UPTODATE

The Newsletter for GELITA Customers #46

GELITA informs
Added value on all channels

More on page 12
Dear reader,

I hope that you are able to read this issue of our magazine in good health. So far, we have fortunately only had very few Corona cases at GELITA despite continuous production at all locations, and these have happily had a mild progression. For GELITA, reliable supplies, consumer protection and food safety have always played a major role. An approach that is becoming even more important in light of COVID-19. We take the current situation very seriously because GELITA belongs to those companies ensuring basic services. Just like our customers, we are part of crucial production chains and have a responsibility to ensure that the entire supply chain is maintained. We succeed in doing so because we have always cultivated long-term partnerships with customers and suppliers. Above all, however, we owe it to our employees, who work flexibly, with great commitment and in compliance with strict hygiene measures in our plants or from home to ensure that all processes run smoothly. This enables us to meet the demand for our products reliably.

GELITA products not only help ensure the basic food supply, they also play a decisive role in the manufacture of pharmaceuticals and health & nutrition products. The collagen peptides VacciPro®, for example, were developed to stabilize vaccines and thus contribute to safe and effective vaccinations.

But just as important: we miss you! At this time of year, we would normally have met you in person at trade fairs, events, customer visits or other occasions. None of this has been possible so far. It is very important for us to keep you up to date because, despite the challenging situation, GELITA has continued working on new developments, improvements and innovations. Since we are unable to present these to you personally, we have further intensified our digital communication. You can find important updates on our blog (www.gelita.com/en/blog/all) and our websites, we post regularly on LinkedIn, Facebook and other channels. Simply follow us and you will always receive the latest information.

We have also already published more than 30 articles in international trade magazines.

This issue of up to date is considerably more comprehensive than usual for a simple reason: we want to share with you as much as possible of what we couldn’t share personally before. This includes, for example, information on the Bioactive Collagen Peptide® VERISOL®. A new clinical study now reveals that VERISOL® not only has a positive effect on skin and fingernails but can also improve hair structure. Or TENDOFORTE®, our collagen peptide that was voted Ingredient of the Year in the Sports Nutrition category at the 2020 Nutra Ingredients Awards. It helps athletes to get back to top form.

While we’re on the subject of being informed: when reading up to date you will notice that the magazine contains many tips on where to find additional information. Please use the links extensively and don’t hesitate to get in touch with us. We will gladly answer your questions and are always open to suggestions.

As difficult as many things are at present, the Corona crisis has also had a positive effect: more people are cooking and baking at home again. Gelatine is essential for ensuring many recipes succeed. Maybe you’d like to try out some of the new recipes we present in this issue. We wish you every success with them. But above all, we hope that you come through these times well and securely.

Please stay healthy!

Michael Teppner
Global VP Marketing & Communication
GELITA AG
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Showtime: GELITA presents exhibition highlights

Interzoo, Nuremberg
Vitafoods Europe, Geneva

Natural Products Expo West, Anaheim
SSE, Secaucus
IFT, Chicago

FTS, Mexico City

FIC, Shanghai
IFIA, Tokyo

Other trade fairs with a GELITA presence:
FoodPro, Melbourne
FISA, São Paulo
Vitafoods Asia, Singapore
CPhI, Milan
Food Matters Live, London
SSW, Las Vegas
FI/HI Japan, Tokyo
FIE/HIE, Frankfurt
GELITA has a presence at about 20 major trade fairs and events all over the world every year – normally. But this year a global show stopper appeared in the form of the Coronavirus. However, if you can’t come to the trade fair, then the trade fair will come to you: in this issue of up todate we present the highlights that GELITA planned to present at shows in the first half of 2020.

Trade fairs are one of the most important communication tools for GELITA. “They give us the opportunity to engage very closely and comprehensively with our customers,” explains Oliver Wolf, Global Head of B2B Marketing at GELITA. “Trade fairs provide us with the best opportunity to arouse curiosity and interest in our solutions and to present innovative ideas”. Many of the company’s products, especially the new developments, are not yet or only partially known on the market. In addition, the expert for marketing continues, some of GELITA’s solutions require individual consulting in order for customers to benefit from their particular advantages. This is why GELITA often uses exhibitions to present innovative ideas and concepts with which customers can expand their product portfolio.

Support with concentrated know-how

“We advise food manufacturers proactively on the implementation of new product ideas in order to open up new market niches for them,” emphasizes Wolf, taking protein bars for the sports nutrition sector as an example of this: “Our collagen peptides enable us to easily produce bars with more than 60% protein. That would be difficult to achieve with other ingredients.” This prototyping method often helps GELITA attract new customers at exhibitions. And is also the reason the booths of the global market leader for collagen proteins feature bundled expertise. “We are present on site with product developers, product managers and sales and marketing experts – in other words, with everyone who is able to provide our customers with competent support on a wide range of issues,” sums up Wolf.

On the following pages you can find out more about the trade fair programme planned for this year. An overview of current or newly scheduled trade fair appearances by GELITA can be found on the Internet at www.gelita.com/gelita-events

"We advise food manufacturers proactively in order to open up new market niches for them.”

Oliver Wolf, Global Head of B2B Marketing at GELITA

MORE INFORMATION:
Oliver Wolf
Tel. +49 (0) 6271 84-2194
oliver.wolf@gelita.com
Bioactive Collagen Peptides® are among the absolute stars in GELITA’s innovative product range. In the field of sports nutrition in particular, they offer a wide range of diverse benefits that are scientifically well documented and have been substantiated many times over.

Collagen peptides keep the body fit

GELITA’s latest collagen peptide brand is TENDOFORTE® (see also report on page 20). These Bioactive Collagen Peptides® have been specially developed to strengthen tendons and ligaments as well as fascia tissue. With its unique mode of action, this clean label ingredient is particularly suitable for the booming sports nutrition market. In this segment, GELITA also offers BODYBALANCE® for body toning and increasing muscle strength, FORTIBONE® for a verifiable increase in bone mineral density, and FORTIGEL®, which has already been proven in many products, for the health and mobility of joints.

More beautiful skin, hair and fingernails

GELITA also offers collagen peptides for the beauty market that, due to their versatility, are ideally suited to a wide range of applications. VERISOL® collagen peptides have been specially optimized to promote firmer and smoother skin with fewer wrinkles and cellulite. It has furthermore been shown to contribute to healthier fingernails and improved hair structure (see also article on page 14). VERISOL® can be used in both liquid and solid products due to its excellent solubility. In order to demonstrate the innovative application possibilities, GELITA, in cooperation with a partner, has developed “Sparkling Beauty”, a tasty carbonated beauty drink containing VERISOL®. GELITA sees itself as a provider of inspiration, committed to supporting product manufacturers in the development and implementation of innovative product ideas.

Added value for gelatine capsules

The gelatine specialities offered by GELITA for the administration of active pharmaceutical ingredients and nutritional supplements represent a completely different product category. Manufacturers of gelatine-based forms of administration such as hard and soft capsules can use GELITA’s solutions to easily determine when and where in the body their ingredients should be released or to improve their shelf life. For example, GELITA® EC enables the production of enteric-coated gelatine capsules that are resistant to gastric juice and only release their ingredients in the intestine. In addition to gelatine for capsules, GELITA also offers solutions for newer pharmaceutical applications such as fortified gummies. Because the variety of potential applications is so great, GELITA provides support for its customers in the area of product development by qualified GELITA specialists.

Body Toning
- Increases lean mass and decreases fat mass

Bone Health
- Increases bone mineral density

Joint Health
- Recovers joint cartilage and reduces joint pain

Connective Tissue Improvement
- Strengthens ligaments and tendons

MORE INFORMATION:
Angie Rimel
Tel. +1 402-429-2130
angie.rimel@gelita.com

Products with added value: pharmaceutical gelatines from GELITA for hard capsules, soft capsules and fortified gummies.

Exhibition special

Natural Products
EXPO WEST®

• TENDOFORTE®
• VERISOL®
• PHARMACEUTICAL GELATINE
  https://www.gelita.com/en/applications/pharmaceuticals

Body BALANCE®
Always in Shape

TENDOFORTE®
For Connective Strength

FORTIBONE®
Collagen Matrix Stimulation

FORTIGEL®
The Joint Health Revolution
Nowadays, pet owners spend significant amounts of money on feeding their pets. The market for pet food, for example, shows enormous growth rates year after year. GELITA aims to tap this market potential with innovative ingredients. The company offers fats, proteins and minerals as well as gelatine and collagen peptides for high-quality pet food and nutritional supplements.

PETAGILE® relieves joint complaints

A good example of this is PETAGILE®, an innovative active ingredient for the regeneration of joint cartilage in animals. PETAGILE®’s specially optimized Bioactive Collagen Peptides® promote the growth of articular cartilage, thus counteracting age- and stress-related joint wear. The product has already been developing highly successfully on the market for several years, because just like we humans, many dogs, cats and horses suffer from the wear and tear of joints and the associated pain and limited mobility. The effectiveness of PETAGILE® has already been validated in a range of clinical studies.

GELITA®FLEX increases process stability

Another innovative product from GELITA is GELITA®FLEX. Just like GELIPRO®BIND and GELITA®GELATINE, GELITA®FLEX focuses not only on protein supply, but above all on technical and functional properties. All three ingredients serve to optimize the production process of pet food. GELITA®FLEX, for example, increases the stability of the extrusion process. This specialty of GELITA is soluble in cold water and has excellent properties as a binder and emulsifier. At the same time, GELITA®FLEX improves the shelf life of dry feed. The highly digestible protein can also be used to improve the flavor – and in so doing ensure that a food product for our four-legged friends flies off the shelves. An important argument for regular repeat purchases of the corresponding product!

Ingredients for better nutrition

Ingredients that enable manufacturers to improve the nutritional profile of their pet food make up another category at GELITA. GELIMIN® serves as an important natural provider of calcium and phosphorus. GELIPRO®DIGEST is an easily digestible source of protein with variously selectable crude protein contents. And GELIFAT® supplies high-quality animal fats with a low content of free fatty acids.

With this wide variety of different ingredients, GELITA offers pet food manufacturers excellent opportunities to conquer new market niches. Those who prefer not to wait until Interzoo, which has been postponed until June 2021, can now contact GELITA directly (see box for contact person) or find out more about PETAGILE® at https://www.gelita.com/en/products/collagen-peptides/petagile.
GELITA PET FOOD INGREDIENTS PORTFOLIO

Health-promoting effect
- PETAGILE®

Improved nutrition
- GELMIN®
- GELPRO®DIGEST
- GELIFAT®

Technical improvement of food products
- GELPRO®BIND
- GELITA®GELATINE
- GELITA®FLEX

MORE INFORMATION:
Thomas Meisner
Tel. +49 (0) 6271 84-2571
thomas.meisner@gelita.com
GELITA is traditionally represented at the Food Ingredients China in Shanghai with its entire range of food and collagen peptides. With an exhibition area of 140,000 square meters, more than 1,500 exhibitors and over 50,000 visitors, it is the most important international trade fair for food additives and ingredients in Asia. Although the FIC was not scheduled to take place until June, it was postponed to 2021 as a precautionary measure.

The Asian and particularly the Chinese market is very important for GELITA. The company began producing gelatine in China in 2005. GELITA now operates a sales office in Shanghai and production facilities in Liaoyuan and Pingyang. These locations are part of the worldwide production network of 22 plants and sales offices and enable GELITA to combine global know-how with local presence for its customers in Asia.

Solutions for anti-aging, fitness and beauty

This year GELITA has planned to focus on hot topics such as anti-aging, fitness and beauty in China. With BODYBALANCE®, FORTIBONE® and FORTIGEL®, the company offers specific, optimized collagen peptides for maintaining mobility in old age. Products with BODY-BALANCE® can, for example, help to reduce body fat and, in combination with targeted training, build muscle mass. Like the new TENDOFORTE®, these GELITA specialities can however also be used for product concepts aimed at younger, sporty individuals through to competitive athletes (see also article on page 16). VERISOL® is also an important solution for the Asian market. After all, just like in western markets, beauty and good looks play a major role for more and more people in Asia.

GELITA® Gelatine – an all-round talent

Another product category consists of gelatine products from GELITA. The company offers a wide range of solutions tailored to the applications and requirements of individual customers. GELITA gelatine is suitable as a gelling agent, stabilizer, binder, emulsifier, film and foaming agent, as well as a whipping aid and carrier. The products can be used for fat, carbohydrate and calorie reduction as well as for protein enrichment or to improve the mouthfeel.

On-site support

GELITA’s experts support customers both in the development of new products and in the optimization of existing formulations. The possibilities are almost limitless and range from gummy bears, chewy candies and marshmallows to desserts, yoghurts, ice creams, cake glazes and fillings, spreads, meat products – and beyond. You can find out more on the Internet at https://www.gelita.com/en/products/gelatine

MORE INFORMATION:
Oliver Wolf
Tel. +49 (0) 6271 84-2194
oliver.wolf@gelita.com
Ultra-modern and equipped with the complete food program: GELITA’s planned exhibition stand at Food Ingredients China.

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<tr>
<th>FUNCTIONALITY</th>
<th>SOLUTION</th>
<th>BENEFITS</th>
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<tbody>
<tr>
<td>PROTEIN ENRICHMENT</td>
<td>PEPTIPLUS®</td>
<td>High degree of bioavailability, versatile in use and easy to process. Ideal for beverages</td>
</tr>
<tr>
<td>JOINT HEALTH</td>
<td>FORTIGEL®</td>
<td>Protects and helps to rebuild joint cartilage, stops degeneration of cartilage</td>
</tr>
<tr>
<td>BONE HEALTH</td>
<td>FORTIBONE®</td>
<td>Improves bone stability and flexibility, supports bone tissue substance and density</td>
</tr>
<tr>
<td>SKIN HEALTH</td>
<td>VERISOL®</td>
<td>Restores skin moisture, prevents the formation of wrinkles</td>
</tr>
<tr>
<td>BODY TONING</td>
<td>BODYBALANCE®</td>
<td>Improves muscle mass, reduces fat mass and increases muscle strength</td>
</tr>
<tr>
<td>HEALTHY LIGAMENTS AND TENDONS</td>
<td>TENDOFORTE®</td>
<td>Increases strength of tendons and ligaments and decreases risk of injuries</td>
</tr>
<tr>
<td>JOINT HEALTH PET</td>
<td>PETAGILE®</td>
<td>Improves quality of life and mobility of pets</td>
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Keeping track of new products and developments is by no means easy. This is why GELITA has created a communication mix to keep customers informed. Maria Morganti, Global Marketing WEB, SEO & NEWS, and Natalie Leuwer, Marketing Manager Social Media & Business Intelligence answer questions about GELITA’s website, social media – and the only blog in the industry.

Ms. Morganti, Ms. Leuwer, how does GELITA keep its customers informed?

Maria Morganti: The key element for all our product and company information is our website, which we update continuously. There we publish news, report on events and new products. Our most important products are illustrated with videos. Visitors to the website can also download information and marketing material from a variety of sources, ranging from product and image brochures to eBooks and the customer magazine up to date. Like journalists and specialists, they also have access to our official announcements, images and trade articles in our press area.

Natalie Leuwer: But we are also active on LinkedIn, Facebook, Twitter and Instagram. LinkedIn is the most important channel for us. This is where we provide information on our collagen peptides or publish articles on pharmaceutical or food topics and technical applications, in other words, everything that is relevant for our customers. We also use YouTube to present our videos and since 2018 we have had our own blog, the first in the industry.

Maintaining a blog takes a lot of time. Why does GELITA go to all this trouble?

Natalie Leuwer: Our blog gives our experts the opportunity to have their say. They pick up on current topics that we cannot address via the website or specialist articles and that are too extensive for social media. We publish a new article at least every two weeks. Our blog is particularly popular with experts from the food, pharmaceutical and health & nutrition sectors.

Natalie Leuwer has been working for GELITA since 2008. She is currently Marketing Manager for the Social Media & Business Intelligence division. Before that, she was responsible for marketing projects and worked as an assistant in the Innovation & Business Development department.
who want to know more about the use of gelatine and collagen peptides. Of course, we also invite readers to exchange ideas with us.

Maria Morganti:
The popularity of the blog is reflected in the number of visitors, which is increasing by 20% each month.

What are some examples of the topics?
Natalie Leuwer:
We are currently working on contributions on the use of collagen peptides in the production of bars. In the blog, we examine the topic from a variety of angles, which results in a whole series. One article deals with bars and collagen peptides in general, the next with specific properties, and the following one focuses on the market situation. We also discuss scientific findings on the effects of collagen peptides. And sometimes we also take a critical stance, for example on the difference between gelatine and HPMC in the production of hard capsules, by questioning how natural HPMC really is.

What role do social media play?
Maria Morganti:
As always, personal interaction with our customers or interested parties, such as at trade fairs or events, is the most important thing. Social media provide another opportunity for us to make contact and exchange information with followers.

What’s the story behind the hashtags #Amazing-Collagen and #AmazingGelatine?
Natalie Leuwer:
Many people are amazed when they learn what our products can do because they have no idea how versatile collagen proteins really are. In short: Amazing!

How is the response in the social media?
Maria Morganti:
On LinkedIn we have over 13,000 followers without ever having placed an ad. On Facebook we already have a remarkable following of 24,000 subscribers. For a pure B2B manufacturer, that’s something we can be proud of. More and more people are contacting us via the various channels. This of course spurs us on to become even better and continue to deliver exciting content that offers our followers added value!

Is this information only directed at GELITA customers?
Maria Morganti:
Our primary target group is companies, but of course consumers also read some of our articles on the effects of collagen peptides. This also arouses interest among end users, thereby promoting demand for our customers’ products.
Study confirms:
VERISOL® improves hair structure!

"Beauty from within": this is the slogan with which GELITA advertises the Bioactive Collagen Peptide® VERISOL®. Because unlike cosmetic products, VERISOL® works as a nutritional supplement from within. The positive effect on the health and appearance of skin and fingernails has been proven by a wide range of clinical studies over the past ten years. A new randomized, placebo-controlled study now shows that VERISOL® can also improve hair structure.

Hair thickness increases
The study was carried out on 44 healthy women aged between 39 and 75. They each received a daily dose of 2.5 grams of the specific Bioactive Collagen Peptides® VERISOL® or placebo for 16 weeks. At the end of the test period, it was found that the intake of VERISOL® led to a significant increase in hair thickness, while the placebo group even experienced a slight decrease. This confirms the benefits of VERISOL® for hair thickness – a key factor for healthy looking hair.

Hair metabolism improves
Previous studies have already shown that VERISOL® directly stimulates the extracellular matrix formation of the skin. The current study therefore additionally examined whether GELITA’s Bioactive Collagen Peptides® also have a positive influence on hair follicle cells and might promote their proliferation.

The in vitro test with VERISOL® showed a statistically significant increase in the proliferation rates of human hair follicle cells by 31% compared to untreated control cells. This indicates a positive effect of VERISOL® on hair metabolism.

The positive results of this new study open up a wide range of opportunities for VERISOL® in the development of innovative products for strong hair with an improved structure. Millions of people around the world would be delighted to take advantage of this opportunity, as healthy, strong hair is considered a key attribute of attractiveness.

A summary of the study is available on the Internet at https://bit.ly/2XJ0XSP.

Healthy, full and strong hair is every woman’s and every man’s dream. But although there is an enormous variety of care products on the market, many people suffer from thin, brittle and dull hair. A recent study now shows that there is nevertheless an effective remedy for a strong hair structure. One that works from within.
Study confirms:

**VERISOL®** improves hair structure!

**MORE INFORMATION:**
Tonja Lipp  
Tel. +49 (0) 712 943 1624  
tonja.lipp@gelita.com

Much more than just cosmetics: thanks to **VERISOL®**, hair can be strengthened from within.

**HAIR THICKNESS**

Hair thickness in healthy women before and after 16-week oral supplementation with specific Bioactive Collagen Peptides® or placebo. The data represent the mean value + SE for n = 22.

**PROLIFERATION RATE**

Proliferation rate of human hair follicle cells after 4 hours incubation with 0.5 mg/ml BCP compared to untreated controls. The data represent the mean + SE for n = 48.

[15]
Collagen peptides – power food for top athletes

Higher, faster, further! Competitive athletes permanently push their limits in competitions as well as in training. This leads to high stress on tendons, ligaments, bones and joints. Tailor-made sports nutrition can help to maintain physical performance and prevent injuries. GELITA offers specific Bioactive Collagen Peptides® for a variety of applications.

“...FORTIBONE® for about 12 months and have benefited enormously from it,” reports the successful middle-distance runner Rorey Hunter. He is now able to withstand high training loads of more than 130 kilometers per week without the bone stress or tendon injuries that used to hinder him. “The ability to recover faster has enabled me to significantly improve my performance,” says the 27-year-old Australian happily.

Rorey’s experience is reflected in a new study showing that supplementation with the specific collagen peptides in FORTIBONE® can support bone health by increasing bone mineral density. The Bioactive Collagen Peptides® stimulate osteoblast cells to increase production of the extracellular bone matrix, the essential framework that supports calcium mineralization.

GELITA exploits the cell metabolism stimulating properties of Bioactive Collagen Peptides® in the development of specific nutritional supplements for sports nutrition. The basis of all these products is collagen – an important component of the human body, which makes up around 30% of our body protein. Collagen is therefore indispensable for flexible joints, stable bones, healthy muscles and strong ligaments and tendons.

Colleague peptides stimulate collagen metabolism

GELITA’s Bioactive Collagen Peptides® have been specifically adapted to different cell types. They are optimized for the specific stimulation of the different...
human cell types involved in the biosynthesis of collagen. Their effect on the enhanced extracellular matrix synthesis is based, on the one hand, on the supply of typical collagen amino acids as valuable building blocks, and on the other, on the stimulation of cell synthesis.

Head start in research and development

GELITA has been conducting extensive research and development for many years in order to open up new applications for its Bioactive Collagen Peptides®. Thanks to intensive clinical research, no other company can today better document the mode of action and success of its collagen peptides than GELITA. GELITA has so far launched four collagen peptide solutions for the sports nutrition sector. In addition to FORTIBONE® mentioned above, these are FORTIGEL®, BODYBALANCE® and TENDOFORTE®.

FORTIGEL® keeps joints flexible

FORTIGEL® has proven itself for many years as an effective ingredient for the regeneration of joint cartilage. Numerous studies have shown that it activates the growth of new cartilage. This is done by stimulating cells that help to make joints supple and mobile, thus alleviating joint complaints.
All GELITA Bioactive Collagen Peptides® for sports nutrition at a glance

**Tendoforte®**

For strong ligaments and tendons
- Increase in tendon strength and flexibility
- Faster resumption of training
- Clinically proven reduction of injury risk

**Bodybalance®**

For a toned body
- Increase in muscle mass
- Reduction in fat mass
- Improved metabolic health

**Fortigel®**

For healthy, flexible joints
- Scientifically proven regeneration of joint cartilage
- Stimulates the body’s own mechanisms to maintain healthy joints and optimal mobility
- Promotes joint health in a natural way without side effects

**Fortibone®**

For healthy, strong bones
- Increase in bone mass density
- Clinically proven bone-building effects
- Support of bone stability and flexibility

**Peptendure®**

For greater endurance

Product launch at the end of 2020
More information to follow soon!
Cutting a fine figure with BODYBALANCE®

With BODYBALANCE®, GELITA offers an innovative ingredient for a strongly growing market. The product helps active people enhance their fitness, improve their figure and gain strength for day-to-day life. In combination with strength training, the highly specialized collagen peptides in BODYBALANCE® have been proven to help reduce fat mass, increase lean body mass and boost muscle strength.

TENDOFORTE® for strong tendons and ligaments

The specific Bioactive Collagen Peptides® in TENDOFORTE® have in turn been optimized to improve the health and quality of ligaments and tendons. Preclinical and clinical studies show a positive effect especially in combination with physical activity. The risk of injury is significantly reduced while flexibility is improved (see also report on page 20). Further studies are in progress.

New product for greater strength and endurance under development

Product developers at GELITA are currently working on a completely new Bioactive Collagen Peptide® called PeptENDURE®. These are special "performance peptides" that are developed specifically for greater strength and stamina in typical endurance sports such as cycle racing or marathons. The product launch is scheduled for later this year.

As different as the individual collagen peptides from GELITA are, they all have some important properties in common: they are natural, easily digestible foods that are free of allergens and have no E-numbers (Clean Label). GELITA also cooperates closely with independent research experts to provide scientific proof of the effectiveness of collagen peptides. This provides an important foundation for suppliers of sports nutrition and nutritional supplements to be able to successfully advertise the benefits of GELITA ingredients for their products (keywords: health claims)!

AWARD WORTHY!
Bioactive Collagen Peptides® from GELITA are also convincing the experts. This is evidenced by the awards received at important international competitions.

FORTIBONE®
- Fi South America Innovation Award 2018
- Nutra Ingredients Award 2018
- Best Functional Ingredient of the Year 2018
- German Innovation Award 2019

TENDOFORTE®
- Ingredient of the Year at the Nutra Ingredients Awards 2020

More information:
Dr Stephan Hausmanns
Tel. +49 (0) 6271 84-2109
stephan.hausmanns@gelita.com
Back on track with Bioactive Collagen Peptides®

TENDOFORTE® awarded Ingredient of the Year 2020 prize!
More at https://www.gelita.com/en/NutraIngredientsAward2020
Seven top athletes, seven different disciplines, one common insight: Bioactive Collagen Peptides® can help strengthen tendons and ligaments, reduce the risk of injury, and promote faster regeneration after injury. GELITA has summarized these positive experiences of sports professionals in a recent eBook that can be downloaded from the GELITA website.

Gavin Schilling is a German-American basketball professional from Chicago. At the beginning of the 2018/19 season he suffered a severe ankle sprain with three torn ligaments. “It was immediately clear to me that simple rehabilitation exercises and a rest period would not be enough to get me back on the court quickly,” the 23-year-old recalls. “I needed a boost to speed up the process.” It was during this time that Gavin started taking TENDOFORTE®. “Within just two months of starting to take a 10-gram supplement daily, I felt more strength and stability in my ankle,” he says. The basketball player reached full strength several weeks earlier than his doctors had predicted. His return to the team went quickly and smoothly.

In top form with TENDOFORTE®

Gavin Schilling’s positive experiences with TENDOFORTE® have been shared by other professional athletes. German slalom skier Christina Ackermann, for example, who after many years of problems with her right knee, two operations and recurring pain, only returned to her top form with TENDOFORTE®. Or javelin thrower Thomas Röhler, Olympic champion in 2016 and European champion in 2018. Together with his trainer he is always looking for ways to optimize his muscles for maximum performance in javelin throwing. So Röhler started taking TENDOFORTE® during his training in the first half of 2018. “After only a short time, I felt more tension and energy in the movement sequence. In addition, I measurably increased my impulse power, which is very important in javelin throwing in order to achieve maximum distances”, reports the Olympic champion.

No surprise then that TENDOFORTE® was even voted ingredient of the year at the Nutra Ingredients Awards 2020 in the category Sports Nutrition. The award ceremony took place on 13 May as part of an online event. TENDOFORTE® won over the jury “as a truly unique innovation for the market”, which “enhances the performance of both active people and top athletes”.

The 12-page eBook with the positive experiences of a total of seven top athletes is available on the GELITA website at www.gelita.com/en/blog/ebook

Thanks to TENDOFORTE®, Gavin Schilling was able to increase his vertical jump power by 28%.

Gavin Schilling

More information:
Dr. Jutta Hugenberg
Tel. +49 (0) 6271 84-2027
jutta.hugenberg@gelita.com
With “One GELITA”, GELITA AG has in recent years created a culture of cooperation in the company – both within the teams and across departmental, location and country boundaries. This is particularly paying off now in the Corona crisis, which the employees are mastering with solidarity, flexibility and commitment.

Both management and employees at GELITA know exactly what challenges food manufacturers and pharmaceutical companies have been facing since the beginning of the crisis. After all, as a leading global producer of gelatine and collagen peptides, GELITA itself is one of the companies that ensure the basic supply of food, pharmaceuticals and health products. So everyone at GELITA is, on the one hand, pulling together to protect their colleagues from infection with COVID-19 and, on the other, to ensure the reliable supply to customers around the world with all the ingredients they need.

Strict safety rules are in force at all GELITA locations and compliance with them is meticulously monitored. Employees in production wear protective masks, ensure that the prescribed minimum distances are observed and work separated by glass panels. Disinfection operations are part of the daily routine in many work areas. In some plants, shift models have also been changed to limit the number of people working at the same time to the minimum necessary and to reduce the number of encounters. Wherever possible, employees work entirely or partially from home.

Acceptance of the precautionary measures is just as high among employees as their willingness to provide mutual support. Here is just one example: at the beginning of the Corona crisis, there was a lack of protective masks for employees at the China plant. Without hesitation, the sites in Brazil and Mexico jumped in and provided their Chinese colleagues with a large number of full-face masks. Thanks to the close cooperation and willingness to stand in for others, GELITA has been able to reliably meet customer demand even in times of the Corona crisis. And this despite the fact that the volume of orders has increased exceptionally strongly since the beginning of the crisis.
Erik Drabek, Managing Director of GELITA Do Brasil

“It is particularly noticeable in these challenging times that ONE GELITA is being lived and that everyone is pulling together.”

Andreas Kolb, Production Manager at GELITA in Eberbach, Germany

Arturo Alvarez, General Director Toluca

“Our employees are highly motivated and do an excellent job. Despite reduced staffing levels, our logistics are working perfectly, we can dispatch all goods reliably.”

Arnold Köhler, Logistics Manager at the GELITA Logistic Center in Sinsheim, Germany

Erik Drabek, Managing Director of GELITA Do Brasil

“It is particularly noticeable in these challenging times that ONE GELITA is being lived and that everyone is pulling together.”

Andreas Kolb, Production Manager at GELITA in Eberbach, Germany
GELITA counts on science

Collagen is an important element of the human body – some 30% of body proteins are collagen. Various specific collagen-producing cells are found everywhere in the skin, joint cartilage, bones, tendons and ligaments. Research shows that GELITA Bioactive Collagen Peptides® (BCP) are optimized to maximize the stimulating effect on specific cells in the body.

With increasing age, the cells’ production of collagen decreases. The consequences are wrinkles, joint pain, a decrease in muscle strength and a reduction in bone density. Taking BCP with high bioavailability, as developed by GELITA, stimulates the collagen metabolism of the body and helps it to remain strong, flexible and attractive. Specific collagen peptides offer advantages for certain parts of the body because studies show that different cell types react differently to collagen peptides. “We want to place all our Bioactive Collagen Peptides® on a solid scientific basis, which is why there are two to four clinical studies for each product,” says Oliver Wolf, Global Head of B2B Marketing at GELITA. For example, studies have proven that VERISOL® counteracts skin aging, FORTIGEL® promotes the regeneration of joint cartilage, and TENDOFORTE® strengthens ligaments and tendons. All the studies are placebo-controlled, double-blind and randomized and are carried out by independent renowned institutes such as the Australian Institute of Sport (AIS), the Institute of Sport and Sports Science at the University of Freiburg, Germany, or the Department of Dermatology at the Christian-Albrecht University of Kiel, Germany. “GELITA has made a name for itself as the scientific leader in the industry, because no other company in our industry initiates more studies than we do,” says Wolf. For GELITA customers, the studies provide an additional sales argument. Consumers are more likely to choose products whose effects have been scientifically proven.

More information about the Bioactive Collagen Peptides® from GELITA is available on YouTube: Gelita’s Bioactive Collagen Peptides® are different!


[24]

Various collagen solutions for in vitro stimulation of e.g. fibroblasts tested; GELITA internal reports. Mean SEM for n>6.
International industry meetings – GELITA symposia

Every year GELITA organizes a two-day symposium with top-class speakers, exciting topics and an entertaining support program. This international industry meeting alternately focuses on current and future nutrition and pharmaceutical topics.

GELITA succeeds time and again in attracting renowned speakers, thought leaders, experts and scientists to the event, which takes place at a different interesting location every year. The symposia also offer international participants from the industry a platform to discuss trends, innovations and new market opportunities and to establish new networks.

In 2019, under the slogan "Active Lifestyle – Active Nutrition", guests in Heidelberg, Germany, had the opportunity to experience product developments from new perspectives and take a look into the future. For example, the gripping question of which megatrends will influence our eating habits in the world of tomorrow was on the agenda. Other event topics included food from 3D printers, vertical farming and steaks made from stem cells in space. In the previous year, the motto was "The Sounds of Health & Nutrition. Listen to what matters". The symposium in Nashville, Tennessee, USA, provided inspiration for new opportunities in the global, dynamic health and nutrition market. Participants also learned how they can better communicate their scientific information and present their content using a variety of formats.

With the GELITA Symposia, the company pursues the goal of intensifying the exchange with its customers on a professional level for mutual benefit. The events form a highly interesting forum for innovation and know-how on important nutrition and pharmaceutical topics.

SYMPOSIUM 2020 ADJOURNED

In a COVID world it is more important than ever to deliver top performance. But protecting the health and safety of employees and business partners is equally important. This is why GELITA has decided to postpone the "Peak Performance" symposium originally planned for September to a later date this year.

Details of the new date and location are currently still being considered. We will keep you posted on www.gelita-symposium.com and give you more information on the GELITA Symposium. We look forward to meeting you personally as soon as possible – and we are sure that Symposium 2020 will be an exciting event!

MORE INFORMATION:
Lara Niemann (Pharma)
GELITA USA
Tel. +1 712 943 1692
lara.niemann@gelita.com

Oliver Wolf (Food)
Tel. +49 (0) 6271 84-2194
oliver.wolf@gelita.com
Win-win relationship: GELITA supports start-ups

The aim of a new GELITA initiative is to drive innovation even more strongly than before. With the “Startup Scouting Program”, GELITA plans to cooperate with young companies that are interested in expanding their innovation potential and using the resources of a strong company to do so. A win-win relationship for both the start-ups and GELITA.

17 GELITA employees from different business areas worldwide belong to the company’s start-up scouting team. They are based in Germany, the USA, Brazil, Mexico, China, New Zealand and Australia, and comb the Internet, trade journals and newsletters for promising, innovative start-ups. The team also uses events for networking. Even though it is primarily the task of the scouting teams, all GELITA employees keep an eye out for startups.

The close cooperation with startups gives GELITA the opportunity to gain insights into the latest technologies. GELITA can therefore learn more about innovative ideas that might help the company overcome challenges, address clear market needs and find new solutions for difficult market situations. “As with many companies, most of our innovations have come from an internal view of the company. What is often lacking is the view from the outside. This external view is one of the things we expect from our cooperation with the start-ups, but we also expect greater speed, because the start-ups have an advantage when it comes to swiftness,” says Dr Franz Josef Konert, CEO of GELITA.

„If we can combine the strengths of startup companies with the strengths of a company like GELITA, a win-win situation results.“
Dr Franz Josef Konert, CEO of GELITA

In return, GELITA offers start-ups the opportunity to drive forward their innovations at GELITA locations all over the world. GELITA contributes its knowledge of the industry. The world market leader in the production of gelatine and collagen peptides also provides start-ups with access to its markets, its customer base and financial support. All in all, GELITA supports start-ups in their growth and the successful implementation of their business strategy.
Key areas

Are you looking for a partner to shape the future? Are you a start-up working on solutions and potentials in one of the following strategic focus areas? Then send your application to GELITA.

Customer experience
You develop superior services through customization, customer retention or customer loyalty programs.

New business models
You generate growth opportunities by creating, delivering and identifying added value with innovative approaches.

Product performance
You develop additional functions, improve usability and find new fields of application.

Process and technology
You optimize production quality, increase efficiency and accelerate process automation.

Supply chain
You build alliances, develop opportunities in the secondary market and facilitate cooperation between companies.

The great unknown
Show us areas that we are not aware of and that have the potential to fundamentally change our business.

Are you interested in the GELITA Startup Program? You can find further information here: startups.gelita.com

Or contact:
Nathalia Conte
Tel. +49 (0) 6271 84-2008
nathalia.conte@gelita.com
Gelatine – still the gold standard

There is no question about it, products with a “vegan” or “vegetarian” label are very much in vogue. They give consumers the impression that they are more natural than other products and somehow better for their health and the environment. That they are nevertheless not always necessarily the better choice when compared to gelatine is shown by the example of the production of HPMC hard capsules.

For vegetarians or vegans, HPMC hard capsules, which are made from cellulose fibres and considered natural, are a welcome alternative. However, if you take a closer look at the production process, you will find that HPMC capsules also have a number of disadvantages that can confuse conscientious consumers. Hydroxypropylmethylcellulose (HPMC), also known as hypromellose, is made from cellulose, a natural polymer and a natural fiber that is considered safe for human consumption. HPMC is listed as a food ingredient – E464 – which means that recommended daily maximum levels must be stipulated. The HPMC manufacturing process involves the synthetic modification of cellulose. A variety of highly reactive, harmful or toxic substances are used in the manufacturing process, which must be removed and disposed of after production, among them propylene oxide, which is considered carcinogenic, and chloromethane gas. The final product is vegan, but whether it can still be considered natural is debatable.

Gelatine stands out in many areas

Gelatine, on the other hand, is a safe and reliable product – and has been for more than 100 years. Since gelatine is a foodstuff and not a food additive, its use is neither limited nor restricted. It does not even have an E-number. Moreover, gelatine is allergen-free, GMO-free and sustainable: it is obtained from native collagen by gentle extraction with hot water, entirely without the use of chemicals. Only raw materials that have been approved for human consumption are processed. These by-products of the meat industry achieve added value through further processing into gelatine, making meat production overall more sustainable. And although gelatine is obtained from animal products, strict religious requirements can be met, and Halal or Kosher variants can be produced.

But capsules made of gelatine offer even more advantages: their film formation, their thermoreversible gel formation and their adhesive properties make gelatine particularly versatile. It is crystal clear and can therefore be dyed in countless colors. Soft capsules in particular have a further advantage: GELITA’s gelatine makes it possible for the soft capsules to dissolve from very quickly to very slowly, i.e. exactly where the active ingredient is intended to be released.

And as far as efficiency in production is concerned: gelatine capsules are ahead of the field here as well. They are simpler to produce, easier to process and consume less water during production. Fewer raw materials are required, which has a positive effect on production costs. This aspect is also decisive for smooth production: the availability of gelatine for capsules is very high, whereas with other production processes such as HPMC, for example, availability is uncertain. All in all: gelatine is still the gold standard.
Exemplary – GELITA develops new concepts for the markets of tomorrow

GELITA STANDS FOR:
• Clean Label (no E-numbers)
• High bioavailability
• Allergen-free food
• Scientifically proven
Foods with a proven added value for health and quality of life are in greater demand than ever before. With innovative product concepts based on high-quality Bioactive Collagen Peptides®, GELITA enables the food industry, but above all the health & nutrition industry, to implement product ideas that focus on the trends of today and tomorrow.

Bioactive Collagen Peptides® from GELITA are ideal for developing a wide range of products with clear health benefits. These can include nutritional supplements, functional food products or sports drinks. As we are not content only to produce first-class collagen peptides, but also want to be the best in terms of customer service, we make use of our expertise and continuously develop new product ideas, which we make available to our customers. For example, we have developed a powdered broth especially for athletes containing TENDOFORTE® for healthy ligaments and tendons. The Bioactive Collagen Peptide® from GELITA promotes the health of tendons and ligaments. This “Bioactive Sports Broth” simply needs to be dissolved in hot water and the quick soup is ready after training. For those wishing to offer beauty-conscious consumers a new product, GELITA has developed Beauty Gummies. The VERISOL® contained in the fruit gummies helps to keep skin elastic, increases the moisture content of the skin and slows down the formation of wrinkles.

GELITA also works closely with other companies in the development of new products. For example, we collaborated with Omya, a Swiss manufacturer of industrial minerals derived from calcium carbonate, to develop the Bone Health Cocoa Drink. The drink with FORTIBONE® and Omyaforte™ promotes healthy and stable bones. With Buhler, a Swiss supplier of process solutions for food production, we have implemented many different protein bars, such as the Bioactive Yoga Bar with TENDOFORTE® and VERISOL® or the Bioactive Beauty Bar with VERISOL®. With the HiPro Cube, GELITA and Buhler have succeeded in creating a protein bar with a particularly high protein content. This innovative snack with PEPTIPLUS® has a protein content of 64% – more than any other protein bar currently on the market.

Would you like to benefit from the trend towards health and well-being? As a specialist for collagen proteins, we support companies around the world in developing products that improve the quality of life.

Please contact us!

MORE INFORMATION:
Sophie Grüber
Tel. +49 (0) 6271 84-2563
sophie.grueber@gelita.com
GELITA learns from you – you benefit from GELITA

GELITA pursues the goal of realizing innovations with added value for the benefit of the customer. In order to strengthen our innovation process and benefit from market trends together with our customers, we work intensively on substantiated market analyses. One important foundation of this is to listen closely to you – as those who are at the forefront of industry developments and changes in consumer behavior.

GELITA is now launching the first of a whole series of surveys. These are designed to help us identify changing consumer needs so that we can continue to offer you real added value in the future with market-driven solutions.

Our current survey focuses on gelatine capsules, which are highly popular and the preferred choice for nutritional supplements. Since the beginning of the Corona crisis, global industry experts have been reporting strong growth in the area of nutritional supplements. New Hope Network – a leading information provider for manufacturers of natural, organic and healthy products – forecasts a 12%* increase in sales compared to 2019, in direct connection with COVID-19.

We would like to hear directly from you how COVID-19 has changed consumer habits, especially with regard to the form of administration of nutritional supplements. With the knowledge gained in this way, we can tailor our products even better to the needs of your customers of tomorrow.

We cordially invite you to take part in our survey and would be delighted if you would help shape the marketing trend process at GELITA.

* Source: www.newhope.com

GELITA’s survey on gelatine capsules
Take part now at https://www.gelita.com/en/GELITASurvey
Cooking at home – enjoy your meal!

Whether it’s for the cream in Black Forest gateau and panna cotta, or for jello or coq au vin with red wine mousse, gelatine from GELITA has always been an essential ingredient in the kitchen. And especially now, in times of Corona, when many restaurants and cafés around the world have been closed or are still closed, when eating out is no longer an option for many, people are cooking and baking more at home than ever before. But it doesn’t always have to be fast and familiar recipes. Many of us have been tempted to try out new and sometimes more elaborate recipes. In previous issues of up to date we have already showed you how to make panna cotta, coq au vin, and the cream for the cake.

In this issue we introduce you to a popular Mexican recipe and show you some of the creative ideas of Brazilian chef Angélica Vitali. We wish you every success and hope you enjoy your meal!

A favorite appetizer from Mexico

Green peppers with vegetable filling

Preparation

Cut the peppers in half and remove the core. Cover the halves with water in a pot. Add onion cubes, white wine vinegar and herbs and cook for five to six minutes. Drain, place in ice water for five minutes and drain. Mix the cooked vegetables with the avocado cubes, shallots, vinegar and olive oil and season with salt and pepper. Dissolve the gelatine in three tablespoons of hot water and add to the mixture. Stir everything together and fill into the chilled pepper halves.

Place in the fridge for 30 to 35 minutes and arrange on a nice platter. Serve with crème fraîche and parmesan.

Tip: You can also deep-fry the pepper halves, then remove the skin and fill them. And instead of green peppers you can also use red or yellow ones.

Ingredients

- 2 large green peppers
- 1 red onion, cut into cubes
- 2 tbsp white wine vinegar
- 1 tbsp fresh thyme, oregano and marjoram
- 1 bay leaf
- 50g cauliflower cut into small florets, cooked
- 50g carrots diced, cooked
- 50g peas cooked, frozen goods also possible
- 1 avocado, peeled and diced
- 2 shallots, peeled and diced
- 80ml olive oil
- 4 tbsp mild vinegar
- 2 sheets of gelatine, soaked in cold water
- 1 cup of crème fraîche
- 50g grated parmesan
- Salt and pepper
At home and in the kitchen

Creative ideas with leaf gelatine

Leaf gelatine from GELITA can be used to conjure up a wide range of recipes. Angélica Vitali has come up with particularly creative variations for GELITA. The Brazilian chef is one of the world’s leading specialists in molecular cuisine. We present three of her recipes for GELITA here.

Angélica Vitali was born in São Caetano do Sul (São Paulo), Brazil. The former publicist decided about ten years ago to give up her profession to do what she enjoys most: cooking. Vitali rounded off her expertise in Portugal and Spain, where she was a student of Ferran Adrià, one of the co-founders of molecular cuisine.

Cucumber mousse
(for four people)

Preparation

Remove the seeds from the cucumbers and apples and then cut them into pieces up to the weight specified in the list of ingredients. Put the cucumber, apple and lime juice in a blender and puree to juice. Season to taste with salt and pepper and set aside. Beat the whipped cream until stiff and set aside. Moisten the gelatine leaves and dissolve in warm water. Add to the juice and stir. Now fold the whipped cream very slowly into the cucumber-apple juice until a homogenous mixture is obtained. Pour into molds or glasses and put in the fridge for eight hours. Garnish with the capelin roe and serve immediately.

Ingredients

- 350g cucumber
- 150g apple
- 100ml fresh whipped cream
- Juice of half a lime
- 3 sheets of gelatine
- Salt and black pepper to taste
- Capelin roe
Fruit gum balls

Preparation
Chop the gelatine and place in 68g of water then heat in a water bath until completely dissolved. Mix the sugar, glucose syrup, water and the already pureed fruits in a pot and heat to 115 °C. Remove from the heat and stir until the mixture cools down to 100 °C. Add the dissolved gelatine and stir quickly. Place the mixture in molds and leave in a dry place with low humidity for 24 hours, then carefully remove the balls from the molds and leave to dry for a further 24 hours.

Tip: for additional flavors, simply replace the respective amount of fruit with others.

Ingredients
• 125g sugar
• 120g glucose syrup
• 28g water for the preparation of the syrup
• 15 sheets of gelatine
• 180g red fruits
• 10 sheets of gelatine

Wine jelly

Preparation
Chop the gelatine leaves and soak them in 100ml of water. Bring half of the white or rosé wine and the grape juice to the boil and remove from the heat. Add the other half of the wine and stir. Mix in the soaked gelatine and stir until it dissolves. Put some raspberries in small glasses and pour the wine mixture over them. Place in the fridge for 15 hours and take out just before serving.

Ingredients
• 50ml white or rosé wine
• 300ml white grape juice
• 500g fresh raspberries
• 50g sugar
• 10 sheets of gelatine

You can find more recipes from Angélica Vitali here: https://www.leafgelatine.com/en/RecipesAngelaVitali
On October 4, 2020, one of the toughest and at the same time most scenic marathons in Germany will once again take place: the GELITA Trail Marathon in Heidelberg. The picturesque romance of Heidelberg’s old town provides a stark contrast to the extreme challenge of the marathon route, which runs over 1,500 vertical meters. Pain and pleasure are in close proximity! However, the course is not only suited to experienced trail runners – shorter stretches and team competitions offer the perfect distance for everyone.

New: You can also participate virtually! Test your limits in keeping with the motto “Awesome. Higher. Harder”. In addition, there will be a live stream on YouTube, video calls, prize draws for sponsor gifts and much more!

All information at trailmarathon-heidelberg.de