

NEWS CLIPPING

Headline:	Velcorin from LANXESS gaining momentum in Indian market	Date:	18.12.2012
Publication:	Modern Food Processing	Circulation:	25,000
Web link:		Section/ Page:	16
Journalist:		City:	All India

CLIPPING:

INGREDIENT

***Velcorin* from LANXESS gaining momentum in Indian market**

LANXESS' *Velcorin*, used in beverage and which got registered in India in the beginning of this year, has evoked good response in India, according to company officials. It showcased the product, which is added before filling the beverage, at drinktec 2012 in India. Even at low concentrations, *Velcorin* is effective against typical spoilage micro-organisms such as yeasts and a wide range of bacteria and moulds. "Whenever you fill beverage, you need some kind of protection against micro-organisms. The product is unique and once you add to beverage it breaks down. If microbes are there, *Velcorin* takes care of this and kills those microbes. It does not affect the taste and colour of the beverage. This is the advantage of our product compared to our competitors," said Philipp Borgs, Product Manager, Business Line Beverage Technology, LANXESS Deutschland GmbH. He also said that worldwide the product is available in the market since last 30 years.

Prasenjit Chakraborty