



## Givaudan to open new Consumer Products Creative Centre in 2008

Geneva, Switzerland / East Hanover, NJ – 2 April 2007 – Today Givaudan announced plans for a new North American Consumer Products Creative Centre to be located in East Hanover, New Jersey. The facility will be the most modern and technologically advanced commercial and perfume creation centre in the industry.

Strong underlying growth in all strategic product categories as well as changing client service requirements will underline the design strategy for the new site. Hardware and software infrastructure has been developed to provide world class service to large and small customers. Fragrance evaluation and testing facilities will double after the first phase of the project is complete.

The new Consumer Products Creative Centre will showcase Givaudan's industry leading investment in Technology and Innovation. State of the art automation and robotics will compliment the development and commercialisation of performance, controlled release and malodour based technologies. A new consumer and sensory intelligence lab will provide the centrepiece for a closer and more meaningful dialogue with fragrance end consumers.

Total investment in the new creative centre is USD 62 million. Construction will start in early spring 2007. The opening is scheduled for June 2008.

With a global turnover of CHF 4 billion, Givaudan ([www.givaudan.com](http://www.givaudan.com)) is the leading company in the flavours and fragrance industry with a vision to be the Essential Source of Sensory Innovation for customers, driven by a mutual passion for excellence. Through unique sensory expertise and consumer insight, Givaudan provides customers with the taste and smell profiles that are key to their products' success. Givaudan serves global, regional and local customers around the world.

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