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## **MEDIA RELEASE**

Columbus, OH - September 14, 2021

### **ABITEC Corporation and Larodan AB announce brand refresh after successful integration of the two companies**

ABITEC Corporation, an ABF Ingredients company, announced in July 2020 the acquisition of Swedish manufacturer and international marketer of state of the art, high-purity research grade lipids, Larodan AB. After several months of virtually onboarding the company, ABITEC is anxious to announce the completion of a full integration strategy welcoming Larodan AB into the ABITEC family. In addition to the advanced technologies and innovative breakthroughs that Larodan is contributing, this relationship will now be sealed with a visual branding refresh to even further strengthen the connection and presence in the market.

As part of this transition ABITEC felt it was important to maintain both brands but find a way to align them visually. Jeff Walton, CEO at ABITEC comments, "The goal of this change for ABITEC and Larodan was to not compromise current brand strength and identity but give each brand a refresh and create commonality among the two. This process would complete a successful integration of the two companies and help present our new collaboration to the world in a consistent and unified manner." The approach started with identifying existing similarities and utilizing specific aspects of each separate brand to create a synergistic look and feel. Since both brands already shared a common color that seemed to be the natural place to start. Amanda Coulter, Marketing Manager ABITEC comments, "Incorporating certain features of each brand image into the final design was an important part of the process. It was truly a unified approach and quite reflective of the strong team environment that ABITEC and Larodan have already built." Mimicking the rounded edges and feel of the Larodan logo, while incorporating additional colors from the ABITEC logo presented a great design opportunity. The result gave each company a refreshed look while visually connecting them and keeping the integrity of their name and brand in the marketplace. After many months of brainstorming and collaboration ABITEC and Larodan are ready to introduce their new "improved" branding.



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### **About ABITEC Corporation**

ABITEC Corporation is part of ABF Ingredients and is headquartered in Columbus, Ohio, US with two manufacturing sites in the Midwest. ABITEC specializes in the manufacturing and distribution of specialty lipid ingredients for use in the pharmaceutical, nutraceutical, and specialty chemical markets.

### **About Larodan**

Larodan develops, manufactures and markets a comprehensive range of high purity lipids for the international market. They serve customers throughout the world, directly and in collaboration with highly competent distribution partners. Their aim is to be the optimal partner for lipid related research, irrespective of the customer's need or location.

### **About ABF Ingredients**

ABF Ingredients is a division of Associated British Foods that focuses on high value ingredients for both food and non-food areas and comprises a range of ingredient companies which include AB Enzymes, Ohly, PGP International, and SPI Pharma. The group has established strong market positions in cereal specialties, enzymes, esters, extruded ingredients, specialty lipids, specialty powders, specialty flours, yeast extracts worldwide.

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### **Forward-Looking Statements**

This press release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements are subject to known and unknown risks and uncertainties, many of which may be beyond our control. We caution you that the forward-looking information presented in this press release is not a guarantee of future events, and that actual events may differ materially from those made in or suggested by the forward-looking information contained in this press release. In addition, forward-looking statements generally can be identified by the use of forward-looking terminology such as "may," "plan," "seek," "comfortable with," "will," "expect," "intend," "estimate," "anticipate," "believe" or "continue" or the negative thereof or variations thereon or similar terminology. Any forward-looking information presented herein is made only as of the date of this press release, and we do not undertake any obligation to update or revise any forward-looking information to reflect changes in assumptions, the occurrence of unanticipated events, or otherwise.