

LANXESS at drinktec 2013 in Munich, Hall B1, Stand 502

Cool fighter for safe bottling in a new robe

Registration of Velcorin in Canada promotes growth in North America

Cologne – LANXESS will be showcasing its Velcorin technology for cold sterilization and the new Velcorin DT Touch dosing technology for the beverage industry at drinktec 2013 in Munich, Germany, from September 16 to 20. Ingo Broda, head of the Beverage Technology business line in the LANXESS Material Protection Products business unit, sees the world's largest trade show in the sector, which takes place every four years, as the ideal springboard for the company: "The varied range of visitors includes decision-makers in the areas of technology, purchasing and sales, particularly from the growth markets in Eastern Europe and overseas. drinktec gives us the opportunity to present the new generation of our dosing units to a very wide audience and allows us to explain the benefits of our tried-and-tested Velcorin technology for new applications such as cider or fermented drinks."

The new Velcorin DT Touch dosing units for filling Velcorin as a cold sterilization agent in non-alcoholic beverages and wine are being sold worldwide. The high-quality dosing units are manufactured in Germany and feature an aseptic design and connections to meet the strict purity requirements of the beverage industry. They are easy and safe to handle, with control and visualization of the dosing process enabled by a touch panel. Velcorin DT Touch dosing units ensure exact dosing and excellent distribution of Velcorin in the beverage. 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.

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Safely filled

Microorganisms such as yeast, mold and bacteria are present throughout the beverage filling process – in the air, in the equipment, in the closures and in the beverages themselves. They not only impair the sensory properties of the liquids but can also pose a health risk for consumers. Even at low concentrations, Velcorin is highly effective against typical spoilage microorganisms without compromising the taste.

As one of the top technologies for beverage stabilization, cold sterilization with Velcorin is already successfully established worldwide. Prominent bodies such as the EU Scientific Committee on Food, the FDA in the United States and the Joint FAO/WHO Expert Committee on Food Additives have all declared the use of Velcorin to be harmless to health. The product has also recently been approved for use in Canada.

“In the past two years, LANXESS has succeeded in raising its profile in the United States considerably and has more than doubled its business with Velcorin for non-alcoholic beverages. Registration in Canada paves the way for further expansion in North America – the world’s biggest beverage market,” says Broda.

Comprehensive service rounds off the package

“With Velcorin, we offer not only an effective solution for the cold sterilization of beverages, but also, in combination with our dosing systems, a truly complete range of services. The package includes system maintenance, too,” adds Broda. LANXESS also offers support in laboratory and production testing, for line assessments and for the registration process. Detailed information can be found on the internet at <http://www.velcorin.com>.

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News Release

The Material Protection Products business unit is part of LANXESS' Performance Chemicals segment, which achieved total sales in fiscal 2012 of EUR 2.2 billion.

LANXESS is a leading specialty chemicals company with sales of EUR 9.1 billion in 2012 and roughly 17,500 employees in 31 countries. The company is currently represented at 52 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 sustainability indices Dow Jones Sustainability Index (DJSI) World and FTSE4Good as well as the Carbon Disclosure Leadership Index (CDLI).

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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://multimedia.lanxess.com>.

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

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