

GELITA

UPTO DATE

A Newsletter for GELITA Customers

#32

Celebrations!
45 years
GELITA Mexico

Dear Readers,

To have a presence throughout the world while at the same time be connected to the customer; for GELITA this is more than just a goal. At the recent two-day "GELITA Symposium on Food, Health & Nutrition" in Heidelberg, we were able to validate this once again. We invited leading nutrition experts to discuss the trend-setting topic of proteins and communicated our current research. In discussions with our guests and global experts, we were able to further ascertain customer requirements.

Global Vice President Sales Staffan Månsson expressed it thus: "We actually need 360° vision if we are to be successful with the customer as well as the supply side." He counts on his staff to combine local competence with global thinking. As to how Staffan and his team manage to tap worldwide potential while maintaining efficient purchasing costs, you can read how in the interview on page 4.

News from GELITA MEDICAL: GELITA-CEL® Fibrillar and GELITA-CEL® X-SORB are products that enhance opportunities in surgery. Safety, speed and efficiency are the major criteria here. The London hologram manufacturer, Colour Holographics Ltd., also requires for top quality e.g. in its safety and measurement technology by using high-quality GELITA photographic gelatine. The trend towards healthy gelatine products is now a worldwide occurrence: fortified gummies are the latest successful products in the health and nutrition industry. Taste them – then partner and succeed together with us!

Michael Teppner,
Global Vice President Marketing & Communication
GELITA AG



Anniversary in Central America:
45 years GELITA Mexico



GELITA MEDICAL with GELITA-CEL®
Fibrillar and GELITA-CEL® X-SORB



A photograph of Staffan Månsson, a middle-aged man with short brown hair, wearing a dark blue blazer over a light blue button-down shirt. He is standing on a balcony with a glass railing, leaning his arms on the railing. The background shows a building with horizontal window blinds.

Interview

Interview with Staffan Månsson, Global Vice President Sales

"We are there with the right products at the right time and in the right place."

Staffan Månsson explains how social changes affect the consumption of yogurt and desserts, how his sales team is successful in balancing globalization with customer relations – and how his work at GELITA is still interesting even after 35 years.

"The sales team is the link between customers and the company."

Mr. Månsson, last year GELITA increased its turnover by 26%. What is the reason for this?

First, this enormous growth in turnover does not mean a correspondingly high upturn in profits. High demand for scarce raw materials caused a drastic hike in their prices; in fact was more than 26%. As a result, we were forced to increase our own prices, creating a considerable challenge for us and our customers.

GELITA Sales sees itself as a link between company and customers: it is part of our job to understand the needs of our customers and to make them known in the company. Consequently, GELITA knew at an early stage what difficulties the cost development in raw materials would bring about and was able to counteract them.

"Our people make local decisions but with global know-how."

How did GELITA do this?

We initiated programs to bring about general cost reductions which enabled us to further improve efficiency. One of the measures was to closely examine all costs in the purchasing chain.

We also improved our fats, proteins and minerals, known as FPM, raising their value. We were then able to use the increased income to partially offset the heightened raw materials prices. Without these cost reductions and the income from the FMP products, we would have had to increase our prices even more.

What are your core markets?

We are present on all relevant markets worldwide. Although we are globally oriented, we want to be as near the customer as possible; it is quite a balancing

act. One of our most important success factors is that our regionally active sales people always keep worldwide picture in mind. They make local decisions, but with global know-how.

Where are the future markets?

The biggest potential is in the BRIC states of Brazil, Russia, India and China. In all of these countries, similar social changes are taking place, just as happened earlier in the industrialized countries. Nowadays, people are tending to move from the countryside to the cities. This changes their wants and consumption behavior. In addition, the proportion of people earning medium- to high incomes is growing; increasing demand for the products manufactured by our customers. Thus, products such as yogurt and desserts, luxury products for the poorer classes, are becoming more in demand.

Sales sees itself as a link between customers and company. How does this function?

One of the major tasks of sales is to promote communication between customers and the company. For this reason, our people are constantly in contact with customers, and intensively exchanging information with other areas in the company.

We are open and respectful of our customers – and strive to fully understand their needs. As a result, we can better meet our customers' expectations and requirements. This of course does not just apply to the sales team, but to the entire company – production, technical services, material management, senior managers and the direct customer contact persons.

What are the biggest challenges facing GELITA?

The availability of flawlessly produced ethical and ethnic raw materials is something that still concerns us. Differentiated products are always in demand, and the need for kosher and halal products is rising. People today place greater value on the origin and the production processes of gelatine; both customers and consumers have become much more cognizant.

In the industrialized nations the average age of the population is increasing continuously. What chances do you see here?

The demand for our health and nutrition products especially will increase. People wish to remain healthy and physically attractive for a long time. Collagen peptides from GELITA help to maintain the mobility of joints and the elasticity of skin. Here we can benefit from the trend that people are doing more to maintain their health and to prevent disease. This development is particularly strong in the North American market where increasing amounts of supplements and health-promoting products are being sold.



What is GELITA doing to remain successful?

As a global player, GELITA sees itself responsible for satisfying growing demand brought about by the demographic development and the resulting growth in population. For this reason we continuously invest in new plants, as well as expanding existing plants. GELITA is also working to make itself more attractive to the raw materials suppliers. At the same time we are looking for alternative raw materials.

To be successful, you really require 360° vision as is the case on the summit of a mountain. You must have everything in view and under control with regard to both customers and suppliers. As we are active on a worldwide basis, we know what the trends are. GELITA has the know-how to be on the market with the right products at the right time and in the right place.

You have been with GELITA since 1978. What makes working for GELITA so exciting?

(laughs) After 35 years, of course the question arises why I still get up each morning and go to work with a smile on my face. I still find it interesting to work for a global company.



In addition, we say in our branch: gelatine is an adhesive. Anyone who has worked in the industry finds it difficult to leave. Thus I have known many of our staff and customers right from the beginning. On the one hand this makes for stability and on the other our business is so complex that it is a constant challenge to keep up. This combination makes my work with GELITA interesting day to day.

Staffan Månsson started his career with GELITA Sweden in 1978 in FPM. In 1984 he took on the position of Sales Manager in Sweden. In 2011 he was appointed Global Vice President Sales and these days tends to commute between GELITA Germany and Sweden.

**Staffan
Månsson**

Global Vice President
Sales, GELITA AG

Vitamins for pure

Healthy fruit gums instead of vitamin pills. This concept works even on the basis of taste alone. And with GELITA® Gelatines, the best possible variations of these tasty nutritional supplements become possible.

■ Vitamin-enriched gummy bears are a huge hit in the USA and are captivating more and more health-conscious consumers in other countries: soft fruit gums with functional ingredients based on GELITA® Gelatine. These gummies contain important nutrients for the body in easily consumable form. They can be enriched with vitamin C, omega-3 fatty acids and probiotics. This type of gummy bear was initially developed for children who disliked eating fruit and vegetables. Children could then get their healthy vitamins in a more desirable method. However, these tasty items have become favorites with adult consumers: those who prefer healthy fruit gums to bulky and cumbersome vitamin capsules. Elderly consumers in particular prefer to get their supplemental vitamins in this manner.

als they should contain for their own markets. Promising times indeed are ahead for the development of innovative health products!



Healthy fruit gums

Creating trend products

Healthy fruit gums are now enriching the diet- and health product ranges in drug stores and supermarkets in the USA. As most people wish to supplement their diets in a meaningful way, these innovative fruit gums are following a trend; this can surely be expanded upon. GELITA® Gelatines, neutral in taste, can be used in the formulation of numerous innovative products without the need for added sugar. The manufacturer can decide what form and taste the nutritional fruit gums should have and what vitamins and miner-

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enjoyment



Tempting:
healthy nutritional
supplements

Body-Shaping:
Laser meets
Gelatine



Hologram – just like the original

GELITA® Photographic Gelatine in holography

Gelatine with 3-D effect

The London hologram manufacturer "Colour Holographic Ltd" uses GELITA's high-resolution photographic gelatine for producing ultra-fine hologram glass plate coatings. The result is remarkable: stunning brilliance in industrial and museum applications.

Is there a particularly superior grade of gelatine? Yes, there is: GELITA® Photographic Gelatine as used in holography. Whilst in photos mainly the sharpness of the images is important, the three-dimensional imaging used in holography demands extremely fine resolution. To achieve the special depth effect required, Colour Holographic uses GELITA® Photographic Gelatine. This particular gelatine type is very firm and has excellent transmittance properties (transmittance for optical waves). General Manager, Mike Medora, is convinced of the "purity and uniform quality that we require for our manufacturing process."

From the second to the third dimension

How does this technique of rendering objects almost tangible work? It is in fact similar to photography. A special coating is layered onto a carrier, exposed to a

light source and then developed. Colour Holographic coats glass plates with an emulsion comprised of fine silver halide crystals and gelatine. Three lasers are then employed to trace the shape and features of the object. The different wave structures of the generated light beams produce a true-to-life image within the emulsion. "The hologram plate must be able to take up a massive amount of information; this is only possible with dichromatic gelatine, a material that does not react to red color," says Mike Medora. The formulation of the photographic coating must, however, be exact, down to the smallest detail.

"The emulsion is manufactured according to stringent parameters using a computer-controlled process. In this way we can achieve very high resolution and can thus cope with the somewhat difficult blue wavelengths without generating interfering noise," says Mike. The GELITA® Gelatine enables silver halide crystals to be produced within the nano range – this renders the subsequent hologram particularly realistic and detailed.

Holography à la Hollywood

A number of museums have also discovered the advantages of holography: it helps to save insurance costs when transporting originals. In addition, they can expand their collections by using holographic replicates from other museums. Cinema lovers too are becoming fonder of holography: Colour Holographics

have started to provide home movies in 3D with their 3-D Moviposters" technique, one of the first being "Lord of the Rings." Other examples are shop window displays for promoting products and jewelers who can exhibit holographic replicas of valuable items, hence preventing theft.

The company also produces holograms for industry, e.g. measuring instruments and special surfaces in the medical device sector such as a miniaturized instrument for measuring glaucoma has been developed using holography.

Trend-setting

"Today, holography is being used in numerous areas. We believe it has a bright future as it is often the only possible solution for special technical challenges. For example, we have already replaced unwieldy optical lenses with holographic elements," says Mike. Whether in security applications such as 3-D passport pictures or in the computer industry with its diverse holographic uses, numerous new possibilities are being created for GELITA® Gelatines.



Gelatine makes it possible: Museum replicates

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GELITA Symposium:



focus on proteins



"Proteins – the central building blocks of human nutrition": Under this motto, GELITA invited leading companies of the industry to the GELITA Symposium. One of the major topics discussed was how modern nutrition could help meet the challenges presented by a constantly aging society.



Convivial get-together in Heidelberg Castle.

Some 80 guests from Asia, Europe and North- and South-America attended the symposium held on June 4th and 5th in the historical "Alte Hallenbad" in Heidelberg. After a welcome address by GELITA CEO Dr. Franz Josef Konert, numerous distinguished protein experts lectured on these important building blocks.

Program with protein professionals

In the lectures, the main topics were how proteins in foods, nutritional supplements and drugs could essentially influence future markets. The nutritional experts and scientists – Cristiana Paul from USA, Dr. Volker Heinz from the German Institute for Food Technology and Professor Daniel König from the University of Freiburg – provided comprehensive answers. Gerard Klein Essink from Bridge2Food showed how proteins can be used to optimize nutritional needs.

Californian model

David Sutherland, founder of the Launch Institute in Atlanta USA, presented innovations created by a number of Californian start-up companies who are working on protein nutrition concepts. And best-seller author Anja Förster ("Alles, außer gewöhnlich", "Hört auf zu arbeiten") lectured on company management of the future and staff motivation.

Organizer Oliver Wolf from GELITA: "The lectures were most appreciated and the participants relished the exchange with colleagues from other parts of the world."

INTERESTED IN THE PROTEIN TOPICS?

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Fixed and sewn up!



They should be in every operation theater: GELITA-CEL® FIBRILLAR and GELITA-CEL® X-SORB. These innovative products from GELITA MEDICAL staunch bleeding rapidly and effectively – at the same time providing surgeons more options when operating.

■ If during an operation extensive bleeding occurs, the surgeons and supporting staff have to staunch the flow as quickly and as controlled as possible. The hemostatics from GELITA MEDICAL, made out of 100 % organic, oxidized cellulose, are what are required for this purpose. Just pick one up with tweezers, apply – and the surgery can proceed. The extremely absorbent products are suitable for all types of operations and are also anti-bacterial. In addition: the material is well accepted by the body, which then degrades itself completely.

Fleece: GELITA-CEL® FIBRILLAR

Quickly pull it off and apply to the wound – the layered structure of GELITA-CEL® FIBRILLAR makes this possible. The fleece adapts itself exactly to the depth of the wound, but may also be used as a swab.

The surgeon is able to look through it and therefore has his entire operational area in full view. The individual fibers of GELITA-CEL® FIBRILLAR stick closely and firmly to each other – but not to the surgeon's gloves! Once applied to the wound, the product becomes a jellied mass and takes on the contours of the surrounding tissue.

Gauze: GELITA-CEL® X-SORB

GELITA-CEL® X-SORB is the perfect product for comprehensive wound treatment. With its massive absorbent capacity, high density and extensive contact area, it seals off the wound. It immediately sticks to the open wound but retains its flexibility, i.e. it doesn't form a roll nor does it stick to the surgical instrument being used. In addition, it can be repositioned at any time. GELITA-CEL® X-SORB can also be sutured.



GELITA MEDICAL products are available in over 70 countries.

FURTHER INFORMATION:

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New information material

QYRA® has been proven to improve skin elasticity and smooth wrinkles. This "beauty from within" product comprises 100% of the Bioactive Collagen Peptide® VERISOL®. QYRA® has been sold successfully on the German market for a year now. The beauty tablets are well accepted by customers and the feedback received is extremely positive. GELITA Health would like to share this success and is looking for partners throughout the world who would like to market QYRA® in their own countries. Information material can be found on www.qyra.info or in an available brochure: both contain results of market research, scientific background and studies carried out as well as various dosage forms.

And, just as informative: the new GELITA compact brochure containing an overview of the company and its products is also available. The GELITA compact brochure and the QYRA® sales folder can be downloaded here: www.gelita.com/service/downloads



GELITA sponsors UNESCO charity gala

40,000 euros collected for children in need – this amount was donated by sponsors and celebrity guests on the occasion of the 12th UNESCO Golf Charity event "swing for kids" in April in Heidelberg. Amongst the sponsors: GELITA with QYRA® and marketing partner Quiris with CH-Alpha®. The gala event, organized on the initiative of Germany's special charity ambassador Dr. h. c. Ute Ohoven

subsequently sponsored some 300 educational projects in poor countries with the income generated. The invited guests, Bro'Sis singer Ross Anthony, actress Marielle Ahrens, boxer Sven Ottke and football icon Karl Allgöwer gladly participated – or played in the subsequent golf tournament. During the tournament, the staff of CH-Alpha® informed the players how they could keep fit for golf with ampoules of

CH-Alpha® and also supplied the members of the Heddesheim Golf Club with the joint protein.



Luisa Hartema, winner of „Germany's next top model" 2012



Right: Marielle Ahrens, German actress



It's the result
that counts:
40,000 €

GELITA worldwide

Mexico

Company portrait

Vibrant, multi-million cities, almost-deserted highlands, tropical rainforests, magnificent volcanic landscapes and sandy dream beaches: Mexico, located between North- and South America and the Atlantic and Pacific oceans, presents a wealth of riches. And, as the end-of-the-world prediction of the Majas for December 21 2012 did not occur, these will remain for us to enjoy.

Mexico has some 200,000 different animal species – over 10 % of all the known species on earth. Such diversity also prevails in its exports, most of which are industrial goods and oil. Its main trading partner (81 %) is USA. Mexico is the tenth largest trading nation in the world and ranks 14th in gross domestic product (GDP) at 1,155 billion US\$ (2011).

The country has generated growth of three to four percent over recent years. However, its gelatine market has shown stronger growth at five percent on average over the same period.

One remarkable aspect of life in Mexico is that gelatine is omnipresent practically from the cradle to old age: it is an ingredient of the first solid food given to infants and part of the diet for many senior citizens. It is also the most popular dessert in Mexico: numerous master confectioners create real works of art with gelatine – there are no limits to their creativity. The coming 45-year anniversary of GELITA Mexico will surely be a spectacle: the company has a long tradition of celebrating its existence every five years, using the occasion to intensify customer relations. The locations for the celebrations are equally spectacular: in the past, these have been held in the historical National Museum, the Great Hotel of Mexico City and the Palace of Arts. This time, they will be held in the impressive Spanish Casino dating from 1863 and one of the most beautiful buildings in the city; it also houses the city's number one restaurant. For the first time there will be a fabulous gala dinner – surely crowned with the magical gelatine creations of Mexico's number one gelatine artist.

Congratulations – it will be a superb event!



Palace of the Arts

45 Años en México

GELITA

Lerma 



Lerma

Mexicans love colorful food and handicraft.

The cliff-divers from Acapulco defy death on a daily basis.



GELITA MEXICO

GELITA Mexico comprises three units: the Toluca plant, the Sales Facility in Lerma and the raw materials warehouse in Leon.

Location: Toluca Valley is some 60 kilometers from Mexico City and is 2,750 meters above sea level. Leon is 400 km to the northwest of Mexico City.

Employees: GELITA employs 126 people in the 3 locations.

Production volume: 6,500 metric tons of gelatine (mainly bovine). Import and sales of 2,000 metric tons of goods (from Germany, Sweden, USA and Brazil).

Products: High-quality edible gelatine in addition to a number of cosmetic products.

Market share: GELITA Mexico has a domestic market share of 36 %.

Quality: GELITA's production conforms to ISO 9000, ISO 14000 and FSSC 22000.

Company history: "Panamericana de Grenetina" was founded in 1968. In 1996 it was acquired by the Leiner Davis Group and further acquired by GELITA in 2002.

DATES TO NOTE:

Visit GELITA and experience innovative products for the megatrends of tomorrow. In the second half of the year we will be attending the following trade fairs, among others:

FISA Sao Paulo	August 6-8, 2013
Vitafoods Asia Hong Kong	September 4-6, 2013
NUCE Milan	September 24-26, 2013
SSW Las Vegas	November 14-15, 2013
FIE Frankfurt	November 19-21, 2013

Masthead

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