



New natural food ingredients company Naturis is launched

A new company providing natural food ingredients to manufacturers has been launched. Naturis will provide ingredients solutions to enhance the health benefits of products.

Naturis has grown out of Allchem, an ingredients provider with 18 years experience in the marketplace. It has been launched in response to increasing demands from consumers who want to live healthier lives. The company provides ingredients for manufacturing healthier foods, supplements and cosmetics which have health benefits.

It has developed products which can offer added health aspects to product ranges, give products healthier labels and improve their overall performance. Naturis can supply ingredients to address key topics including heart health, oral health, bone and joint health, gut health, shape management and brain health.

Among the functional ingredients offered by Naturis are insoluble fibres, probiotics, prebiotics, proteins, vitamins, minerals and omega-3s.

Working closely with its customers, Naturis experts can enhance food and bring a variety of benefits to consumers. Unique "Innovation Workshops" developed by Naturis, involving a thorough "brainshower" session with its customers, assist in establishing clear goals and giving Naturis an understanding of the target market. Products can then be developed to fit the specific needs of its customers and consumers.

Head of Marketing and Strategy for Naturis Markus Smet said, "I am very excited about the launch of Naturis. This is a time when people are becoming more concerned about the ingredients that go into their food and manufacturers are responding to that. Naturis can help manufacturers to meet their customers' expectations and demands for more healthy, natural products.

"Naturis fills a gap in the market by offering more than just ingredients solutions to manufacturers. It also offers solutions to many other challenges they face by giving sound advice on regulations and strong technical support from qualified food technologists."

Naturis recognises the importance of innovation combined with quality processes and is committed to maintaining the reputation for excellence gained by its parent company Allchem after 18 years in the industry.

The company has been ISO9001 accredited for over five years and the business continually improves its processes to offer a service focused around its customers.

For more information about Naturis visit www.naturis.biz

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