

GELITA

UPTO DATE

The Newsletter for GELITA Customers

#39

Product innovations
Better looking,
better toned,
stronger

More on page 8

Dear reader,

All statistics show that the average age of the world population is increasing. In 2050, the number of people who are 60 or older will reach two billion. By comparison: the number in 2005 was 667 million. Such numbers are important for long-term planning, but for GELITA, merely being aware of them is not enough. We deal with customer and consumer trends throughout the world and continuously conduct surveys and focus group interviews. We consider it as part of our service to share these findings with our customers, as Michael Teppner, Global VP Marketing & Communication stresses in an interview.



Most people want to be fit and attractive even in old age. Recent studies show the contribution our bioactive collagen peptides FORTIBONE® and VERISOL® can make to assuring a better and more enjoyable life. FORTIBONE® has been proven to strengthen the bones, and can help to counteract the effects of the degenerative disease osteoporosis. And VERISOL® not only improves the elasticity of the skin, but also promotes beautiful nails.

Other good news for consumers – and therefore for our customers: The new SMART TECHNOLOGY (ST) collagen peptides from GELITA allow the production of many new and innovative products, such as fruit gummies with a protein content of up to 35 %. In addition, the ST range also improves the production processes.

With this in mind, we wish you a successful start to the new year!

Stephan Ruhm,

Marketing & Communication
GELITA AG

Product innovations

Better looking,
better toned,
stronger

uptodate spoke with Michael Teppner,
Global VP Marketing & Communication

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A portrait of Michael Teppner, a middle-aged man with a bald head, smiling at the camera. He is wearing a dark blue blazer over a white button-down shirt. He is standing in a modern office environment with large windows and grey pillars in the background.

Interview

Interview with Michael Teppner, Global VP Marketing & Communication

"GELITA stands for a perceived promise"

What makes a successful brand? How does it manage to distinguish itself from other brands? And what does all this have to do with emotions? Michael Teppner, Global VP Marketing & Communication explains what is special about the GELITA brand and how the company supports customers in being successful themselves.

"We work hard to discover how customer and consumer trends are developing."

Mr Teppner, why does a world market leader such as GELITA require a corporate film, especially since you mention no facts and figures whatsoever in it?

Image and brand development arise from the perception of that which is experienced, i.e. by emotions. Emotions are the result of what we promise and, more importantly, of what we do. The products our customers manufacture with our gelatines or collagen peptides, from fruit gummies and food supplements to drug capsules, are usually related to enjoyment, lifestyle, and quality of life. For this reason, we wanted to show that we can support our customers with our products in a way that reflects our motto "Improving quality of life". The fact that the style of the video deviates from the norm in the B2B sector is in accordance with our perception of ourselves as a pioneer. We want to do things differently and better. A film can transport more emotions than other media.



The feedback from our customers, by the way, has also been very positive. We often hear that they were not aware of all the possibilities offered by our products and that this now gives them new options. This is much more important to us than the prizes we won for the film.

Has the role of emotions in B2B marketing changed?

Absolutely. In the past, the focus was almost exclusively on technical performance. I call this "technical data-sheet marketing". For a long time in our industry, this meant: The customer defines what he or she wants, and we supply the gelatine. But today, through the numerous areas of application and continuous

"There is a clear focus on customer benefits."

development, we support customers much more with product development. Suppliers are expected to think holistically and offer complex solutions. We are the specialists for gelatine and collagen peptides and their applications in the most varied of systems. We combine this know-how with that of our customers to the fullest possible advantage.

What does that mean in concrete terms?

There is a clear focus on customer benefits. This can mean that we help to improve our customers' production processes. Or we offer something that assists in marketing their products. These are subjects where the benefits of gelatine as a pure, natural food with no E-numbers can be used, for example, with "clean" or "clear" labelling, or health matters, as is the case with collagen peptides. Here, our ingredients provide the products with a fundamental benefit. If a customer wants to manufacture a product for joints, for example, he or she inevitably encounters FORTIGEL®. The type of product is decided at a later date. Or take NOVOTEC®. Here we have an objective technical benefit. This is complemented by the attention-grabbing environmental aspect, which results from replacing petroleum with proteins. We have to communicate this advantage accordingly. Furthermore, we are seeing that more and more customers – particularly

with regard to collagen peptides – are using ingredient branding.



You are active on Facebook, LinkedIn, YouTube and Twitter. How is the response?

We use Twitter almost exclusively for the press. Facebook we use very selectively and differently according to each region, for example, in supporting the launch of beauty products with our peptide VERISOL® in Brazil. LinkedIn and YouTube are also important for us. At LinkedIn, we can communicate in a more focused way with the network of professionals, and our YouTube Channel is very popular as we offer a wide variety of informative content there. In our B2B environment, we play a pioneering role here.

With social media, you give away the control of your communications to some degree. Doesn't this pose a threat?

I can't detect any loss of control. Today we are only exposed to more anonymous comments. GELITA conducted a very extensive analysis of gelatine and collagen peptides on the Internet and in social media. According to this study, there are no significant resentments towards these products worldwide. If anything, the opposite is true. Unfortunately it is the case in almost all media today that some stakeholders act in an extremely loud



Michael Teppner

Global VP
Marketing & Communication

and attention-getting way, which gives the impression that this is the general opinion. I think it is very important to look more closely here and ascertain whether what is said and real behavior actually match.

What makes the GELITA brand so special?

Our fundamental philosophy is to supply a total package of quality, reliability, service and innovation throughout the world. This is what the GELITA brand stands for. We are also in the fortunate position that our company and brand names are almost identical. We are

There are new trends continuously. What is GELITA doing to anticipate changes at an early stage?

We concern ourselves extensively with new developments, trends and potential new markets or areas of application. We consider whether these could affect our products or those of our customers, but also whether they provide new opportunities, of course. In this way, we can participate and support our customers. Take, for example, the mega trend of "healthy aging". We are conducting intensive research to find out more about

"If you do all in your power to be perceived as you want to be, then you are doing everything right with your brand."

the specialist, and live from collagen and for collagen proteins. We show this clearly and proudly. It is, however, important that our daily actions reflect the above values in all areas. Then we are perceived as a strong and trustworthy brand. "GELITA" appears on all our products because we are able to make this promise. Here emotions come into play again. If you do all in your power to be perceived as you want to be, then you are doing everything right with your brand. So it is primarily about what we do, and less a matter of marketing.

consumers' motivations, carrying out surveys on beauty and wellness, and performing numerous focus group interviews. We have questioned end users of different ages in focus groups on the subjects of "body toning/forming" and sarcopenia in several countries with very interesting results. We pass on such findings as a service package. Our customers highly appreciate the fact that we are a competent partner at the marketing level. The clinical trials are also significant components. On the one hand, to unequivocally prove the health benefits of our products, because not

all peptides have the same effect. But on the other, so that our customers also have sound arguments if they are required by regulatory authorities, for example.

To what extent do your customers benefit from these marketing activities?

We are increasingly addressing final consumers with relevant topics. This includes, for example, all the delicious dishes you can create with gelatine, or the health aspects of our collagen peptides. This contributes positively to our image, but also assists our customers in marketing their products. GELITA also works on an individual basis with some customers. With collagen peptides in particular, there is frequently a demand for ingredient-branding in order to differentiate a product from that of the competition. In such cases, we may provide support with ingredient-PR in regional markets.

What potential do GELITA products offer?

First of all: Gelatine and collagen peptides consist of pure collagen. Our products are foodstuffs in themselves that have no E-numbers, are completely natural, and are the only non-allergenic proteins. This makes them the ideal ingredient for many foods. The human body is composed of water and several hundred proteins. With 30 %, collagen has the highest proportion. This gives us confidence that this natural product, which is compatible with the body, still offers enormous potential.

Michael Teppner has been working at GELITA since 1992. He helped build up the marketing from the outset. Teppner was previously employed by a consulting firm for marketing strategies, and has been Global VP Marketing & Communication since 1999.

Smart development





The new ST product portfolio improves the process performance.



ST-products have a higher bulk density ...



... and dissolve better.

GELITA collagen proteins are used worldwide in ever more products. The company is now upgrading its collagen proteins to include smart technologies. Bioactive collagen peptides are paving the way: The new ST product range opens up completely new possibilities for customers.

A typical scenario goes like this: A company's lab develops a great new product, but its manufacturing plants aren't suited to it because the production involves, for example, higher dust exposure, unwanted foaming, or inadequate dissolution properties. Major refits and the correspondingly high investments leave little margin for producing reasonably or prevent doing so altogether. GELITA designed its new SMART TECHNOLOGY (ST) product portfolio specifically to cope with just such production hurdles. However, the new ST collagen proteins not only improve process performance and efficiency, they also optimize the product features or enable completely new products.

Two versions, 1000 options

The product range consists of two groups: the ST products offer the physiological functions of collagen peptides. The Hybrid ST (HST) products connect the physiological functions of collagen peptides with gelling properties.

Both product groups have one thing in common: they produce less dust during handling, clump less while dissolving, and display better wettability or moistening

properties and a higher overall bulk density – all in all, they improve the production processes. As a result, customers can design their processes in a more stable, controlled and efficient way, and develop new products without having to invest in new equipment. GELITA will offer all the bioactive collagen peptides – VERISOL®, FORTIGEL®, FORTIBONE®, TENDOFORTE® and PETAGILE® – as an ST version with these enhanced properties.

Added value – for businesses and consumers

Foodstuffs enriched with proteins or dietary supplements are enjoying increasing popularity. Thanks to GELITA's smart technology, companies can now process higher amounts of protein into the final product and thus make them even more attractive to end users. And do so without the time-consuming conversion of existing production processes and machinery. Compared with conventional powder products, ST-products dissolve more easily.

In addition, foaming is also reduced. Although this foam sometimes just poses a cosmetic problem, it can also significantly impair the product properties. With these technologically optimized

collagen peptides, manufacturers can avoid these difficulties.

A perfect example of the power of smart technology is the production of high protein-gummies. With the help of HST-products from GELITA, companies can produce clear fruit gummies with a protein content of up to 35 %. To date, no other conventional powder product is able to do this. In addition, the HST-products are also suitable as coatings or a sugar-free binder for cereal bars. The significantly higher bulk density of the ST-products also makes it possible to fill significantly more collagen peptides into, for example, a hard capsule. The advantage for the end user: They need to swallow fewer capsules to achieve the recommended daily dose.

Like all ingredients from GELITA, the ST-products are free of E-numbers, that is, free of allergens. They are therefore ideal for use in clean label production.

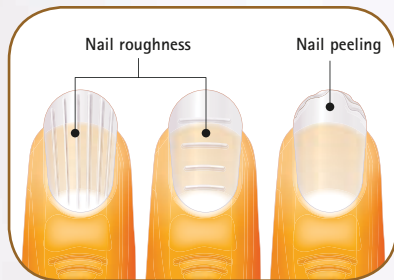
MORE INFORMATION:

Dr. Margarethe Plotkowiak
Phone +49 (0) 6271 84-2552
margarethe.plotkowiak@gelita.com

Better looking, better toned, stronger

More and more people swear by the effects of bioactive collagen peptides when it comes to staying beautiful and healthy. That they are not mistaken is shown by new studies. They prove that the GELITA collagen peptide FORTIBONE® strengthens bones, and that VERISOL® not only makes for smooth skin and shiny hair, but also improves the fingernails.

When paying at the grocery store, eating in a restaurant, or using a computer there is one thing we can't hide: Our hands. Nor our fingernails. A well-groomed appearance is, therefore, all the more important. But what to do if the nails break frequently, or show grooves and white marks? VERISOL® collagen peptides can help to improve the growth and health of nails, as a new study that began in 2016 shows. Fingernail tearing or breaking off decreased after only two months of regular intake of VERISOL®, and after six months, a reduction of 42 % was achieved.



A significant improvement in nail growth was observed after three months of treatment. Nail splitting also diminished noticeably, and irregularities of the nail edges decreased. 80 % of respondents said they were very satisfied or satisfied with the effect of VERISOL®. 75 % of women found their nails were longer, and 71 % said their nails grew faster.

Exploiting new market opportunities

Manufacturers can also be pleased with the results of the studies. VERISOL® has enormous potential in the growing

market of so-called nutricosmetics – and offers new market opportunities for new products. Bioactive collagen peptides, whose positive effect on wrinkle depth and skin elasticity has been shown in earlier studies, address the primary concerns of women in terms of their appearance and skin aging. The "beauty from within", that VERISOL® provides them with, is also a real alternative to other anti-aging methods, including more drastic measures and operations.

Another area with major market potential involves the health and stability of the bones, under the heading "osteoporosis". This decrease in bone density not only affects women, as is often assumed, but men, too. Experts estimate that, worldwide, one in three women and one in five men over 50 suffer from a fracture due to osteoporosis. By 2050, hip fractures are expected to increase by 240 % in men and 310 % in women throughout the world. This doesn't have to be the case, because FORTIBONE® demonstrably strengthens the skeleton.

Strong product, strong bones

Bones need more than just calcium to stay healthy. Collagen, which counts as one of the essential building blocks of human bones, keeps them flexible and elastic. Just like a bridge: If it was made only of concrete, it would collapse. For stability, it needs a steel frame to which the concrete clings. In humans, the concrete corresponds to the calcium, and the steel frame to the collagen to which the calcium adheres.



GELITA designed the collagen peptides in FORTIBONE® to stimulate collagen metabolism. A new study shows that the bioactive collagen peptide makes a significant contribution to promoting bone strength and flexibility – and to counteracting the degenerative disease osteoporosis. 180 women with reduced bone mass participated in the randomized, double-blind study. Over a period of twelve months, the subjects received five grams of FORTIBONE® or a placebo. The change in bone mass was measured in the femoral neck and in the spine. The bone density of the participants who had taken FORTIBONE® improved significantly. The data showed a significant increase in bone mineral density (BMD). FORTIBONE® therefore offers an interesting possibility to counteract bone degeneration.

MORE INFORMATION:

Dr. Stephan Hausmanns
Phone +49 (0) 6271 84-2109
stephan.hausmanns@gelita.com



People, markets, opportunities

"Let's deliver better nutrition together" – this was the motto of the symposium all about collagen peptides and gelatine held by GELITA in Berkeley, California, USA. International participants from the industry discussed trends, innovations and new market opportunities with GELITA.

With an exciting program of lectures, in-depth information on the gelatine market, and an exceptional cooking event, GELITA hosted around 60 enthusiastic participants from 10 countries who had accepted the company's invitation to the 2016 symposium. Franz-Josef Konert, CEO of GELITA, opened the program and gave a presentation on the company's strategy for growth and innovation.

In addition, there was an overview of the dynamic development of gelatine and bioactive collagen peptides including the numerous factors that influence this market. A number of top notch speakers made for one highlight after another. The focus was on future developments in the health and food industries as well as technological advances in capsule production.

Progressive thinker Patrick Rea, founder and MD of Health Business Partners, Adam Ismail, Executive Director of the Global Organization for EPA and DHA Omega-3, and Dr Gabriele Reich, professor at the University of Heidelberg and expert for pharmaceutical technology and biopharmaceutics, took the audience on an exciting journey across markets, innovations and technologies.

Insights into innovative projects that GELITA is involved in attracted considerable attention. They were each presented by representatives involved from the areas of industry, research and development. "I am amazed at how many unusual

approaches and market opportunities there are for collagen peptides", or "The amount of high-tech that can be put into a gelatin capsule is truly astonishing" were some of the comments from the audience.

Prof. Wolfgang Henseler, Creative Managing Director of Sensory Minds, added a touch of science fiction to the symposium: He took the audience on a journey through future media and technologies, and demonstrated impressively the importance of the digital transformation for the health and food industry.

And last, but not least, the participants had the chance to try out for themselves how versatile gelatine is: Under the guidance of professional chefs, they conjured up a great 6-course menu in a unique cooking experience. Despite the densely packed and ambitious program, there was still enough time left for a relaxing exchange of ideas and networking. The feedback from the guests was correspondingly positive: every one of them, without exception, would recommend their colleagues to attend a GELITA Symposium.



The GELITA Symposium provides participants with a platform to exchange ideas.

MORE INFORMATION:

Lara Niemann
GELITA USA
Phone ++1 712 943 1692
lara.niemann@gelita.com

New record

■ Gorgeous fall weather awaited the 1,600 runners in the fourth GELITA Trail Marathon Heidelberg in early October, 2016. More than 400 runners went the full distance of the demanding track. First and foremost: Florian Neuschwander. The long-distance and ultra runners stayed nearly 20 minutes under the previous course record with a time of 2:55:25 hours. For the women, last year's winner Aoife Quigly won. "We are delighted that we were able to surpass the number of participants from last year", said Dr Christian Herbert, CEO of the sports event agency m³, and continued: "We host one of the most beautiful trail marathons in the world in one of the most beautiful cities in the world."



Sustainably better

■ "We care about people, society and the environment". In accordance with this motto, GELITA has in recent years invested consistently in efficient processes and modern technologies at every location, and supported numerous social projects. The 2015 GELITA Sustainability Report documents the progress. It reveals that energy consumption decreased by 15.6 % within two years, and waste dropped by 32.2 % – although production increased. The number of workplace accidents decreased from 103 in 2014 to 58 in the following year. The full report can be downloaded from the website www.gelita.com.

It's raining medals for the GELITA video

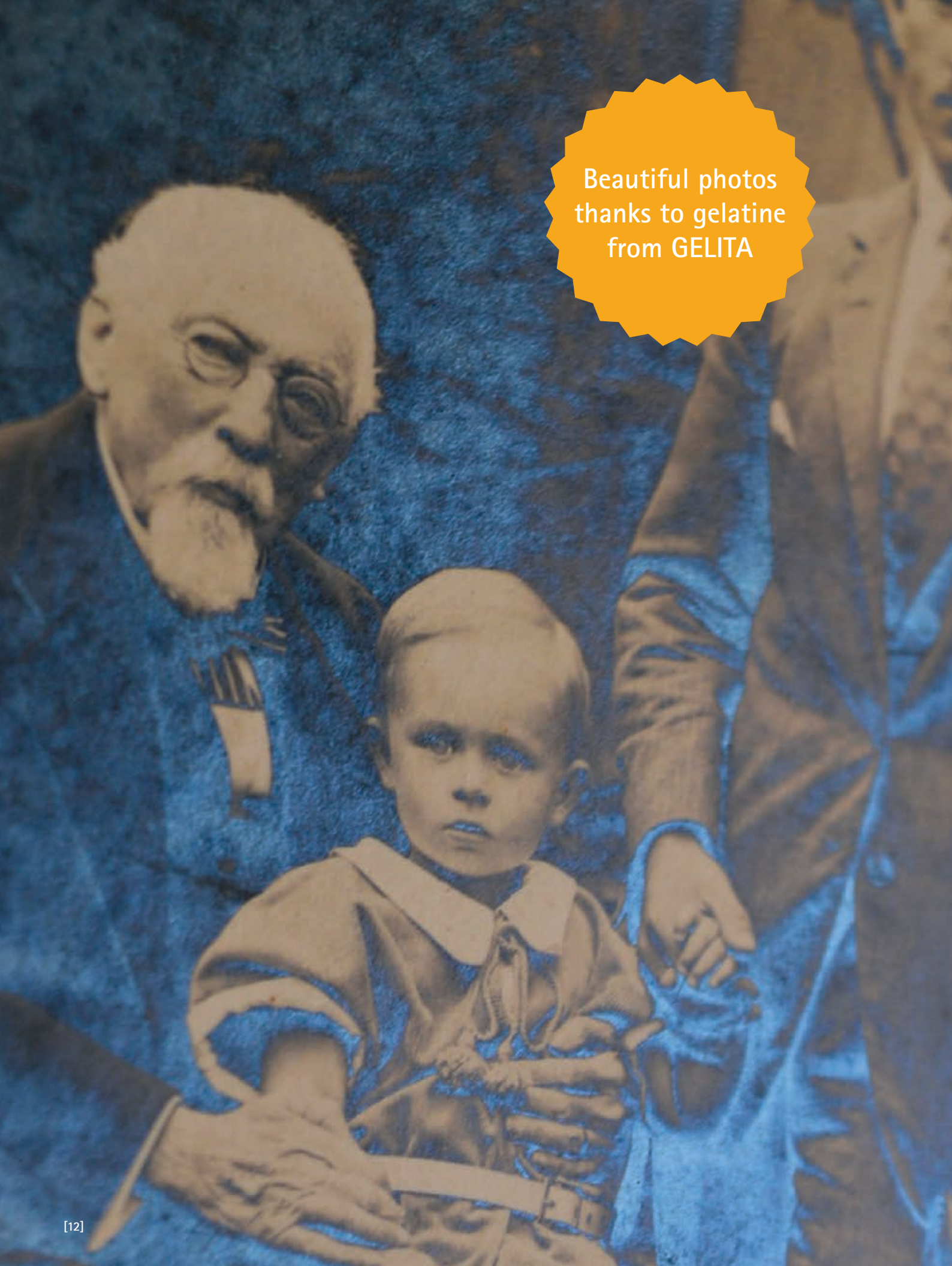
One gold, three silver – the jury of the Cannes Corporate Media & TV Awards 2016, one of the most important festivals for the corporate film industry, all agreed: GELITA's corporate video "You can see" is outstanding.



■ It won a golden dolphin in the category "Corporate Videos", and three silver dolphins in the categories "Marketing Films – B2B", "Information Films" and "Visitor Films". "We made a deliberate decision to break new ground as a B2B company with the video 'You can see'. I'm therefore all the more pleased that our contribution was one of the most successful films of the festival with four awards", says Michael Teppner, Global VP Marketing & Communication at GELITA. Teppner accepted the prizes at the official ceremony in the film metropolis Cannes. The video, which takes the

viewer on an exciting journey of discovery into the world of gelatine and collagen peptides, already won an award previously: Earlier this year it won the coveted Intermedia-Globe Gold Award at the "World Media Festival".





Beautiful photos
thanks to gelatine
from GELITA

The rescue artist

The damaged areas were small, but the challenge great. Kerstin Bartels was commissioned with rescuing a photo by the artist Günther Förg. She was helped by her more than 20 years of experience in preserving photographs – and by gelatine from GELITA.

■ The large-format, framed work from the 1970s had stuck to the middle of the glass. "This happens in cases of selective warming. The gelatine of the photo layer liquefies and adheres firmly when it cools down again", says Kerstin Bartels. Someone else had already tried to free the picture and in doing so torn out several parts of the photo film. No easy task then for the graduate conservator for photographs.

Hands off!

Bartels is one of the few experts in Germany in the field of preserving photographs. When asked if one cannot simply scan the pictures and restore them on the computer, Bartels vigorously shakes her head: "By transferring them to a digital photo, a new object is created. However, a photograph from 1910 should not end up looking like a shot of today. The aim is to preserve its authentic image effect, its charm."

Incorrect storage, extreme fluctuations in temperature, light, and excessive moisture encourage the disintegration of photos. In addition, people often damage photographs considerably. "Even a single fingerprint leaves irreversible damage, because the sweat of the hand destroys the image silver or dyes", Bartels explains. Bartels, who is self-employed as a photo restorer near Berlin, travels around the world to advise museums, archives, galleries and collectors.

She holds workshops and creates concepts for the preservation of photographic

collections, this year, for example, for the German Archaeological Institute in Cairo. In this case on preserving 13,500 glass negatives that were made in the period from 1882 to 1930. "These wonderful photographs document Egyptian antiquities", says Bartels enthusiastically.

To cope with this mammoth task, Bartels has trained a team of seven Egyptian employees who can now restore their photographic treasures themselves.

It all comes down to the right gelatine

Like a detective, Bartels microscopes and researches before she restores a photo. But how does she decide which traces to preserve or not? "The borderline is there where the speculative begins, where measures are no longer controllable." If photo layers have become detached from the glass substrate, Bartels restores them by reconnecting them with gelatine.

If historical retouches become detached, she reattaches them with a mist of gelatine. "What is important is consistent quality and a high gelatine transparency", says Bartels, who puts her trust in GELITA RESTORATION 1 gelatine for the purpose. "I have also a direct contact person at Gelita for specific questions. That helps a great deal with my work."

And the photo by Förg? Bartels succeeds in separating the photo layer from the glass. Using GELITA gelatine, she re-inserts the individual fragments as inlays, and

fills in and retouches missing areas. From a distance, nothing can be seen. It is only when approaching the picture closely that the revised sections can and should be detectable. Rescue successful!



Kerstin Bartels restores old photos.

MORE INFORMATION:

Dr. Christoph Simon
Phone +49 (0) 6271 84-2535
christoph.simon@gelita.com

Kerstin Bartels
www.fotografien-erhalten.de

Strong new web appearances

Following the redesign of **www.gelita.com**, the company has now completely revamped the **www.gelitahealth.com** and **www.gelitamedical.com** websites. Arresting designs arouse curiosity about the fascinating world of GELITA products. Thanks to its clear structure, users easily find what they're looking for with just one or two mouse clicks.



DATES:

Visit GELITA and experience innovative products for the megatrends of tomorrow. In 2017 we will exhibit at the following fairs:

ENGREDEA, Anaheim	10 to 12 March 2017
Ingredients Marketplace, Orlando	18 to 20 April 2017
Vitafoods, Geneva	9 to 11 May 2017
HNC, Shanghai	20 to 22 June 2017
Foodpro, Sydney	16 to 19 July 2017
IFT, Las Vegas	25 to 28 July 2017
FISA, Sao Paulo	22 to 24 August 2017
Vitafoods Asia, Singapore	5 to 6 September 2017
SupplySide West, Las Vegas	28 to 29 September 2017

Masthead

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Uferstraße 7
69412 Eberbach
Germany
www.gelita.com

Editing team:
Stephan Ruhm,
Marketing & Communication
stephan.ruhm@gelita.com
Michael Teppner,
Head of Marketing & Communication
michael.teppner@gelita.com
Phone: +49(0)62 71 84-2190
Fax: +49(0)62 71 84-2718

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Global perspective

Animal lovers around the world

A domestic animal is not the same thing as a pet, that much is clear to start with. Although mankind already began domesticating pigs, cows and sheep about 10,000 years ago, it took another 4,000 years until the ancient Egyptians appreciated cats not just as mouse catchers, but revered them religiously and pampered them as pets. The dog deserves a closer look: Its domestication began 13,000 years ago, initially to protect humans from wild animals. If people already began to build an emotional relationship with them back then, we cannot say. Today, however, the dog is the most popular pet all over the world. "Man's best friend" enjoys almost too much care: Whether the descendants of the wolf really need such things as clothing, furniture and vegetarian food is debatable. But of course, we all want the creatures in our care to be well-looked after, because they contribute a great deal to our spiritual well-being.

GELITA provides healthy food for the quadrupeds with, for example, high-quality fats, proteins and minerals, as well as gelatine and collagen peptides, from which particularly tasty and easily digestible pet food is made. GELITA developed PETAGILE® to counter the joint pain suffered by many pets due to breeding reasons. The bioactive collagen peptides of the dietary supplement encourage the regeneration of articular cartilage, thereby counteracting the joint degeneration caused by aging and overloading. With the proper care, our animal friends can live healthily and happily to a ripe old age.



Europe

You thought the Germans were the greatest dog lovers in Europe? A world-wide study by the Nuremberg Society for Consumer Research (GfK) showed that the most common pet in Germany – meow! – is the cat! Only the French and the Russians are even more obsessed by kitties: 41 % of all pets in France are cats, and in Russia even 57 %. In both countries, dogs are in second place with 29 %. In Germany, only 21 % of pet owners own a dog. And which European country boasts the highest number of four-legged friends? The answer – with 45 % – is Poland.



USA and South America

Every second person in the United States is either a dog's master or mistress; but this number is even higher in Argentina: Here 66 % of the population owns at least one dog, closely followed by Mexico (64 %) and Brazil (58 %). A gigantic market for dog products, which can produce some strange effects. Particularly in the US, many of the animals suffer from fatty degeneration – that they then need to work off again with special sport courses, such as gentle-on-the-joints water aerobics. A dog's life!



Asia

Anyone who thinks that, due to tradition, the most popular pets in Asia are fish or birds, is only partly right. Although the Chinese do indeed own the most fish (17 %) in an international comparison, pet dogs are also the most popular here with 25 %! They are often pampered and cared for as if it were their own child. In Japan, comparatively few people have a pet, but here again the dog is the most popular species with 17 %. Surprisingly, the most birds live in Turkish households: 20 % of Turks look after our feathered friends.



You can download our latest overview brochures on www.gelita.com, free of charge!

GELITA AG
Uferstr. 7
D-69412 Eberbach
Germany

www.gelita.com

GELITA
Improving Quality of Life