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CONTACT: Carrie Livingston  
Email: [carrie@colinkurtis.com](mailto:carrie@colinkurtis.com)  
Phone: 815-519-8302



**PRINOVA ANNOUNCES PARTNERSHIP WITH APISCENT LABS-  
NOW EXCLUSIVE DISTRIBUTOR IN USA**

(May 2016) Carol Stream, IL – Prinova, a leading supplier of high-quality ingredients for the flavor and fragrance industry, has announced a new distributorship with Apiscent Labs. Prinova will be the exclusive distributor of Apiscent Labs' flavor and fragrance ingredients in the U.S.A.

John Potocek, Sales Director, Flavor & Fragrance Ingredients, Prinova said, "Adding Apiscent Lab's flavor and fragrance ingredients to our established roster is a win-win for both companies. Together, we can better serve the flavor and fragrance industry, with Prinova's successful track record in distribution and Apiscent's high-tech flavor and fragrance ingredients manufacturing."

Carl Sheeley, COO, Apiscent Labs said, "This precedent-setting flavor & fragrance strategy of combining the tangible competitive advantages of an exceptional US manufacturer with a world-class distributor will create efficiencies that will allow us to better serve all F&F clients."

Chip Latta, Director of Flavor & Fragrance Sales, Apiscent Labs said, "We are excited about the enhancements this partnership will bring to our current and potential customers. At the same time, our current key accounts will continue to be served directly by us in a seamless fashion, just as they have in the past."

Customers will benefit from mutual Prinova and Apiscent support, local representation and warehousing, and time-saving efficiencies in the purchasing process.

Apiscent Labs (Formerly Fontarome Chemical) has been developing and commercializing fine flavor and fragrance ingredient molecules for over 30 years, with particular expertise in ketones and aldehydes. One of Apiscent's strong points of differentiation is their use of transparent commercial glassware systems which provide more efficient cleaning, lower wetted surface porosity, more robust chemical compatibility, better process control and added manufacturing insight. In addition to Apiscent's world-renowned expertise, intellectual capital, and scale-up capabilities, they provide convenient U.S.-based manufacturing. Headquartered in the Midwest, Apiscent is able to offer both a high level of intellectual capital, with a cadre of world-class chemists that are the foundation of our tag line "Inspired Chemistry, Enriched Lives." In addition the company's location provides lower manufacturing costs. Apiscent Labs tailors their extensive product lineup to the demands of customers, from simple to complex. Apiscent uses world-class equipment in cGMP facilities, is FSSC 22000 certified and offers more than 300 FEMA GRAS ingredients.

For more information on Prinova, please visit [www.prinovausa.com](http://www.prinovausa.com). For more information on Apiscent Labs, please visit [www.apiscent.com](http://www.apiscent.com).

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**About Prinova USA**

Since 1978, Prinova has been a leader in providing high-quality ingredients, flavors and value-added nutrient fortification products to the global food, feed and wellness industries. Prinova holds strategic stocks in 15 distribution centers around the world to ensure continuity of supply and is the leading global supplier of Vitamin C, B and food grade Amino Acids. The company also has a team of application and technical specialists within their R&D and Quality Laboratory to help customers develop, improve, and enhance the taste and function of their products. Prinova's facilities are BRC certified. The company's main corporate office is in Carol Stream, Illinois with the European head office in the United Kingdom and a regional office in Canada. Additional regional offices are located throughout the United States as well as global sales associates in Mexico, Spain, Germany, Belgium, France, Turkey and China.

**About Apiscent Labs**

Headquartered near Milwaukee, WI, Apiscent Labs is a U.S. based manufacturer and supplier of fine chemical ingredients, supplying pharmaceutical and flavor and fragrance companies around the globe with world-class products and process development expertise for over 30 years. Utilizing a team of dedicated Ph.D. chemists and high-tech manufacturing, Apiscent develops flavor and fragrance ingredients, as well as active pharmaceutical molecules. At Apiscent Labs, inspired chemistry enriches lives. For more information visit [www.apiscent.com](http://www.apiscent.com).

**Prinova USA**

**285 E. Fullerton Avenue**

**Carol Stream, IL 60188**

**Phone: 630-868-0300**

**Email: [info@prinovausa.com](mailto:info@prinovausa.com)**

**Web: [www.prinovausa.com](http://www.prinovausa.com)**