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Barentz Strengthens APAC Footprint with Full Integration of Additive Solutions in Australia and New Zealand

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Barentz, a leading global speciality ingredient solution provider, announced that Additive Solutions has officially rebranded to Barentz, completing its integration across Australia and New Zealand.

Founded in 2009, Additive Solutions has built and expanded its presence in the region, with Barentz acquiring a majority stake in the business in 2014. Following Barentzâ??s full acquisition of the business in December 2024, the rebranding marks the final chapter of a successful partnership that began over a decade ago.

The integration unites deep local market expertise with Barentzâ??s global network, supplier relationships, and technical capabilities, enabling a broader portfolio of ingredient solutions in human nutrition and enhanced support for customers across the region. In Australia and New Zealand, Barentz supports customers across key segments, including infant nutrition, bakery, confectionery, dairy, beverage, nutraceuticals and sports nutrition, as well as applications such as chocolate, protein bars, breakfast cereals, and processed meats.

The transition reinforces Barentzâ??s long-term commitment to the region and reflects its global strategy of aligning regional businesses under one brand to strengthen collaboration, expand capabilities, and support sustainable growth worldwide. Customers and principals will continue to work with the same experienced local team, while now benefiting from direct access

to Barentzâ??s global organisation, including its international supplier network and application expertise.