

## PRESS RELEASE



### CPL AROMAS APPOINTS NEW BUSINESS DEVELOPMENT MANAGER IN USA

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The world's leading "fragrance only" fragrance house is pleased to announce the appointment of Ms Holly Cardinali as Business Development Manager for its USA division.

Holly joins the company to help spearhead the division's growth in the all-important USA market and brings with her valuable experience in both sales and technical roles.

Holly was most recently the R&D Director for French Color & Fragrance and prior to that worked at Johnson & Johnson, Firmenich and Unilever.

With more than 20 years' experience in the Fragrance and associated industries Holly is well placed to deliver both technical expertise and excellent customer service to CPL clients in the USA.

Based at the company's Scotch Plains facility in New Jersey, Ms Cardinali will be responsible for the sales activity of the division.

Commenting on the appointment Holly explained

"I am delighted to have the opportunity to lead the CPL Aromas team in the USA and help promote the company's exciting range of technologies and introduce our creative perfumery talents to new and existing clients across the USA"

With a degree in chemical engineering Holly also has valuable experience in consumer products and understands the importance fragrances play in producing a successful finished product. She joins the company at an exciting time for the business as it continues to grow world-wide sales and invest in its facilities and personnel.

#### **ENDS**



CPL Aromas is the world's leading international, fragrance-only fragrance house, with 18 sites throughout the world. Employing 600 people globally the company produces fragrance concentrates suitable for fine fragrances, personal care products and household applications. CPL Aromas has sites in: UK, US, France, Spain, Dubai, Germany, Turkey, Hong Kong, Colombia, China, India, Indonesia, Malaysia, Philippines, Thailand, South Korea, Vietnam, Taiwan & Australia. CPL Aromas' customers benefit from the company's own leading-edge technologies: AromaFusion, a unique range of fragrance materials available only to its perfumers; AromaCore - encapsulation technology; AromaGuard – malodour technology; and EcoBoost, an environmentally friendly fragrance technology.

For further information, an interview or high-resolution images please contact:  
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