

Separation & Purification Specialists

Consulting & Independent Testing Services

Copyright INNOV-ADS 2026



WHO WE ARE

Independent by design

INNOV-ADS is an independent technical consulting company specializing in separation and purification technologies. Based in Kuala Lumpur, Malaysia, we serve clients globally with laboratory & on-site testing, technology validation, and expert consulting services.

What Makes Us Different

- **Supplier Neutral**
  Objective evaluation with no material sales
- **Technology Agnostic**
  Expertise across all purification methods
- **Industry Focused**
  Practical solutions from lab to full-scale
- **Data Driven**
  Rigorous testing with transparent reporting

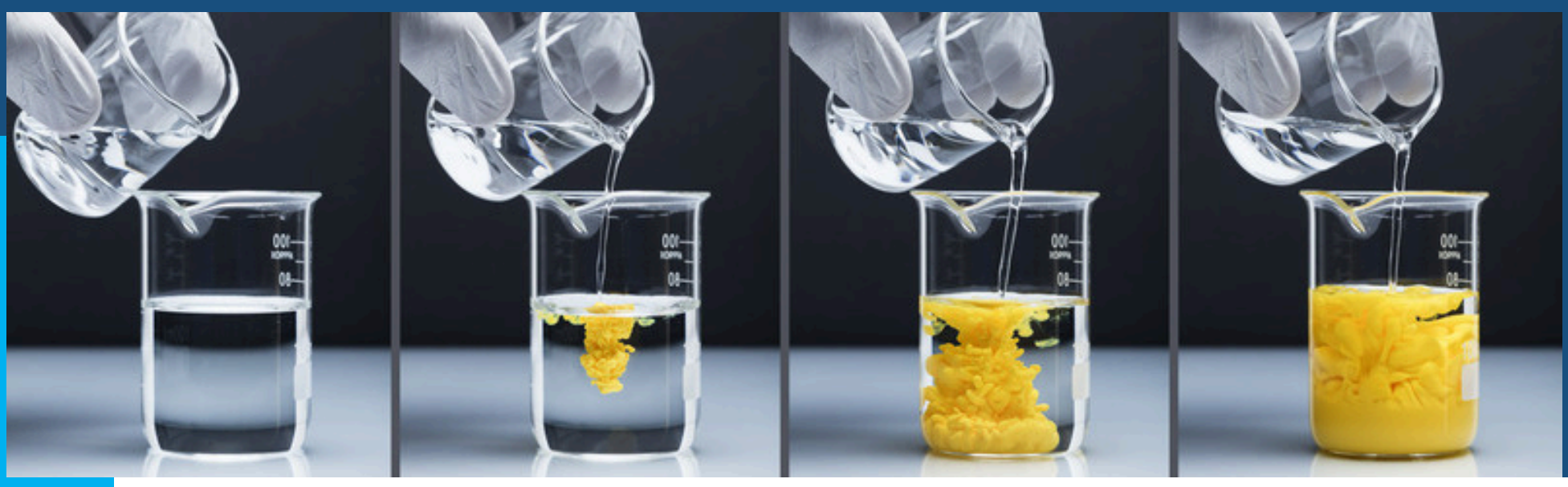
From fundamentals to field experience

INNOV-ADS brings decades of combined experience in purification technologies, from fundamental adsorption and separation theory to laboratory testing and on-site operations.

Copyright INNOV-ADS 2026

OUR SERVICES

Technology Testing — experimental performance data you can act on



ADSORPTION TECHNOLOGIES

- Breakthrough curves & sorption isotherms
- TSA / PSA / VPSA process development
- Capacity & selectivity testing
- Adsorbent ageing & regenerability studies

MEMBRANE TECHNOLOGIES

- Comparison testing (gas or liquid)
- Permeation & hydraulic performance
- Selectivity & separation efficiency
- Proof-of-concept laboratory or on-site trials

FILTRATION TECHNOLOGIES

- Filter media benchmarking
- Filtration efficiency and retention capacity
- Coalescing & liquid performance
- Custom testing, laboratory or on-site

CATALYST TECHNOLOGIES

- Activity, selectivity and conversion screening
- Stability & deactivation
- Exposure to contaminants
- Pilot-scale catalytic bed testing

Copyright INNOV-ADS 2026

OUR SERVICES

Beyond testing — support and knowledge across the purification lifecycle

PURIFICATION EXPERTISE

Operations, engineering and R&D support for purification challenges, from concept to commissioning.

- Process troubleshooting and root-cause analysis
- Technology selection
- Equipment audits and specification review
- Engineering document review and preparation
- Commissioning and pre-commissioning support



KNOWLEDGE TRANSFER

Application courses and fundamentals training built around your real operating issues.

- Fundamentals of adsorption and separation — equilibrium, mass transfer, breakthrough
- Application courses — mercury, sulfur, dehydration…
- Operating-issue workshops — premature breakthrough, regeneration, bed lifetime
- Sessions tailored to operations, engineering and R&D teams, on-site or remote

Copyright INNOV-ADS 2026

WHO WE SERVE

Trusted by Research Centers & Industry Leaders

INDUSTRIAL CLIENTS

Optimize your purification units with independent technical expertise.

- Performance troubleshooting
- Process optimization studies
- Units monitoring & lifetime prediction
- Suppliers and products qualification



MATERIAL MANUFACTURERS

Validate new products with data you can rely on.

- Rapid prototype screening
- Comparative benchmarking
- Pilot testing
- On-site performance demonstration



ENGINEERING COMPANIES

Reliable technology selection & commissioning support

- Conceptual / FEED studies
- De-risking and engineering documents analysis
- Design review and Technology comparisons
- Commissioning and start-up assistance

RESEARCH INSTITUTES

Bridge academic research with industrial validation.

- Materials benchmarking
- Joint R&D partnerships
- Access to specialized facilities
- Technology development support

Copyright INNOV-ADS 2026



HOW WE WORK

From your process to reliable results

At INNOV-ADS, we don't run generic tests.

We start from your real operating conditions, constraints, and objectives to design laboratory work that mirrors industrial reality.

Each step — from test design to data interpretation — is driven by technical rigor, transparency, and applicability to your process.

01

Consultation

Understanding your requirements & challenges

02

Testing Protocol

Design custom test plan aligned with real conditions

03

Laboratory Analysis

Rigorous testing with latest generation equipment

04

Data Interpretation

Expert analysis with actionable recommendations

05

Reporting & Support

Professional documentation and follow-up

Copyright INNOV-ADS 2026

TRACK RECORD & APPROACH

Proven Experience



ORIGINAL TEST METHODS DEVELOPED

100+

Custom protocols tailored to specific applications and industries

PRODUCTS TESTED & EVALUATED

300+

Fresh & spent adsorbents, membranes, filters & catalysts

COUNTRIES WE ALREADY SERVED

15+

Supporting clients across Asia, Europe, Middle East & Americas

Copyright INNOV-ADS 2026



Let’s Discuss Your Project

Whether you need to qualify a new material, troubleshoot an existing unit, or develop a custom separation process, our team is ready to support you with independent expertise and proven methodologies.

Address

Kuala Lumpur, Malaysia

Telephone

+60 3-6243 3013

Website

www.innov-ads.com

Info

info@innov-ads.com

LinkedIn

linkedin.com/company/innov-ads

INNOV-ADS

Copyright INNOV-ADS 2026