

Holzminden, December 10, 2008

## **Symrise is investing in its Singapore site: Ground-breaking encapsulation technology for the Asian market**

**Symrise continues to drive its growth on the Asian market through the addition of a new pilot plant for flavor encapsulation. On December 10, 2008, the global fragrance and flavor manufacturer dedicated a new pilot spray bed dryer plant at its Singapore site, which serves as the company's regional headquarters for the Asia-Pacific region.**

Symrise possesses the widest range of encapsulation technologies in the fragrance and flavor industry. Microencapsulated products are used to provide strategic flavor release, thereby creating a long-lasting taste sensation.

Spray bed drying is one of the company's most important core technologies. The new pilot plant now allows Symrise to develop next-generation spray-bed dried products for its clients in the Asia-Pacific region. The unique particle distribution of these products results in better flowability, less dusting and excellent stability.

"Introducing this technology on the Asian market is in line with our aggressive growth strategy for the region," explains Dr. Heinz-Juergen Bertram, Global President, Flavor & Nutrition. "The market launch in Asia is consistent with our strategy of making our core technologies available in all four of our core regions."

Symrise has been successfully using encapsulation technology in Europe for years. It was only recently that the company expanded its spray-bed drying capacity to its Brazilian site. Symrise is also currently investing in a new plant at its corporate

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headquarters in Holzminden, Germany. The company also plans to expand its encapsulation options and capacities in the US this year.

The new technology, which was dedicated in the presence of members of the Economic Development Board (EDB), Singapore, represents an investment that once again underscores the central importance of the Asia region for Symrise. A major investment program started in 2007 at the Singapore site, when it opened a sensory analysis and consumer insights center as well as a new laboratory facility.

“Our objective is to continue expanding the site over the next two years,” explains Declan MacFadden, Regional President Asia Pacific. “We have planned additional investments to help us achieve this goal: full automation of liquid compounding, large scale SBD, a new manufacturing process for reaction flavorings and plans to up-scale the powder blending facilities. We will also install state-of-the-art emission control technologies to eliminate any environmental impact.”

## About Symrise

Symrise is a global supplier of fragrances, flavorings and raw materials and active ingredients for the perfume, cosmetics and food industry.

Its sales of €1.27 billion in 2007 place the company among the top four in the international flavors and fragrances market. Headquartered in Holzminden, Germany, Symrise is represented in more than 30 countries in Europe, Asia, the United States and South America.

With more than 40 first patent applications per year, Symrise is one of the most innovative manufacturers on the market. Used by manufacturers of perfumes, cosmetics and foods, our products are an inseparable part of daily life. At Symrise we combine an awareness of consumer trends with cutting-edge technologies, focusing on innovative fashion and lifestyle products that have additional practical value for the consumer. Symrise – always inspiring more...

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