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**GLOBAL FRAGRANCE MANUFACTURER UNVEILS INNOVATIVE WEBSITE**

***“We Build Scents that Build Great Brands.”***

*Pittsburgh, PA* - Leading fragrance manufacturer Alpha Aromatics unveiled its new website today [*www.alphaaromatics*](http://www.alphaaromatics)*.com*. The site is part of a comprehensive rebranding initiative reflecting the company’s evolving business strategy to meet growing demands in the world-wide marketplace.

The theme, we build scents that build great brands, showcases a modern vision that communicates the company’s message in terms that are engaging, inspiring, attractive and evocative. It excites the imagination and pleases the senses.

“Our customers already know our commitment to market trends, creative fragrance concepts and regulatory support. Now we’re helping the world understand our cutting-edge capabilities,” said Roger Howell, Vice President of Alpha Aromatics. “The new site showcases the many facets of our company. It represents the company’s growth, our unique position in the industry and our vast capabilities that reach across all fragrance applications,” he added.

*With headquarters in Pittsburgh, PA, Alpha Aromatics is*widely respected for creativity and accountability in the global natural and organic fragrance sectors. The company creates, manufactures and supplies scents for fine fragrances, private label brands, personal care products, candles and diffusers, household cleaning products, personal care products and industrial and institutional air fresheners. It also offers the industry’s widest array of molecular odor counteractant additives.

The innovative site offers responsive design that adapts automatically to mobile devices. It reflects the company’s broad portfolio that caters to both standard and niche applications and captures the physical and emotional essence across all sectors.

For nearly 30 years, Alpha Aromatics has worked with global companies to provide customized and innovative fragrance solutions to achieve desired results.

“We enrich the environment around us with some of the most respected, innovative and prestigious scented product brands in the marketplace,” Howell said. “We also strive to inspire artistic and scientific creativity while priding ourselves on adhering to the highest levels of perfumery ethics and regulatory standards in the world,” he added.

Alpha Aromatics is a leading creator and provider of custom fragrances for scented products throughout the world. Alpha Aromatics fragrances are an essential ingredient in many fine perfumes and well-known consumer product brands, including personal care products, candles and diffusers, home care fragrances, and industrial and institutional products.

To find out more, visit [http://www.alphaaromatics.com.](http://www.alphaaromatics.com. )

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