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Sarantis Group extends its collaboration with Sodalis Group for the distribution of Tesori d' Oriente Concentrated Fabric Softeners

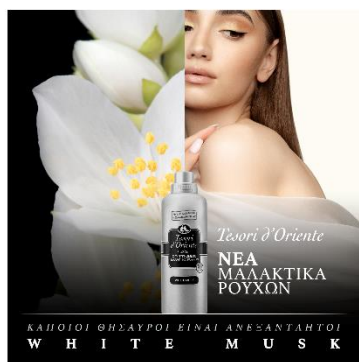
Sarantis Group, one of the leading consumer products companies boasting a significant international presence and top brands and partnerships, staying committed to its philosophy to offer high-quality products that consumers love and trust every day, extends its partnership with Sodalis Group. Specifically, Sarantis Group will be representing and distributing **Tesori d'Oriente New Concentrated Fabric Softeners** in the Greek mass market starting from 2023.



Sarantis Group has a long-standing partnership with Sodalis Group, distributing personal care products such as [Wash & Go](#) shampoo, [Vidal](#) deodorants, [Strep](#) hair removal products, as well as **Tesori d'Oriente** fragrances and skin care products, both in the Greek market and the rest of its geographical region of operation. The Group's aim is to be the preferred supplier for all customers, by **offering a balanced portfolio of products that meet consumer needs**. In this context, the extension of the partnership between the two companies to the Fabric Softener category will develop this category and strengthen the presence of the Group in the mass market channel.

The philosophy of **Tesori d'Oriente** is based on the concept of holistic well-being, which promotes both physical and mental balance, and consists of a full range of personal care products, distinguished for their quality and their unique fragrances that leave an unmistakable, sensual, and enchanting aroma on skin.

The **new concentrated Fabric Softeners Tesori d'Oriente** are inspired by the Treasures of the East, giving an incredible scent to clothes that can last up to 8 weeks! Additionally, they are free from synthetic and chlorine-based substances, protecting fibers and providing excellent softness and ease of ironing. This line consists of three unique codes: **White Musk** with its delicate and distinctive scent of white musk and pink rose, the daring **Byzantium** with its peculiar scent of lavender (Eastern perfume) and black rose, and **Thalassotherapy** with its sea breeze freshness, notes of lemon and sandalwood.



This collaboration between the two companies marks a new chapter in the fabric softener market, while it confirms Sarantis Group leading position as a supplier of the consumer market. The Group consistently supports its partners' and customers' vision of growth, executing at the same time its own strategy with the view to create further sustainable profitable growth and value for all stakeholders.

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Sarantis Group

Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people's everyday lives. With strong activity in 13 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal, Slovenia and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.