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ASIA

Azelis collaborates with CP Kelco expanding footprint in India, Indonesia, Malaysia, Thailand

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Azelis, a leading global innovation service provider in the specialty chemical and food ingredients industry, on June 24, 2021, announced the extension of its distribution scope with CP Kelco in India, Indonesia, Malaysia and Thailand.



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CP Kelco's product range is a significant addition to Azelis' portfolio and the new agreement marks an important milestone in the strong and continuously developing collaboration between both companies globally.

Highlights and rationale

- CP Kelco is internationally recognized for its unique portfolio of innovative, nature-based ingredients, technical excellence and commitment to long-term sustainability.
- Azelis' local sales coverage, proven growth track record and industry dedicated laboratory network, all steered by regional teams, made Azelis the partner of choice for CP Kelco to enhance business activities in these countries.
- The new agreement with CP Kelco is in line with Azelis' strategic ambition to expand existing distributorships into new territories.

Azelis will distribute the complete range of CP Kelco's products, which includes specialty carrageenan, xanthan gum, pectin, gellan gum, fermentation-derived cellulose and, the newest addition, citrus fiber. As per July 11th, in India, Azelis will cover the market of Food; in Malaysia, Food and C&I (Consumers & Industrials); and in Indonesia, in addition to the existing Food partnership, Azelis will also cover C&I. As per August 1st, Azelis will cover the markets of C&I in Thailand.

CP Kelco and Azelis' collaboration in Asia Pacific started in 2012 with China and expanded in 2018 to Indonesia. With more than 140 years of ingredient expertise, CP Kelco offers advanced thickening, texturizing, suspending and stabilizing solutions through its innovative portfolio of nature-based hydrocolloids and citrus fiber.

Azelis has grown exponentially in Asia Pacific and expanded its presence from three countries in 2012 to 12 today: Australia, China, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Thailand, and Vietnam. Azelis strives to bring the best products and ideas together to formulate innovative solutions with our partners while leveraging our network of more than 20 dedicated application laboratories in the region.