

A joint venture for integrated ingredient solutions – Doehler and Afriplex consolidate strengths and activities in Southern Africa

8th August 2014 – Doehler (Döhler) is expanding in South Africa. The global producer, marketer and provider of technology-based natural ingredients, ingredient systems and integrated solutions for the food and beverage industry has founded a joint venture with the food & beverage division of Afriplex. Located in Paarl, South Africa, Afriplex is one of the market leaders in natural extracts in Africa. Alongside its core competence in the field of manifold high-quality botanical extracts, Afriplex also provides emulsions and compound solutions for national and international customers in the food & beverage industry. Their common goal is to deliver integrated ingredient solutions that are tailored to the needs of Southern African markets in terms of taste preferences and technological and regulatory requirements.

The joint venture has multiple positive synergies for both of the companies. Doehler has been active in South Africa with its own sales office since 2009. “The newly established company Doehler South Africa (Pty) Ltd is a milestone and an important step in growing the business in South Africa and the adjoining countries. Thanks to an own application centre in Paarl, we are now able to develop region-specific solutions and deliver customised product samples within a minimum time,” Hubert Defert, Managing Director of Doehler South Africa (Pty) Ltd explains. Afriplex produces more than 100 different plant extracts. Backed by its own cultivation and latest technology, the company produces a variety of indigenous plant extracts, with a focus on rooibos, honeybush,

PRESS RELEASE
Joint Venture with Afriplex
08.08.2014



hoodia, pelargonium, buchu, baobab and a selection of African aloe species. Making use of the Doehler Group's supply chain network and distribution channels, customers of the food and beverage industry all around the globe will have preferential access to this extraordinary extract portfolio. Further steps have already been planned. "In the next few years we will enlarge the new Doehler South Africa (Pty) Ltd site. Besides the investment in state-of-the-art technologies like solvent extraction and fractionation we will further invest in our R&D capabilities to offer best-in-class solutions for our customers," Danie Nel, Managing Director of Afriplex (Pty) Ltd points out.

Many countries in Southern Africa have shown high growth rates in the past few years and promise to keep that track record in the future; hence the joint venture Doehler South Africa (Pty) Ltd is the ideal set-up to benefit from this huge market potential. The Executive Board of the new company consists of representatives of Afriplex and Doehler. Together they follow the Doehler motto "We bring ideas to life." by providing natural ingredients, ingredient systems and integrated solutions for the food and beverage industry.

About Doehler (Döhler):

Doehler (www.doehler.com) is a global producer, marketer and provider of technology-based natural ingredients, ingredient systems and integrated solutions for the food and beverage industry. Doehler's integrated approach and the broad product portfolio are the optimal basis for innovative and safe food & beverage applications. The product portfolio ranges from flavours, colours, health & nutrition ingredients, cereal ingredients, dairy ingredients, speciality ingredients, fruit & vegetable ingredients to ingredient systems.

PRESS RELEASE
Joint Venture with Afriplex
08.08.2014



Headquartered in Darmstadt, Germany Doehler has 23 production sites, 48 sales offices and application centres as well as sales activities in over 130 countries. More than 3,500 dedicated employees provide our customers with fully integrated food & beverage solutions from concept to realisation.

“WE BRING IDEAS TO LIFE.” briefly describes Doehler’s holistic and strategic approach to innovation. This comprises market intelligence, trend monitoring, the development of innovative products and product applications, advice on food safety and microbiology, food law as well as Sensory & Consumer Science.

About Afriplex:

Afriplex (www.afriplex.co.za), located in Paarl, South Africa, is a producer and supplier of wellness product solutions from source to shelf. The company is continuously conceptualising, testing and developing novel and commercially viable products for local and international clients in the food & beverage and pharmaceutical & healthcare industries. Afriplex harvests high-quality raw materials from approved, sustainable resources and then transforms these into a range of innovative, client-specific products and services. Thanks to its own cultivation and latest technology, the company produces a variety of indigenous plant extracts, although the main focus of its commercial plantings is rooibos, honeybush, hoodia, pelargonium, buchu and a selection of African sloe species.

The product portfolio for the food & beverage industry ranges from functional foods and beverages, flavours & aromas, botanical & plant extracts and essential oils to syrups, emulsions and packaged herbal teas. Besides botanical & plant extracts and syrups, Afriplex also delivers tablets, capsules, effervescent granules and tinctures to the pharmaceutical industry.

PRESS RELEASE
Joint Venture with Afriplex
08.08.2014



“FROM SOURCE TO SHELF” describes the unique supply chain developed by Afriplex to release value to its customers around the globe.

For more information:

Döhler GmbH

Riedstraße 7-9

64295 Darmstadt

www.doehler.com

Diana Wolfstädter (PR)

Tel +49 6151 306-1205

Fax +49 6151 306-8205

diana.wolfstaedter@doehler.com