

Acti

One challenge, one solution

*Is enhancing
your cake
a puzzle?*

*Still missing
a piece to optimize
your recipe?*

Acti

One challenge, one solution

Consumers are becoming increasingly demanding when it comes to the quality of their food. To take advantage of changing consumer trends, you must differentiate your products – more than ever before. Speed and flexibility have never been more essential for product development and production teams.

The right choice of ingredients can be a major contribution to your bottom line.

Acti Modular Ingredients



Using Acti, a new range of **modular ingredients**, will allow you to enhance a single functionality of the batter or the final cake. Acti can be used in a wide range of cake applications, such as snack cakes, loaf cakes, layer cakes, sponge cakes, muffins, brownies...

Improve quality & grow your profitability

Acti brings you:



Increased sales:
through improved quality and differentiated cakes



Increased efficiency, thanks to:
• **Faster** product development
• **Easier** implementation
• **Greater flexibility**



Our expertise, at your service



Vertical integration

Puratos has over **45 years of production experience in emulsifiers** and more than **18 years of enzyme know-how**, acquired via our long heritage of bakery and cake improvement. Vertical integration allows us to customise and deliver the right functionality to your product.



Formulation expertise

Puratos has decades of expertise in cake formulation, including in-depth knowledge of ingredients, enzymes, emulsifiers and proteins. By combining this knowledge with application expertise, we offer you **the right ingredient synergies** to tackle your challenges.

Application expertise

Are you looking for **advice to optimize** your final product? Our application experts are here to work hand in hand with you. You will get the support you need, whether it's on your production lines, at lab scale or in our industrial patisserie competence centres around the world.





Let Acti tackle your challenges



Acti-Fresh

for cakes that stay fresh during the whole shelf life.



Acti-Emulsifying

for clear and friendly labelling.



Acti-Fresh Sponge Cake CL

makes your sponge cakes stay fresh during the whole shelf life.



Acti-Egg Reduction

for cost reduction.

Put **Acti** to the test
Contact us for more
information or a sample

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Puratos
Reliable partners in innovation