Prinova appoints Brent Laffey, President, North America

New structure unites distribution and value-added businesses to accelerate growth

[Chicago, Illinois] – November 2, 2026 – Prinova, a wholly owned subsidiary of the NAGASE Group and a leading supplier of ingredients and premixes, has announced the appointment of Brent Laffey as its new President, North America effective January 1, 2027.

Laffey will lead both Prinova's Distribution and Value-Added businesses in North America. The structure is designed to make it easier for customers to access Prinova's extensive ingredient portfolio alongside its technical expertise and value-added capabilities, including product development, nutrient premixes, particle technologies, and contract manufacturing.

“Prinova’s performance is strong and we see significant opportunities ahead for our business and our customers,” said Masaya Ikemoto, Chairman and CEO, Prinova Group. “Brent brings a rare combination of commercial leadership, deep knowledge of our industry, and first-hand global experience across both our distribution and value-added businesses. Bringing these businesses together under his leadership will help us unlock more of Prinova's capabilities for our customers, build on our momentum, and accelerate our growth.”

Laffey has a long history with Prinova dating back to 2007. In 2015, he co-founded Armada Nutrition, now part of Prinova, helping grow the business to $250 million in sales. Since rejoining Prinova in 2025, Laffey has led the North America commercial organization, which has delivered strong results under his leadership and vision.

“I returned to Prinova because I believe in the capabilities of the organization and its people to serve the evolving needs of the food, beverage, and nutrition industry” said Laffey. “We have exceptional expertise across our business, from our ingredient portfolio and global supply chain to product development and manufacturing. As President of our North America business, my focus will be on bringing those strengths together so we can create even greater value for our customers and respond quickly to the opportunities we see in the market.”

Laffey's appointment comes at a time of strong business performance and as Prinova continues to invest in areas with significant growth potential. This includes the recent purchase of a 170,000+ square-foot production facility in Bloomingdale, Illinois, which strengthens the company's manufacturing and distribution presence in the Midwest.

The facility will expand production and distribution capacity to support growing customer demand while complementing Prinova's established ingredient distribution and value-added operations across North America.

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About Prinova

Prinova is a leading global supplier of ingredients and premix manufacturing solutions for the food, beverage and nutrition industries. With more than 1 million square feet of manufacturing capacity across nine facilities in the US, South America, China and the UK, and strategic inventory positions in distribution centers worldwide, Prinova helps ensure continuity of supply for customers around the globe. Prinova's premix business is underpinned by more than 45 years of experience in ingredient sourcing and distribution, servicing customers with global inventories, market expertise and leading market positions in Vitamins, Amino Acids, Sweeteners, Preservatives, Proteins, Aroma Chemicals and more. Prinova joined the NAGASE Group in 2019. For more information, visit: prinovaglobal.com.

About NAGASE Group

NAGASE is a global group consisting of approximately 110 companies across 25 countries and regions. The company operates in a wide range of industries, including chemicals, electronics, mobility, energy, food, medical products, and biotechnology. Over the years, NAGASE has leveraged its expertise in technology and information gathering, along with its global network, to evolve into a hybrid model that combines superior manufacturing, processing, and R&D capabilities with trading services. As it looks ahead to its 200th anniversary in 2032, NAGASE remains committed to delivering value as a company that solves manufacturing challenges through materials. For more information visit: nagase.com

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