

LANXESS at drinktec 2009, September 14 to 19,  
Hall B1, Stand 502

## Zero tolerance for microorganisms

### Velcorin technology from LANXESS protects beverages

**Leverkusen** – LANXESS AG will be exhibiting its products and technologies for the beverage industry at drinktec 2009 in Munich from September 14 to 19. Held every four years, drinktec is the world's largest trade show for the industry and an ideal forum for introducing the premium product Velcorin. This modern stabilizer is approved for a broad range of beverages and even minimum doses effectively eliminate beverage-spoiling microorganisms without impairing taste.

Microorganisms such as yeasts, mold fungi and bacteria are ubiquitous in the beverage filling process: they are found in the ambient air, in production installations, in closures and in the drinks themselves. Not only do they diminish the sensory properties of the liquids, they also can pose a health risk for consumers. Cold sterilization with Velcorin has become established worldwide as a leading technology for beverage stabilization. Key authorities, such as the EU Scientific Committee on Food, the United States FDA and the Joint FAO/WHO Expert Committee on Food Additives (JECFA), have confirmed that Velcorin is safe for human health.

The product is highly effective, neutral-tasting, cost-efficient and compatible with all known types of end packaging, such as PET, glass bottles, carton packaging and bag-in-box. The broad range of applications includes fruit juice-based beverages, wine, iced tea and isotonic beverages for athletes. Velcorin further is used in non-carbonated and carbonated flavored water.

“While manufacturers are expected to continuously develop new types of beverages, for example with additional dietary benefits, they must also maintain high standards in production and protect beverages from

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spoiling. With Velcorin, we offer not only an effective solution for cold sterilization, but also complete service that includes the right dosing equipment," says Ingo Broda, head of Beverage Technology in the Material Protection Products business unit. The durable Velcorin DT dosing machines made in Germany ensure excellent distribution in a beverage, because they add only precise quantities, right down to the ppm range. They easily can be integrated in existing filling systems, require only a low initial investment, are easy to operate and reliable to use.

Velcorin is added to a finished beverage before filling. Even in low concentrations, the LANXESS product has a pronounced effect on typical microorganisms. It enters the cell and inactivates its key enzymes. Once added to a beverage, the dimethyl dicarbonate (DMDC) rapidly decomposes into small amounts of methanol and carbon dioxide, natural ingredients in many beverages, including fruit and vegetable juices as well as wine. It therefore has no effect on the taste, aroma or color of a beverage. "This key product advantage has even impressed enologists the world over, who must meet high winemaking standards year after year," remarks Broda. Velcorin is permitted for use in accordance with the national and international guidelines of the International Organization for Vine and Wine (OIV).

The specialists in the Material Protection Products business unit offer technical consulting services, laboratory and practical testing support and extensive registration management services. For detailed information, go to [www.velcorin.com](http://www.velcorin.com).

LANXESS is a leading specialty chemicals company with sales of EUR 6.58 billion in 2008 and currently 14,335 employees in 23 countries. The company is represented at 44 production sites worldwide. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals.

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### **Forward-Looking Statements**

This news release may contain forward-looking statements based on current assumptions and forecasts made by LANXESS AG management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

### **Information for editors:**

100 years of synthetic rubber – interesting information about the anniversary and the numerous areas of application can be found at <http://worldrubberday.com>.

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

All LANXESS news releases and accompanying photo, video and audio material can be found at <http://press.lanxess.com>.

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