FOR IMMEDIATE RELEASE

Aurorium expands distribution agreement with Essential Ingredients in North America.

Lawrenceville, Georgia (February 1, 2024) – Aurorium has expanded the distribution agreement with Essential Ingredients to include their line of surfactants, specialty natural alternatives, actives, fixatives, and 100% mineral derived natural clays in the United States and Canada. Focused on solving unique market challenges with a deep understanding of trends in personal & home care; Aurorium innovates transparent and improved solutions from sustainable and nature-based sources for skin and laundry.

“We are honored that Aurorium has entrusted us with the distribution of their advanced line of products in the United States and Canada. Essential Ingredients constantly strives to bring innovative, high-performing materials to our customer base, and Aurorium’s extended product line enables us to do exactly that,” says April Yeager, SVP and General Manager of Essential Ingredients. “We are thrilled to offer this portfolio to our customers in North America, and we look forward to continuing a strong, lasting relationship with the team at Aurorium.”

“Essential Ingredients has a strategic attention to detail and level of professionalism that gives Aurorium confidence in our expanded partnership. Their dedication to the customer experience combined with market expertise, application support, and strong industry relationships aligns well with what we strive for at Aurorium,” says Stephen Carter, Personal & Home Care Global Business Director of Aurorium. “We are excited about the success we can achieve with a partner like Essential Ingredients representing our extended line of Personal Care ingredients for the United States and Canada.”

About Aurorium
Headquartered in Indianapolis, IN, Aurorium is the materials innovation partner that helps global manufacturers harness the power of possibility to make the world a better place. Their specialty ingredients and performance-enhancing materials enhance quality of life, support health and wellness, and enable customers to deliver value added solutions. Key industries served include personal & home care, healthcare, paper & packaging, infrastructure, and transportation. A Responsible Care® company, Aurorium follows the highest regulatory standards across all of its manufacturing facilities.

About Essential Ingredients, Inc.
Essential Ingredients is an international distributor of raw materials used to manufacture personal care, household, and industrial products. In 2017, Forbes magazine recognized the company as one of its Small Giants: America’s Best Small Companies. Essential Ingredients is a 100% employee-owned business following the implementation of an Employee Stock Ownership Plan (ESOP) in 2011. The company invests in and depends on its employee owners who in turn care about their company, their customers, and supplier partners they serve. In 2019, Essential Ingredients was awarded Certified Evergreen status by the Tugboat Institute for their dedication to continual improvement and enduring excellence around values, practices, and people. The team at Essential Ingredients is committed to remaining an independent specialty chemical distributor that will prosper for generations to come.

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