

Case Study: Fragrances Customer (MSC)



Background

- Varsal has been supplying a Global Flavors and Fragrances Manufacturer with methanesulfonyl chloride (MSC) since 2005
- The relationship initially started when the customer initiated a consulting study on the world's leading providers of methanesulfonyl chloride and Varsal had a leading position from a quality and service perspective
- After Varsal proved its commitment to quality and service, Varsal's annual volume has increased 7.5x due to both market growth and Varsal's eventual position as the customer's sole supplier for this product
- Varsal has had no quality issues during the entire length of the relationship, and has over 20 years' experience supplying MSC

Varsal Value Proposition

- ✓ Technical manufacturing knowledge
- ✓ Flavors and fragrances expertise
- ✓ Quality control excellence
- ✓ Problem solving mindset
- ✓ Research / formulation capabilities
- ✓ Customer service commitment
- ✓ Logistics knowhow
- ✓ Regulatory knowledge

Growth Opportunity

- MSC is an ideal building block for flavors and fragrances formulations as the manufacturing process is clean, with no methyl mercaptan odor and no detectable impurities of methyl methane thiosulfonate, and it is both harmless to humans and has impurity cleansing capabilities
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