



PRESS RELEASE

## **drom fragrances announces the grand opening of the new office building in China**

*Baierbrunn/Guangzhou, July 25<sup>th</sup>, 2018* – **drom fragrances**, the globally successful fragrance house, opens after a strong decade of presence in China a new office building to increase its production capacity and strengthen its international presence.

The building is home to about 100 of droms 500 worldwide employees, and the production and creative center for Asia Pacific.

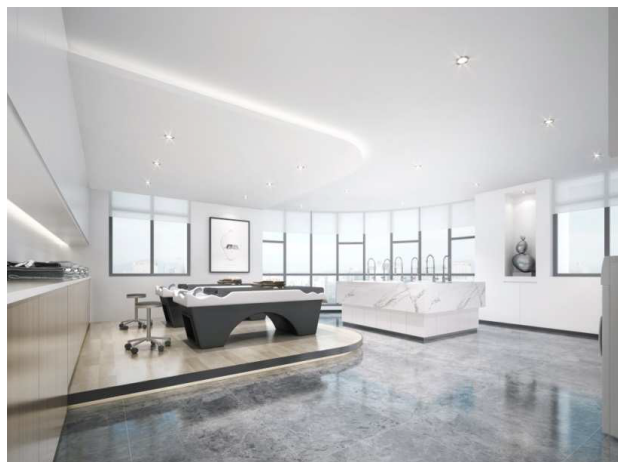
The space features an open floor plan design, fragrance creation rooms, fragrance evaluation rooms and many collaborative workspaces as well as some resting areas. In addition, there are two new full-automatic, high technology production lines.

This is mainly because drom's presence in China has continued to grow at a steady pace since its opening in 2004.

# drom

FRAGRANCES

## PRESS RELEASE



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### **WE PERFUME LIFE.**

It is our passion to create extraordinary fragrance compositions. As an international fragrance house we stand for quality and creativity for more than 100 years. At drom, consciousness of tradition meets start-up flair. With an exceptional sense for trends we are individually responsive to our clients and create tailor-made fragrances and concepts.

### **WE LIVE FLEXIBILITY.**

We work hand in hand with our clients and offer way more than just our olfactive competence – in our focus are their individual needs and thanks to our unique company structure, we are flexible to react fast while in the meantime big enough to work with brand manufacturers throughout the world.

Divided onto 5 international creative centres, the visionary perfumers of drom fragrances create unique scents each day for fine fragrances, cosmetics & toiletries, hair, body and home care. With our 500 employees in Europe, Asia, Middle East and America, we provide experts for each segment and offer a 360° insight into the global market.

### **WE LIVE SUCCESS.**

The urge to create something „special“ has always been the driving force of the succesful family company, which is already run by third generation by the brothers Dr. Andreas Storp and Dr. Ferdinand Storp and which belongs to the top ten fragrance houses worldwide. Our harmonized production with hightech-manufacturing facilities in Europe, USA, China and Brazil allows us to meet the growing market demands.