

FOR IMMEDIATE RELEASE

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**“PRINOVA HIRES DR. RICHARD STAACK AS
VICE PRESIDENT, RESEARCH & COMMERCIAL DEVELOPMENT”**

(April 2016) Carol Stream, IL – Prinova, a leading supplier of high-quality ingredients, flavors, and value-added nutrient fortification products, announced the hiring of Richard Staack, Ph.D., MBA, as Vice President, Research & Commercial Development. Dr. Staack will join Prinova’s extensive innovation and product development team and be based at the company’s corporate headquarters in Carol Stream, IL.

Don Thorp, President, Prinova USA, said, “I am pleased to announce that as of March 23, 2016, Dr. Richard Staack has joined Prinova. Dr. Staack is well known throughout our industry and his work has received numerous awards and recognition. He will be a valuable addition to Prinova’s already extensive R&D team of over 30 dedicated R&D professionals, who provide our customers solutions to their formulation challenges, every day. We are excited to be able to share Dr. Staack’s expertise with our customers and know that they will also see success as we take their latest challenge and make ideas happen. Please join us in welcoming Dr. Staack to the Prinova team.”

Dr. Staack has more than 25 years of experience in the nutrition industry. He specializes in identifying innovative and new emerging technologies, as well as launching science-backed products to the functional beverage, dietary supplement, and functional foods industry. Dr. Staack comes to Prinova from Staack & Associates, a consulting company for the nutraceutical and functional food and beverage industry he founded in 2009. Previous to that, he worked with Avatar Corporation, Cevena Bioproducts, and Cognis Health & Nutrition, formerly Henkel. Dr. Staack also served as Assistant Director for Human Nutrition Research for USDA.

Dr. Staack earned his doctorate in Nutritional & Biochemical Toxicology from the University of Illinois, holds a master’s degree in Business Administration with distinction from DeVry University, and has both Bachelor and Master of Science degrees in Food Science, from the University of Illinois, Urbana-Champaign.

For more information on Prinova, please visit www.prinovausa.com.

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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.

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