

Press release

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Symrise presents new fragrance technologies SuperBloom® and SymAqua® at Detex 2024

- Middle East home care industry meets at trade show in Jordan
- New detergent fragrances powered by SuperBloom® provide intense freshness
- SymAqua® offers a convenient, water-based & long-lasting air freshener solution

Symrise will present its latest fragrance technologies at Detex 2024. The leading trade fair for the home care industry in the Middle East will take place from 20 to 22 May 2024 in Amman, Jordan. For the Holzminden-based Group, the trade fair offers the ideal platform to exchange ideas with its regional partners and present them with current fragrance creations and product innovations. This year, the booth focusses on detergent fragrances powered by SuperBloom® and the water-based air freshener solution SymAqua®. Visitors can find the Symrise booth B01 in Hall B.

With SuperBloom®, Symrise has developed a unique fragrance collection which provides an intense and long-lasting fragrance experience. In addition, Symrise offers SymAqua®, a natural and convenient fragrance solution for air fresheners. Consumers can fill up the perfume oil concentrate with water themselves. The solution also works well for fragrance sticks or body sprays.

“We feel very excited to attend Detex 2024 in Amman. It allows us to showcase our latest technologies, meeting our customers’ and partners’ continuous expectations of added value in fragrance performance”, says Adrian Rieck, Sales Director Middle East & East Africa, Scent & Care at Symrise. “SuperBloom® and SymAqua® promise and build on these expectations to deliver high performing fragrances that elevate the end consumer’s sensory experience in the realm of home care with primary focus on Fabric and Air Care. The performative, convenient, and easy to use technology highlights our commitment to identifying the needs of a very dynamic market environment and our dedication to provide innovative future proof solutions for the same. Consumers in the Region love blooming, intense, and long-lasting fragrances and Symrise feels proud to deliver”, adds René Hemeier VP Fragrances Africa, Middle East & Turkey at Symrise.

Consumers in the Middle East love intense fragrances

The Middle East is a key region for Symrise. Consumers in these countries appreciate intensely scented products and like to test new creations. At the same time, they pay attention to the price and attach importance to the most versatile usability possible.

For Symrise, this always results in new opportunities to convince customers and consumers with intense fragrances and innovative new developments. Detex, which takes place every two to three years, therefore offers the ideal opportunity to present new fragrance creations and household care technologies.

About Symrise:

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

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Its sales of approximately €4.7 billion in the 2023 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more...

www.symrise.com

Media contacts:

Bernhard Kott

Phone: +49 55 31 90-17 21

Email: bernhard.kott@symrise.com

Christina Witter

Phone: +49 55 31 90-21 82

Email: christina.witter@symrise.com

Social media:

twitter.com/symriseag

youtube.com/agsymrise

instagram.com/symriseag

instagram.com/symrise.ci

linkedin.com/company/Symrise

xing.com/companies/symrise

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