

## FOR IMMEDIATE RELEASE

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### **PRINOVA LAUNCHES NEW WEBSITE**

(July 2015) Carol Stream, IL – Prinova, a leading supplier of high-quality ingredients, flavors and value-added nutrient fortification products, has launched a new responsive website. The website is designed for customers in the United States and Canada, and allows them to learn more about Prinova, get product samples, quotes and prototypes, and read about the latest industry trends.

“Our new website was built to showcase all that Prinova does. We want to show our customers and prospects that we are no longer just an ingredient supplier, but we now offer nutritional blending, flavors and a wide variety of nutritional products,” said Richard Calabrese, Senior Vice President of Sales and Marketing, “The new website brings together all of our strengths and allows our customers to utilize all areas of our expertise in a functional, easy-to-use manner,” said Calabrese.

Prinova’s new website features several new tools for visitors, including case studies, application lab appointments and the option to talk to an expert. Prinova’s new website aims to make it easier for visitors to find what they are looking for in one place, and to see how Prinova can help bring their ideas to life. The new website features a section on trends, highlighting industry products or ideas that are trending, and products that Prinova carries that are hot in the marketplace. Customers can also sign up for the monthly Market Report, which offers global market information on pricing and availability.

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