

Holzminden, July 15, 2008

## **Holger Wetzler appointed Vice President Innovation/ Marketing Fabric & Home Care at Symrise**

Global fragrance and flavor supplier Symrise has appointed Holger Wetzler as Vice President Innovation/ Marketing Fabric & Home Care effective June 2, 2008. He is responsible for global marketing of Fabric & Home Care (product group: detergents and household cleaners) in the Scent & Care Division. In this newly created position, a crucial element in Symrise's restructured innovation management, Holger Wetzler will be primarily concerned with networking marketing departments worldwide as well as global implementation of innovation processes. He reports directly to Michael Kocher, Senior Vice President Innovation Scent & Care.

Holger Wetzler joins Symrise from McBride in Luxemburg, where he worked as Head of Category Development.

He had previously been with Nordmilch AG as Group Brand Manager for private labels, where he was responsible for development and strategic implementation of pro-active private label marketing with German and international retailers.

Holger Wetzler started his career at Henkel Wasch- und Reinigungsmittel GmbH & Co KG, where he worked for almost five years in product management for the Vernel, Somat and Persil brands. He also worked in category management for drugstores and discounters. He finally became international Marketing Manager for automatic dishwashing products, also playing a leading role in introducing innovations and cooperation management for Henkel.

# PRESS RELEASE



Holger Wetzler will be located at the company's headquarters in Holzminden.

Achim Daub, Global President Scent & Care: "We are delighted to have been able to attract Holger Wetzler for our innovation team. With his international know-how in the sector and his experience of innovation management, Mr. Wetzler will successfully maintain our company's innovation course in the Fabric & Home Care Division. This newly created position will enable us to oversee communication between worldwide marketing departments centrally, optimally utilizing synergies between individual countries – this being an additional important step on our path to innovation leadership."

#### About Symrise

Symrise is a global supplier of fragrances, flavorings and raw materials and active ingredients for the perfume, cosmetics and food industry.

Its sales of €1.27 billion in 2007 place the company among the top four in the international flavors and fragrances market. Headquartered in Holzminden, Germany, Symrise is represented in more than 30 countries in Europe, Asia, the United States and South America.

With more than 40 first patent applications per year, Symrise is one of the most innovative manufacturers on the market. Used by manufacturers of perfumes, cosmetics and foods, our products are an inseparable part of daily life. At Symrise we combine an awareness of consumer trends with cutting-edge technologies, focusing on innovative fashion and lifestyle products that have additional practical value for the consumer. Symrise – always inspiring more...

[www.symrise.com](http://www.symrise.com)

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