



New Consumer Products Fragrance Creative Centre operational

Geneva, Switzerland / East Hanover, New Jersey, USA – 13 January 2009 – Givaudan's new Consumer Products Fragrance Creative Centre in East Hanover, New Jersey - USA, is now operational. The state-of-the art facility underlines Givaudan's drive to use new ways and the latest technology to facilitate interactive, direct customer engagement for the development of innovative fragrance solutions for all functional product applications.

Givaudan's new world class creation and development centre utilises the latest in green building technology and is second to none in terms of technological infrastructure in the North American fragrance industry. It will support Givaudan's goal to further gain market share in all consumer product categories.

The centre encompasses a three floor creation and science wing adjoining the two floor commercial hub. The new facility significantly increases the evaluation, laboratory and science infrastructure and contains state-of-the-art odour booth technology, fabric and personal wash labs and cutting edge air care technology capabilities.

Total investment in the new creative centre amounted to USD 62 million.

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