

### **LANXESS at the world's leading trade fair for the beverage and liquid food industry**

- **Safe dosing equipment and effective cold sterilization technology “made in Germany” for filling soft drinks and wine**
- **Exhibiting at two stands for the first time at drinktec in Munich**
- **Velcorin also being introduced simultaneously at the international wine technology fair SIMEI@drinktec**

**Cologne** – LANXESS's Material Protection Products (MPP) business unit will be exhibiting at two stands for the first time at drinktec, the world's leading trade fair for the beverage and liquid food industry, being held in Munich from September 11 to 15, 2017. The company will showcase its effective cold sterilization technology for soft drinks in Hall B1, Stand 502. At the SIMEI@drinktec wine technology trade fair, taking place simultaneously during drinktec, LANXESS will be in Hall C3, Stand 225, to present Velcorin as an oenological method for stabilizing wine.

“Velcorin can be used in many beverage categories, from carbonated soft drinks, iced tea and juice-based drinks, to sport and energy drinks, mixed beer drinks, cider and wine,” says Ingo Broda, head of the Beverage Technology business line in MPP. “We therefore are optimistic that we will continue to participate in the global growth of the beverage market.”

A growing global population and changed consumer behavior in emerging economies are among the reasons behind rising volume sales in the beverage industry. According to the German Mechanical Engineering Industry Association (VDMA), experts at the British Euromonitor International market research institute predict that the volume of global trade in the soft drink segment will grow by 18 percent by 2020. An increase as high as 29 percent is even

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expected in Asia, the largest regional market. Global sales by volume for 2020 are estimated at 790 billion liters.

### **Wine consumption rising worldwide – Velcorin growing with it**

Global volume trade in wine increased by five percent to just under 28 billion liters between 2009 and 2014. According to Euromonitor, global sales of wine will rise by another nine percent by 2019, with growth primarily being observed in regions currently displaying low per capita consumption. For example, sales will rise by 21 percent by 2019 above all in the Asian region, which already is the second-largest. More available income and changed consumer behavior are spurring the popularity of wine there.

“We want to grow with the market in this beverage category, too, particularly in the trend segments of sweet and non-alcoholic wines and wine mixed drinks. With our premium products and global services, we have the ideal prerequisites for reaching this goal,” remarks Broda. “With Velcorin we not only offer an effective solution for the cold sterilization of beverages, but also an all-around service inclusive of our dosing equipment. The package includes system maintenance as well,” adds Broda. LANXESS further offers laboratory testing, practical trials, plant inspections, and advice for the registration process. Detailed information can be found on the internet at <http://www.velcorin.com>.

### **Safe filling**

Microorganisms, such as yeasts, molds and bacteria, are present throughout the beverage filling process – in the air, in the production equipment, in the closures and even in the beverages themselves. Microorganisms not only impair the sensory properties of beverages, they can also pose a health risk for consumers. Even at low concentrations, Velcorin is highly effective against typical harmful microorganisms and protects a product from spoiling.

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As one of the top technologies for beverage stabilization, cold sterilization with Velcorin is already successfully established worldwide. The product is added immediately prior to the beverage filling step. The LANXESS product penetrates the cells of microorganisms, deactivating their key enzymes. Following its addition to a beverage, Velcorin quickly breaks down into minimum amounts of methanol and carbon dioxide, natural components found in many drinks, such as fruit and vegetable juices and wine. The stabilizing agent influences neither the taste, bouquet or color of a beverage. "These important product advantages have impressed oenologists the world over, who must achieve high standards in wine production year for year," adds Broda.

Precision addition to a beverage is ensured by the Velcorin DT Touch dosing systems. These premium quality dosing machines, manufactured in Germany, fulfill the high purity requirements of the beverage industry. "They are easy and safe to handle. At drinktec, we will be showcasing our systems at both LANXESS stands," announces Broda. The state-of-the-art dosing units can be easily integrated into new or existing beverage production lines and only require a small initial outlay.

### **"World Economic Summit" of the beverage industry**

Held regularly since 1951, drinktec is considered the "World Economic Summit" of the industry. Manufacturers present the latest technologies for manufacturing, filling and packaging beverages of all kinds, including raw materials and logistics solutions. Suppliers from all over the world meet here with producers and service providers of all sizes in the beverage and liquid food segments. Some 1,600 exhibitors and 70,000 visitors are expected this year.

The drinktec fair will be integrating the SIMEI@drinktec event for the first time in 2017, increasing the area of occupied exhibition space to over 150,000 square meters. SIMEI ("Salone Internazionale Macchine per Enologia e Imbottigliamento") is an international exhibition for

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wine-making and filling, and is viewed as the world's leading trade fair for wine technology. In the future, it will be held every four years in Munich in conjunction with drinktec. SIMEI will continue to be a biennial event and from now on will alternate between Munich and Italy, where it was held for the first time in 1963 in Milan.

LANXESS is a leading specialty chemicals company with sales of EUR 7.7 billion in 2016 and about 19,200 employees in 25 countries. The company is currently represented at 75 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of chemical intermediates, additives, specialty chemicals and plastics. Through ARLANXEO, the joint venture with Saudi Aramco, LANXESS is also a leading supplier of synthetic rubber. LANXESS is listed in the leading sustainability indices Dow Jones Sustainability Index (DJSI World) and FTSE4Good.

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### Forward-Looking Statements

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

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## Picture



LANXESS's cold sterilization agent Velcorin provides protection against microorganisms that could spoil the drink while still maintaining the natural flavor. Photo: LANXESS AG