

# Organica Aromatics

## Creative Excellence of High-Quality Aroma Chemicals and Flavor Compounds



Organica Aromatics Pvt. Ltd., founded in 1999, is an affiliate company of the US based Sabinsa Corporation and India-based Sami Labs Limited. Organica Aromatics is a company dedicated to serve the requirements of the flavor and fragrance industry by developing high-quality aromatic chemicals and perfumery compounds and making its presence across the country and marking various major markets across the globe.

Historically, aromas were prepared from natural materials. To stem the continuous depletion of natural resources, innovations in chemistry have provided a range of compounded aromas to supplement nature's bounty. These were developed through critical analysis of the active components in natural materials followed by their preparation through synthetic routes, paving the way to the creation of several synthetic fragrance chemicals and opening up new avenues for entrepreneurs in the field of aroma chemicals.

Organica Aromatics, the brain child of an enterprising visionary Dr. Muhammed

Majeed, is not just another manufacturer of aromatic chemicals – it provides the core to satisfy your pursuit for creative excellence.

### Our Marketing

During the past few years the Fragrance and Flavor Industry has witnessed the entry and the exit of a number of players both small and big. The key to survival in this field is product differentiation and competitive pricing. Unless a company is able to compete on both the criteria, survival is a difficult task. It is important for the marketing to focus on the Product Life Cycle and provide information on products expected to perform and in demand.

The key to the growth of this company is in its ability to identify and market products required by the industry. The marketing ensures that the customer needs are met and prompt service ensures customer delight.

The company has established sales and

distribution network at strategic locations globally. As a part of its international marketing, Organica Aromatics is represented in the United States by its parent company Sabinsa Corp., located at New Jersey that caters to the local American market and Sabinsa Europe GmbH at Frankfurt, Germany caters to the European market and by Sabinsa Japan Corp., located at Tokyo to take care of the south east Asian market.

The marketing team at Organica Aromatics involves itself in identifying ways for value addition, which would deliver a consistent brand message, it gives importance to the product mix and placement, it builds long lasting relationships with its sales agents and representatives, it facilitates pricing recommendations, it identifies areas of opportunity for new products and ensures that prompt service is always provided to its customers wherever the location is.

### Research & Development

Organica Aromatics has set up a state-of-the-art R&D facility of international standards for carrying out all types of reactions like Friedel-Crafts Acylation, Grignard reaction, Jones Oxidation, Swern Oxidation, High-Pressure Hydrogenation and HighVacuum Distillations. Organica has an excellent analytical testing facility, which gives full support to the Synthetic Chemistry group.



R & D team



Organica, Dobaspet



Stainless Steel Reactors



Glass Lined Reactors



Hydrogenator

The sophisticated R & D technology at Organica Aromatics is an invaluable asset to the company. Supported by an enthusiastic and competent research team, the company constantly strives to update its technological infrastructure.

Guided by a commitment to ecofriendly production, coupled with safety measures that match international standards, Organica Aromatics pioneered the successful introduction of several products in a very short span. This achievement encouraged its promoters to extend generous support to the company's research activities.

The R&D team utilizes innovative technological measures to develop custom designed processes and products for established manufacturers of flavors and fragrances. Olfactory evaluation plays a key role in determining the marketability of aroma products and state-of-the-art sensory testing facilities are available at the company's laboratories.

Organica Aromatics firmly believes in the uniqueness of its products and ensures that they are processed with great care at all stages, from raw material procurement to the dispatch of the final product.

## Our Facility

Manufacturing facility of Organica Aromatics is located at Dobaspet Industrial Area, which is strategically located on the Bangalore-Mumbai Highway.

The facility is spread over a total area of 250,000 Sq. feet. This facility conforms to ISO 9001-2008 guidelines and all our products are KOSHER and HALAL certified.

Organica Aromatics manufacturing facility consists of Stainless Steel Reactors,

Glass Lined Reactors, Hydrogenator & Centrifuge. The facility also has high-vacuum distillation units equipped with specialized high-vacuum pumps with boosters. The distillation columns are equipped with Sulzer packing to obtain better separation thus getting superior quality aroma specialties. The manufacturing facility has "AGITATED THIN FILM EVAPORATOR (ATFE)" which has an output capacity of 50L/HOUR. This state-of-the-art equipment allows us to distil heat sensitive products with superior aroma profile.

This versatile plant is capable of carrying out various chemical reactions, such as condensation reactions, oxidation reactions, cyclo condensations and high-temperature hydrogenations. This manufacturing unit is well supported with excellent analytical testing facility, such as Gas Chromatography (GC) and GC-Mass Spectrometer (GCMS). The plant has DG Backup, Boilers, Chilling Plant and Effluent Treatment Plant to support manufacturing.

## Our Products

We are strong in Rose ketones (Alpha-Damascone, Beta-Damascone, Damascenone Total & Iso Damascone), Sandal products (Polysandal, Tridecenor,



Woodalor, Mohanol, Sandanol & Sandal Mysore core), Amber products (Karanaorg, Kephalis) and Oakmoss (Rionyl OA) & Spicy products like Safranal, Safranal Ultra Pure, Oriental ester etc. We do have products in Melonic and Ozonic nature (Methoxy Melonal, Melonorg, Methylozone), Floral & Green (Jorasmin Plus, Jasmopyran Forte, Floral Dec/Adoxal, Herbavert, Beta Galbutenone), Fruity (Benzyl Iso Eugenol, Acetyl Iso Eugenol, Citronyl tiglate, Galbador, Geranium tiglate, Phenyl ethyl tiglate and Orspirine), Earthy (Geosmin/Teramin). We also have Natural oils like Olibanum, Ginger and Nutmeg oil.



In Europe, Organica Aromatics marketing arm is Sabinsa Europe GmbH, which is a subsidiary of the Sami Labs/Sabinsa Group. Favorably situated near the Frankfurt "hub", the company easily makes available Sabinsa's outstanding product portfolio and customer services to the nutraceutical, cosmeceutical, pharmaceutical, intermediary chemicals, food industry, flavor & fragrance market all over Europe.

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