



## Vertellus Rebrands as Aurorium

In March, **Aurorium**, formerly Vertellus, announced that it has changed its official name. **Aurorium's** refreshed brand identity better represents the company's growth and evolution as a global materials innovation partner with a diversified portfolio of specialty ingredients and performance-enhancing materials.

"Our new name and identity, **Aurorium**, better represents the strength of our platform and growth opportunity for our business," said Faye Freeman, President of **Aurorium**. "As **Aurorium**, we are well-positioned to expand our products and markets, and more effectively serve our customers with a wide range of solutions that are essential to their businesses. **Aurorium** is committed to delivering a best-in-class customer experience, innovative solutions, and dynamic partnerships to help our customers thrive in an increasingly competitive global marketplace."

As part of its refreshed brand identity, **Aurorium** identified five fundamental principles that underpin the company's culture, values, and commitment to its customers, colleagues, and communities:

- **Differentiation:** Helping companies prosper in their marketplaces, enhance their products, and achieve optimal performance
- **Expertise:** Bringing deep industry knowledge and technical experience, adding value to our customers
- **Innovation:** Unique solutions and specialty formulations fostered by creative, dynamic, and collaborative partnerships

- **Presence:** Global reach with a deep, diverse portfolio, coupled with a focus on sustainability and safety
- **Customer Experience:** Through flexibility, integrity, and a can-do attitude, **Aurorium** brings unparalleled levels of service, reliability, and trust to customers

Based in Indianapolis, with 1,400+ employees located across North America, Europe, and Asia, **Aurorium** produces specialty ingredients and performance-enhancing materials designed to enhance quality of life, support health and wellness, and deliver value-add solutions. The company serves an expanding portfolio of customers globally across the personal & home care, coatings & adhesives, energy & electronics, healthcare, food & beverages, agriculture, transportation, and paper & packaging end markets.

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*Faye Freeman, Aurorium President*

In addition to the new name and identity, **Aurorium** announced the acquisition of CENTAURI Technologies ("CENTAURI"). The addition of CENTAURI's complementary specialty material product portfolio and advanced manufacturing capabilities expands **Aurorium's** offering and extends its reach in high-growth end markets. CENTAURI is the sixth acquisition **Aurorium** has completed since 2019, following Bercen Chemicals, Chemtrade Life Sciences, IM Chemical, JarChem Innovative Ingredients, and Polyscope Polymers.

### About Aurorium

Aurorium is the materials innovation partner that helps global manufacturers harness the power of possibility to make the world a better place. Their specialty ingredients and performance-enhancing materials enhance quality of life, support health and wellness, and enable customers to deliver value-added solutions. Key industries served include personal & home care, coatings & adhesives, energy & electronics, healthcare, food & beverages, agriculture, transportation, and paper & packaging. A Responsible Care® company, Aurorium follows the highest regulatory standards across all of its manufacturing facilities. Aurorium is committed to operating at the highest levels of manufacturing consistency, quality control, and safety.

