

Groot-Bijgaarden, 11 September 2017

PURATOS LAUNCHES THE VIRTUAL INNOVATION CENTER

Helping customers create the best finished goods



Puratos launches a Virtual Innovation Center to support their customers in bakery, patisserie and chocolate in creating the best finished goods. Puratos' know-how is now available 24/7.

Innovation for everyone

As an innovator in the bakery, patisserie and chocolate industry, with the Virtual Innovation Center Puratos expands their services from the existing 81 physical Innovation Centers with 463 experts around the world. No matter where the customer is based, this new platform provides resources and expertise that can help make their business even more successful.

"Innovation is at the heart of our business. This is reflected not only in the quality of our products but also in the innovation of our services", said Daniel Malcorps, CEO of Puratos. *"With our Virtual Innovation Center, we are proud to offer a service based on state-of-the-art technologies while at the same time keeping the human contact with our experts which no technology can replace."*

Expertise anytime, anywhere

The Virtual Innovation Center can provide customers with one-on-one assistance on every aspect of product development. The support features:

- **Live Chat sessions** with international and local technical advisors who can provide personalised solutions to customers' challenges. A schedule for the live chat sessions is available [here](#).
- **A Virtual Advisor** offering customers 24/7 advice on their finished goods.
- **A Recipe Database** (180+) where customers can find the inspiration to create tomorrow's recipes.

About Puratos

Puratos is an international group, which offers a full range of innovative products and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Our headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Today, our products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be 'reliable partners in innovation' across the globe to help our customers deliver nutritious, tasty food to their local communities.

For further information, visit www.puratos.com

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In addition to these features, the Puratos 360° virtual tour brings the physical Innovation Center directly to the customers' work space. A virtual walkthrough allows them to explore the centre and discover some of the available services of Puratos without having to travel to the location.

"We want to help our customers to create the products and solutions that allow their business to become even more successful. The Virtual Innovation Center is instrumental in making this happen 24/7 from anywhere in the world", said Philippe Arnauts, Group Communication Manager.

Evolving technologies. Same objective

The world offers new technologies yet our objective to help Puratos customers create the best finished goods remains intact. Puratos believes that providing more convenient services to their customers will lead to a better experience.

Learn more and get the real-life experience in the Puratos Virtual Innovation Center: www.puratos.com/virtual.

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