

# \$500

*Trust the best*



# Improving bread. Improving business.

Every day, the world's bakery community relies on S500 improvers to provide the assurance of consistent premium quality. The versatile range is crafted to deliver excellent value for money and the benefit of over 40 years of expertise.

*"Working with S500 is like having an extra pair of hands. It makes your baking better, easier and more reliable"*

## TRUST S500 TO BRING YOU:



Absolute Peace  
of Mind



Innovation and  
Differentiation

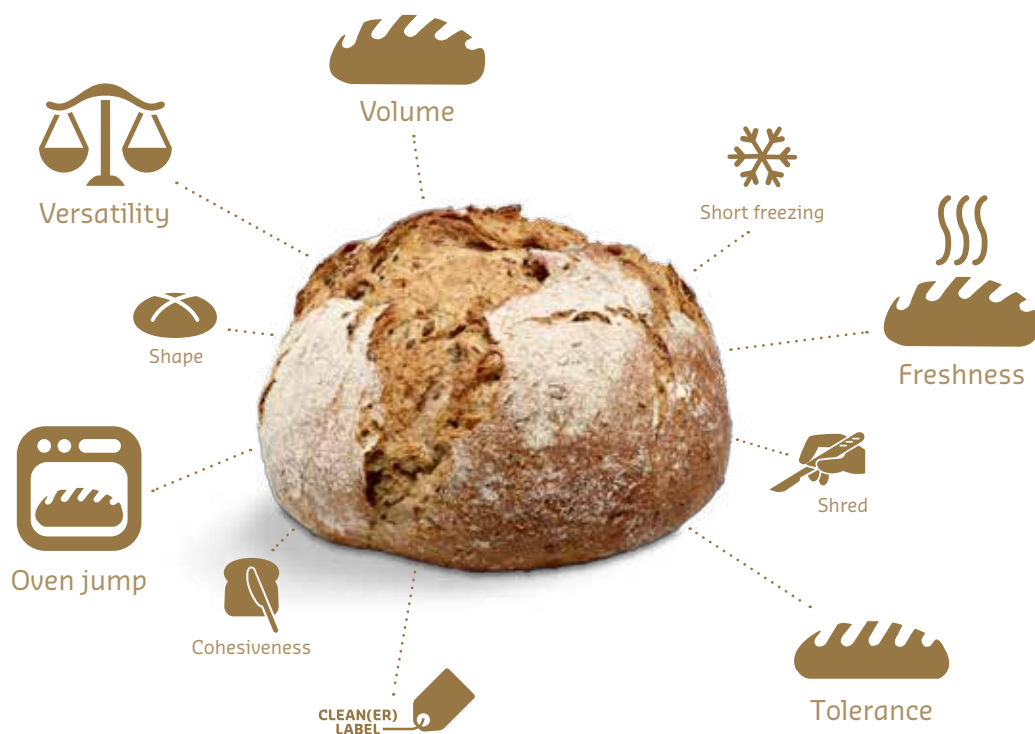


Cost and  
Efficiency

*Wish you could maintain volume  
and shape? Trust S500!*

# Versatility & Premium consistent quality

As the longest-established and best-known bread improver, S500 has evolved to address all your daily challenges. Whether you are concerned about baking appealing bread, maintaining quality in all conditions or meeting the growing demand for healthy snacks on the go, the S500 range has it covered.



# Peace of mind through innovation

To make your day-to-day life easier, S500 has proven **reliability in all processes and stress conditions**. It contains Puratos' latest enzyme technologies, to give you total confidence in your bakery products:

- Greater dough tolerance and security at every stage of the process
- Effectively overcome any variation in flour quality

The extra freshness enzymes in S500 promise **outstanding freshness across a diverse range of applications** – crusty, soft, laminated and more:

- Maintain the fresh characteristics of your products throughout their shelf life
- Retain the high quality your customers love

*Wish you could be creative and bake new products? Trust S500!*



# Benefits for bakers and consumers

## BAKERIES

“MAKES SENSE FOR YOUR BUSINESS”



Increase Sales



Build Consumer Loyalty



Gain Efficiencies



Reduce Costs

## CONSUMERS

“SATISFIES TASTES AND EXPECTATIONS”



Premium Quality



Choice and Variety



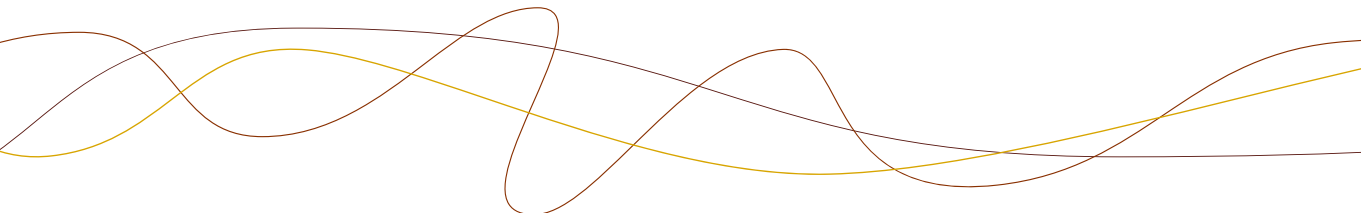
Great Freshness



Healthier Options

*Wish you could have Cleau(er) Labels with fewer ingredients? Trust S500!*







**\$500**

*Trust the best*

**First Aid Kit**



S500

*Trust the best*

More info?  
Contact Cathie Cazus  
BU Improvers

[www.puratos.com](http://www.puratos.com)

Puratos NV/SA - Industrielaan 25, Zone Maalbeek - B-1702 Groot-Bijgaarden, Belgium  
T +32 2 481 44 44 - F +32 2 466 25 81 - E [info@puratos.com](mailto:info@puratos.com)

  
**Puratos**  
Reliable partners in innovation