

Connell Brothers Company Opens New Center of Expertise in Mumbai

New Laboratory Embodies Company's Motto of 'Creativity Beyond Chemistry'

SAN FRANCISCO, CA, Mar 9, 2017 - (ACN Newswire) - Connell Brothers Company (CBC), a division of Wilbur-Ellis and the largest marketer and distributor of specialty chemicals and food ingredients in Asia-Pacific, announced today the acquisition by Connell Brothers Company (India) Pvt. Ltd. of the assets of The Topical Lab located in Mumbai, India. This acquisition by CBC India further reinforces the commitment by the Company to be the leading chemical distributor in Asia. The Topical Lab is a research hub for aesthetic dermatological formulations development where ideas are turned into innovative, market-ready brands. Developed and brought to fruition by its former owner and current leader of CBC's personal care and health care business in India, Mohit Lalvani, this brand incubator develops a comprehensive plan to create a signature brand born from CBC customer's exact needs. "The Topical Lab is a one-of-a-kind, high-end research and application development laboratory," said Lalvani. "The laboratory studies include extensively tested finished formulas, giving customers the ability to launch new products and variants in minimal time and with great confidence." This acquisition will add a dedicated team of personal and health care specialists to CBC India's growing employee base and greatly benefit its customers in India. These specialists will provide customers a ready-to-launch prototype development of cosmeceutical and skin care formulations for pharmaceutical and cosmeceutical companies. "The acquisition is an excellent addition to CBC India's personal care and health care ingredients business and aligns well with our Pilot Plant, acquired in 2015 with our purchase of Mascot Universal's Personal and Health Care business," said CBC Personal and Health Care Marketing Director Pam Jones. "We are not just setting standards, but helping customers meet them too. At CBC, we talk about 'creativity beyond chemistry' and the acquisition of The Topical Labs will provide opportunities for us to collaborate with our customers in new, creative and innovative ways." The Topical Lab will help CBC identify future trends and provide unique formulations with proven performance of quality and efficacy. CBC's commitment to deliver high standards of service and unique value propositions to its customers will thrive with this model not only for the personal care and health care segments in India, but across the region as well. For more information about CBC's new labs, please contact CBC India General Manager Tejas Parekh at +919930686647 or via email at tejas.parekh@wecocbc.com. About the Wilbur-Ellis Companies Founded in 1921, the Wilbur-Ellis companies are leading international marketers and distributors of agricultural products, animal feed and specialty chemicals and ingredients. By developing strong relationships, making strategic market investments and capitalizing on new opportunities, the Wilbur-Ellis companies have continued to grow the business with sales now over \$3.1 billion. www.wilburellis.com About Connell Brothers Company Founded in 1898, Connell Brothers is the largest marketer and distributor of specialty chemicals and ingredients in Asia-Pacific. CBC operates 48 offices in 18 countries and 26 labs in 10 countries and annual sales approaching \$800 million. www.connellbrothers.com Media Contact: Mandy Weih CBC Communications Manager mandy.weih@wecocbc.com +852 2969 2730

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