

Oterra – the new name for Chr. Hansen Natural Colors

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Chr. Hansen Natural Colors A/S, the leading provider of natural colors with the widest natural color portfolio in the industry, has announced today the company will be known as Oterra, effective immediately, and will begin the process to operate under the new name.



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The new name, Oterra, is inspired by the Latin word for earth. The rebranding reflects the company's commitment to provide the world with colors from natural sources and contribute to natural, authentic, safe, and sustainable food.

The company's ownership and staff have not changed. CEO, Odd Erik Hansen, stated "We have been producing natural colors for more than 145 years now – our new name and brand identity are rooted in this proud heritage and reflect our belief that nature provides the best ingredients. We help our customers meet the increasing global consumer demand for natural products by utilizing the power of nature's true colors and our unrivaled expertise in colors for food, beverage, and pet food."

The new name is the latest in a string of announcements for the company which was acquired by investment organization EQT in 2021. In April 2021 the company announced its first strategic investment with the acquisition of SECNA Natural Ingredients Group S.L., a move that supports EQT's strong growth plans for the company. Cees de Jong, Oterra Board Chairman, commented, "The board is very excited about the relaunch as Oterra – a name and identity that encapsulates our purpose and sustainable value proposition. We see great growth ahead for Oterra and are confident the company will accelerate its development under its new brand."