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## **FOR IMMEDIATE RELEASE**

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### **Sensient® Expands the SensiPro™ Product Line with Granules Technology and Tilt and Pour Packaging**

ST. LOUIS, MISSOURI—August 20, 2014— Sensient Colors LLC, a business unit of Sensient Technologies Corporation (NYSE:SXT) and the global leader in color, introduces the addition of granular technology and a new packaging design to its portfolio of SensiPro agriculture and turf products. SensiPro Granules offer a revolutionary delivery method for pond colorants and spray pattern indicators with an easy to measure free flowing dry colorant that dissolves quickly in water..

SensiPro Granules eliminate surface clumps by breaking through surface tension immediately and evenly, making it easier to use than fine powders. It is 90% pure dye and is not formulated with dispersing aids, fillers or unnecessary surfactants making it up to three times stronger than competitive powders. Sensient's proprietary production process increases dye strength while also creating a smooth flowing, low-dust granule.

Sensient's new granular product is offered in several easy to measure and pour packages, including quarts, gallons, water soluble bags, and now in rapid precision

measurement tilt and pour containers, making them ideal for golf course superintendents, industrial vegetation managers and home landscapers. Current color offerings include blue, black, green, yellow, and red for the agriculture and turf markets. Custom color formulations and package designs are available upon request.

## ABOUT SENSIENT COLORS LLC

Sensient Colors LLC is a unit of Sensient Technologies Corporation, a leading global manufacturer and marketer of colors, flavors and fragrances. Sensient employs advanced technologies at facilities around the world to develop specialty food and beverage systems, cosmetic and pharmaceutical systems, inkjet and specialty inks and colors, and other specialty and fine chemicals. The company's customers include major international manufacturers representing many of the world's best-known brands.

[www.sensientindustrial.com](http://www.sensientindustrial.com)



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