**Driven by innovation**

**Fi Europe 2019, Booth 6C61: GELITA to showcase innovative approaches with collagen peptides, gelatine and functional proteins**

**Eberbach, November 2019 – At this year’s Fi Europe, GELITA will focus on ingredients, technologies and applications that can help manufacturers stay ahead of the game. From products with proven health benefits and improved technological performance, to protein enrichment, starch-free gummy production and vegan gelling solutions – GELITA’s ingredient portfolio allows for concepts that promise added value for both manufacturers and consumers.**

For example, GELITA’s SMART TECHNOLOGY collagen peptides were developed to overcome processing hurdles while also offering significant technical and functional advantages. With its “Fast Forward Process” technology – a starch-free production method that uses reusable silicone molds instead of traditional starch trays – customers benefit from a cleaner working environment, accelerated production and more efficient fortification. GELITA also recently launched the first vegan gelling agent in sheet form. Other solutions include functional proteins that help with cost reduction and process standardization, while safeguarding high product quality.

Visitors to FiE are also invited to attend the GELITA presentation “Raising the Bar” – GELITA Bioactive Collagen Peptides®, as part of the Supplier Solutions Session. On 4 December, 10:25‐10:50, Franziska Dolle, Product & Account Manager Business Unit Health & Nutrition together with Sophie Grüber, Technical Product Manager Business Unit Health & Nutrition, will discuss this year’s hottest ingredient in the health and wellness aisle, as well as functional bar concepts combining scientifically proven ingredients and technological benefits with convenience and best taste.

**About GELITA**

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 140 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.

[**www.GELITA.com**](http://www.GELITA.com)

**Company Contact: Media Contact:**

Oliver Wolf Benjamin Heckmann

Head of B2B Marketing (global) akp public relations

Global Marketing & Communication GELITA Birkenauer Talstraße 9

Uferstraße 7 69469 Weinheim

69412 Eberbach **phone: +49 6201 18898 10**

**phone: +49 6271 84 2194** heckmann@akp-pr.de

oliver.wolf@gelita.com