**Press Release HIE 2016:** October 2016

**Performance by Design:
GELITA Smart Technology**

**HiE Frankfurt, booth H14: GELITA presents Collagen Proteins Smart Technology range offering a combination of functional and technological benefits and improved processing performance.**

Eberbach, October 2016 – At the HiE trade show in Frankfurt, Germany (29 November–1 December), GELITA will present the first in a new series of SMART TECHNOLOGY solutions: Collagen Peptides ST is a range of enhanced ingredients that brings an optimized performance level and an improved processing performance to customers.

Dr Margarethe Plotkowiak, Head of Global Product Management Food at GELITA, notes: “In new product development, there are often limitations by process parameters of existing equipment. These difficulties can be related to dissolution or, for example, undesired foaming. The ST product range was developed to overcome these hurdles. This not only enables manufacturers to run more stable, controlled and optmized processes, it also facilitates the creation of new products without these previous limitations and without investing in new production facilities.”

Building on GELITA’s existing product range Collagen Peptides ST provide physiological functionalities and technological functionalities. Both exhibit improved process performance, namely less dust during handling, fewer clumping issues during dissolution, improved wettability and higher bulk densities. For the customer, this means improved production, optimized machinability and the ability to develop new and exciting products.

Potential applications include the fortification of clear, high-protein gummies with a protein content of up to 35%, and as a nutritious binding agent in cereal bars or coated products. The optimized bulk density means it’s now possible to significantly increase the amount of Bioactive Collagen Peptides® that for example can be included in a hard capsule shell. Furthermore, depending on the product and process requirements, viscosity and drying times can be adjusted to provide optimal results. Of course, in line with GELITA’s existing portfolio, ST products are non-allergenic and can be used to achieve a clean and clear label.

With new products being added to the portfolio on a regular basis, don’t miss this opportunity to discover more about GELITA’s SMART TECHNOLOGY solutions and its market-leading collagen proteins.

**Live on Stage**

As official sponsor of the Hi Europe Conference (Modul 6A:” Healthy ageing: staying active for longer” on 30 November, 14:00–15:30), GELITA’s leadership in collagen peptide science is reflected in this year’s event. During this session, Dr Steffen Oesser, Director, Collagen Research Institute (CRI), will discuss “The Collagen Peptides Story: The Next Chapter” at 15:00. He will explore how collagen peptides can reduce some of the side-effects of ageing and help people to lead more active lives for longer.

In addition, Dr. Stephan Hausmanns, Vice President BU Health & Nutrition at GELITA, will present “Collagen Peptides in an Awakening Age of Women” in the Seminar Theatre (Stand D82) on Wednesday 30 November at 13:30. Topics to be covered include the global market for collagen peptides, applications such as beauty from within and bone and joint health, their mode of action and supporting science.

GELITA is the leading company for manufacturing and marketing collagen proteins. Coordinated from the headquarters in Eberbach, Germany, GELITA provides customers around the world with products of the highest standard, comprehensive technical expertise and sophisticated solutions. More than 20 sites and a global expert network ensure that state-of-the-art know-how is always available for customers. More than 135 years of experience in the field of collagen proteins are the basis of GELITA’s performance. A strong requirement for innovation is the driving force of the family-owned company that is always looking for new solutions for food, pharmaceutical, health & nutrition as well as for technical applications.

Within the range of collagen proteins, GELITA supplies collagen peptides with proven body-stimulating capabilities, tailor-made gelatines and non- or partly- water soluble collagens. This holistic range of products in combination with its vast experience in developing solutions for different applications makes GELITA first choice for its customers. In today’s landscape of highest consumer demands, manufacturers of food products have to rely on natural, healthy, non-allergenic ingredients for their developments. Collagen proteins from GELITA are the perfect match for this as they fulfill all of these requirements, a particular plus being the fact that they are foodstuffs in their own right (e.g. no E-number). They also possess a set of unique technical and physiological properties.

Besides the traditional use of collagen proteins as natural stabilizers and emulsifiers for countless products, they enable manufacturers to provide their products with other properties which are becoming more and more important. GELITA has intensified its research in developing solutions for physical mobility, weight management and beauty from within.

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