

## SILAB strengthens its US presence

**Saint-Viance, May 9, 2019.**

**SILAB Inc., SILAB's US subsidiary, has moved into new premises in East Brunswick (New Jersey).**

SILAB, leader in the engineering of natural active ingredients for the cosmetics and dermo-cosmetics market, conquered the US market over 15 years ago, establishing a presence on both the East Coast (New Jersey) and West Coast (California).

To support its significant overall development in the United States, SILAB Inc. has now moved into new offices in East Brunswick (NJ). These premises are more spacious (approx. 400 sqm), close to the universities (Rutgers and Princeton) and easy to access due to their proximity to road and airport infrastructures. They will be home to a team of around a dozen people, which should expand even more over the next five years.

By consolidating its presence in the region, SILAB plans to continue its high level of interaction and provide better support for its many collaborative projects with its US clients. Jean-Philippe Cosson, SILAB's Sales and Marketing Director, explains: *"The North American market is currently shaped by two dynamics, firstly the historical presence of international groups and brands and secondly, the development of contract manufacturing organizations with clients that have short distribution channels. These new organizations meet the demand for immediacy from consumers and are gradually revolutionizing our development models. Faced with this highly dynamic market in constant search of innovation, we are equipping ourselves with the logistics, human and digital resources in order to help these organizations offer sales and marketing solutions that meet the highly popular criteria of Uniqueness & Frenzy, as well as Naturality."*

An independent French company, SILAB is thus staying true to its strategy of strong international business focus, aiming to offer solutions increasingly adapted to the country specifics and consumer needs.

