



Nice (France), May the 11th, 2020

PRESS RELEASE:

LAVOLLEE and URAI

take control of PIGM'AZUR



LAVOLLEE and URAI took over the start-up PIGM'AZUR specialised in the development and production of natural pigment based on a patented technology developed in association with the Universities of Nice and MINES ParisTech. This innovative technology brings to many industries such as Personal Care, plastics and rubber, detergents and many other segments such as coating, inks, cement and mortar, the first effective and mature solution to move from synthetic pigment to natural solution.

The new owners specialised in the distribution of specialty raw material for these industries have decided to purchase this technology which will allow them to develop and keep control and secure for the long term this innovation.

Pigm'Azur has a manufacturing factory in Nice area which is designed to produce already 50MT per year of various pigments.

LAVOLLEE and URAI believe that this investment fits very well with their activity of distribution of specialities considering the massive trends of all segment to move rapidly to more natural and sustainable products.



PIGM'AZUR, a unique, pioneering company in Europe that produce natural pigments founded on the Maya knowhow, was founded by Dr Nicolas Volle and colleagues from Nice University 7 years ago. Mr Volle will continue to develop new pigment in Pigm'Azur and

bring his expertise to the new owners. PIGM'AZUR is at the forefront of sustainability, reducing carbon and water footprints through a unique and innovative process based on a way to encapsulate natural colorant inside a "spongy" natural mineral. Pigm'Azur is Europe's first natural pigment producer manufacturing high quality products which are "made in France" and have a reliable supply chain.

Leaders comment on the partnership

Hervé Lavollée , CEO of the **Lavollée Group and member of LEL Alliance**, who started 10 years ago to invest in companies producing innovative technology, said *"Continuing to invest in innovative products such as Natural pigments, which match perfectly with current and future industrial and consumer needs, is a way for a distributor like us to guarantee our future and growth. The world and industry are changing, let's help them by moving ahead with the right offer in line with the needs!"*

Andrea Giuliani , General Manager of **URAI, and member of LEL Alliance** said *"URAI has always focused his business by offering high quality specialty chemicals and color testing solutions, with this acquisition we will further strengthen our position with innovative, natural and environmentally friendly pigments."*

Notes:

- LAVOLLEE (Paris, France) – distributor of high quality, speciality ingredients.
- URAI Milano, (Italy) – distributor of high quality, speciality ingredients
- PIGM'AZUR – Developer and producer of natural pigments

Contact:

Hervé ORY-LAVOLLEE – herve.lavollee@lavollee.com - + 33 6 8782 9399

Andrea GIULIANI – andrea.giuliani@urai.it - +39 335 482659

Nicolas VOLLE: – nicolas.volle@pigmazur.com - + 33 4 9396 6199