



## **P R E S S   R E L E A S E**

June 28, 2019

### **Troy Expands Distributor Partnership with C.H. Erbslöh GmbH & Co. KG in Europe**

**Florham Park, NJ** – Troy Corporation announced today that it has expanded its distributor partnership with C.H. Erbslöh GmbH & Co. KG to service personal care and household, industrial, & institutional (HI&I) customers in Europe. Erbslöh will now market the TroyCare™ and TroyGuard™ brands of advanced preservatives to these markets.

“Troy is dedicated to providing customers with high levels of quality, service, and value,” says Troy’s Ulf Becker, Managing Director, Europe. “As such, Troy has expanded its relationship with Erbslöh to service the needs of home & personal care products manufacturers in the DACHs countries.” The distributor will continue to represent the full line of Troy preservatives and performance additives for the coatings and related markets in Benelux as well.

“TroyCare™ antimicrobials for personal care & cosmetics products are growing significantly in Europe,” says Troy’s David Koehl, Global Business Manager – Home & Personal Care. “In particular, our new, innovative TroyCare™ LSB natural preservatives are of interest to European formulators.” Based on organic acids, TroyCare™ LSB offers a wider pH range than other natural preservatives, for greater formulating compatibility. “We are also pleased to announce that TroyCare™ LSB1 was just granted COSMOS approval last month,” continues Koehl.

In the HI&I space, the TroyGuard™ line of preservatives has similarly expanded, especially in Europe. “We are in the process of introducing a new line of MIT-free TroyGuard™ ECO preservatives for our HI&I customers, offering much needed alternatives as they quickly move away from MIT to comply with impending regulatory changes,” says Koehl. “Erbslöh is well-positioned to represent Troy’s home & personal care products, and has the resources to handle our valued customers with the same excellent service and dedication that Troy endeavors to provide.”

#### **About Erbslöh**

The C.H. Erbslöh Group, founded in 1876, offers pan-European distribution services through its subsidiaries and the LEL group of companies. The Life Sciences division is proud to be able to offer a range of excellent actives from internationally well-known producers, such as Troy Corporation. The spectrum encompasses products ranging from technologically sophisticated and innovative active ingredients for cosmetics with proven efficacy, to powerful ingredients for home care products.

## **About Troy**

Troy Corporation develops and manufactures specialty materials that enhance the properties and performance of its customers' products and processes, and is committed to helping manufacturers meet global requirements for compliance and sustainability. Troy is headquartered in Florham Park, New Jersey with sales offices throughout the United States, Canada, Europe, Asia, and Latin America. Troy materials are used and available in over 100 countries worldwide.

## **For Further Information:**

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**TROY CHEMICAL COMPANY**

