEN COTTON SCARF DIAMOND PATTERN

Assortment of colors



W 80 x L 200 cm.

PRICE : 380 THB

CHUENJAI SHOPPING BAG

- Produced with high quality burlap fabric sewn with premium Thai handwoven cotton.
- Handle straps are made from faux leather and are able to withstand weight well. Could be carried at the arms or shoulders.
- Comes with magnetic buttons and pouches inside.



W 5 x L 16 x H 12 inch

PRICE : 490 THB



Left Handwoven Pouch

Right Chuenjai Mini Bag

HANDWOVEN POUCH

- Produced with premium quality Thai handwoven cotton.
- Insides are lined with canvas fabric.
- Comes with high quality zips.
- Available in 5 different prints.



W 2.5 x L 7 x H 4 inch

PRICE : 220 THB

CHUENJAI MINI BAG

- Produced with premium quality Thai handwoven cotton.
- Insides are lined with canvas fabric and comes with pouches and magnetic buttons.
- Available in 5 different prints.



W 4.5 x L 13 x H 10.5 inch

PRICE : 390 THB



Left Zipped Pairs - Size L
Right Zipped Pairs - Size M

ZIPPED PAIRS - SIZE L

- Entirely made by hand.
- Produced with premium quality Thai handwoven cotton. Insides are lined with the same fabric.
- Insides are lined with protective sponges.
- Comes with high quality zips.
- Ideal for notebooks, and meeting documents.
- Available in 3 different prints.



W 11 x L 16 inch
PRICE : 250 THB

ZIPPED PAIRS - SIZE M

- Entirely made by hand.
- Produced with premium quality Thai handwoven cotton. Insides are lined with the same fabric.
- Comes with high quality zips and ankle straps.
- Insides are lined with protective sponges.
- Ideal for tablets or as travel kits.
- Available in 3 different prints.



W 8.5 x L 11 inch
PRICE : 120 THB



NOTEBOOK WITH HANDWOVEN COVERS

- Notebooks come with handwoven covers in checked prints.
- Uses eye care paper.
- Comes with ribbons to bookmark pages.
- Available in 5 colors.



W 5.8 x L 8.2 inch
PRICE : 220 THB



HANDWOVEN PENCIL CASE

- Produced with denim fabric and adorned with checked handwoven cotton fabric.
- Comes with 5 Chuenjai by Mitr Phol wooden pencils.
- Available in 5 colors.



W 3 x L 7.5 inch
PRICE : 180 THB



HERBAL PRODUCTS



Left Red Cayenne Pepper
Right Barleria lupulina

TRADITIONAL THAI HERBAL BALM: RED CAYENNE PEPPER

Apply on affected areas or inhale to reduce dizziness. Helps stimulate blood flow, alleviate muscle and joint pains, relax nerves and ease knee pains, as well as reduce bruising and sprains.

50 g.

PRICE : 90 THB

TRADITIONAL THAI HERBAL BALM: BARLERIA LUPULINA

Apply on affected areas or inhale to reduce dizziness. Helps neutralize poisoning, reduce inflammations caused by insect bites, ease itchiness, as well as alleviate infections and swellings.

50 g.

PRICE : 90 THB

THAI HERBAL AROMATIC INHALER

Inhale to feel refreshed and relaxed, while reducing stress, nauseousness, dizziness, colds, and nasal congestion.

20 g.

PRICE : 90 THB



THAI HERBAL MASSAGE OIL

Apply to reduce bruising or soothe muscle and joint pains. Inhale to reduce nauseousness, dizziness, colds, and nasal congestion.

15 ml.

PRICE : 90 THB



Left Thanaka Extracts

Right Mangosteen Extracts

NATURAL HANDMADE SOAP WITH THANAKA EXTRACTS

Helps reduce bacteria while brightening the skin, reducing signs of aging, and preserving youthful skin with antioxidants when used to wash away impurities daily.

200 g.

PRICE : 180 THB

NATURAL HANDMADE SOAP WITH MANGOSTEEN EXTRACTS

Helps reduce infections and bacteria that are the main cause of pimples. It also reduces itchy rashes and body odor when used to wash away skin impurities regularly.

200 g.

PRICE : 180 THB



Left Kaffir Lime Aromatic Balm
Right Lavender Aromatic Balm

KAFFIR LIME AROMATIC BALM

Inhale to feel relaxed, refreshed, and awakened.

30 g.
PRICE : 120 THB

LAVENDER AROMATIC BALM

Inhale to feel relaxed and reduce stress.

30 g.
PRICE : 120 THB



NATURAL COCONUT OIL LIP BALM

Infused with natural coconut oil. Helps nourish, moisturize, and smoothen dry lips upon regular use.

4.25 g.
PRICE : 120 THB

CHUENJAI EXCLUSIVE GIFT SET

Included inside the large-sized royal blue wooden box:

- Natural Handmade Soap
- Aromatic Balm
- Natural Coconut Oil Lip Balm
- Thai Herbal Massage Oil
- Sugar Body Scrub
- Hydrating Sugar Body Lotion
- Hydrating Sugar Hand Cream

PRICE : 1,800 THB

+ Chuenjai Shopping Bag

PRICE : 2,200 THB



CHUENJAI COMMUNITY GIFT SET

Included inside the medium-sized royal blue wooden box:

- Natural Handmade Soap with Thanaka Extracts
- Natural Handmade Soap with Mangosteen Extracts
- Kaffir Lime Aromatic Balm
- Lavender Aromatic Balm
- Natural Coconut Oil Lip Balm
- Thai Herbal Massage Oil

PRICE : 1,350 THB

+ Chuenjai Shopping Bag

PRICE : 1,750 THB

HYDRATING SUGAR BODY CARE GIFT SET

Included inside the premium paper bag:

- Sugar Body Scrub
- Hydrating Sugar body Lotion
- Hydrating Sugar Hand Cream

PRICE : 850 THB



CHUENJAI STATIONARY GIFT SET

- A notebook with handwoven cotton covers
- Matching-color pencil case
- 5 Chuenjai by Mitr Phol wooden pencils
- Available in 5 colors



PRICE : 650 THB