

Actively helping to shape developments in the business

### **LANXESS becomes involved in trade association for alcohol-free beverages**

**Leverkusen** – Specialty chemicals company LANXESS has joined the Wirtschaftvereinigung Alkoholfreie Getränke e.V. (wafg), the trade association for alcohol-free beverages. “With our premium product Velcorin we offer one of the top technologies for beverage stabilization and would like to get involved with the wafg to actively shape developments in the business. We see the trade association as an important interface to politicians, government, customers, partners and the public,” says Ingo Broda, head of the Beverage Technology business line in LANXESS' Material Protection Products business unit.

As a business and employer association, the wafg represents the interests of its member companies at national and international level. Its activities are designed to uphold economic conditions that promote growth and strengthen innovative capability and competitiveness in the alcohol-free beverage sector. Its focus is on lobby and public relations work in Berlin and Brussels. The trade association represents around 80 beverage companies active on the German market. The sector as a whole generates annual sales of more than EUR 3.5 billion.

Alcohol-free thirst-quenchers are the most popular form of beverage in Germany and their sales have been increasing for decades. The trend is toward products that not only taste good but also provide added value. “On the one hand, manufacturers have to develop more and more new variations of drinks – for example with added nutritional value – on the other, high standards in production need to be maintained and the quality of the drinks ensured. With Velcorin we not only offer an effective cold sterilization solution but in combination

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Page 1 of 3

with suitable metering equipment Velcorin DT and our technical expertise a truly all-round service,” says Broda.

Velcorin protects alcohol-free beverages from harmful microbes such as yeasts, mold fungi and bacteria all the way from production until consumption. It prevents drinks from spoiling and maintains freshness, color and taste. Velcorin is no longer contained in the end product since it decomposes into negligible amounts of methanol and carbon dioxide - natural occurring compounds in many beverages such as fruit and vegetable juices.

In the United States, the world's most important market for soft drinks with annual sales of USD 38 billion, LANXESS also markets the innovative flavoring Natural Choice, which additionally increases the shelf life of drinks. The fruity, lemon-tasting formulation consists entirely of natural ingredients. The main constituents are citrus fruit peel oil, lecithin and beeswax.

The experts in the Material Protection Products business unit offer technical advice, support for laboratory and practical testing and extensive registration management. Detailed information can be found on the internet at [www.velcorin.com](http://www.velcorin.com).

The MPP business unit belongs to LANXESS' Performance Chemicals segment, which achieved total sales of EUR 1.98 billion in fiscal 2010.

LANXESS is a leading specialty chemicals company with sales of EUR 7.1 billion in 2010 and currently around 15,800 employees in 30 countries. The company is at present represented at 46 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals. LANXESS is a member of the leading sustainable indices Dow Jones Sustainability Index (DJSI) World and FTSE4Good.

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Page 2 of 3

### **Forward-Looking Statements.**

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### **Information for editors:**

All LANXESS news releases and their accompanying photos can be found at <http://press.lanxess.com>. Recent photos of the Board of Management and other LANXESS image material are available at <http://photos.lanxess.com>. The latest TV footage, audiofiles and podcasts can be found at <http://corporate.lanxess.com/en/media/audio-video/>.

You can find further information concerning LANXESS chemistry in our WebMagazine at <http://webmagazine.lanxess.com>.

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