



Citromax Group Announces Acquisition of Medallion Fragrance and Launch of Avoke House of Fragrance Innovation Center

Carlstadt, NJ — [Mar 2026] — Citromax Group today announced the acquisition of Medallion fragrance, a strategic milestone that significantly expands the company’s presence and long-term commitment within the global fragrance industry. The acquired division will now operate under **Avoke House of Fragrance**, Citromax Group’s dedicated fragrance platform.

In addition, as part of this expansion, Avoke has officially opened its newly completed **Fragrance Innovation Center**, featuring laboratory, sensory, and creative facilities. This advanced center strengthens Avoke’s capabilities in fragrance creation, evaluation, and applications testing, enabling the company to accelerate innovation and deliver an enhanced level of service to customers and partners.

“Our acquisition of Medallion fragrance, combined with the launch of our new innovation center, marks an exciting next chapter for Citromax and Avoke,” said Vivian Glueck, President and CEO. “These investments reinforce our commitment to providing world-class fragrance solutions and supporting the evolving needs of our clients.”

Citromax emphasizes that ensuring a smooth transition for existing partners remains a top priority. Current products, formulations, and delivery schedules will continue without interruption, and customers will benefit from expanded resources and creative support through Avoke’s growing platform.

For any questions about Avoke, Medallion or Citromax Group please contact info@citromax.com.

