



Sensient Food Colors Germany GmbH
Geesthachter Straße 103
21502 Geesthacht, Germany
Tel. +49 4152 8000-0
Fax +49 4152 5479
Sfc-eu@sensient.com
www.sensient-fce.com



Powder plating with natural colours

New colouring options with Sensient Microfine powders

Geesthacht, 31 May 2012 - With the ongoing trend towards natural ingredients, food and beverage manufacturers want natural colours which provide solutions in multiple applications and products. Sensient has developed a new technology for natural alternatives to replace synthetic colours.



Sensient Microfine powders are an ideal aluminium-free natural replacement for synthetic lakes

A natural replacement

Developed as a natural replacement for synthetic dyes and aluminium lakes, Microfine powders from Sensient offer a unique solution to product developers working with natural colours. “Especially designed for dry applications where a superb visual appeal is essential, Microfine powders are ideal as a natural replacement for synthetic lakes. The new natural colour technology allows us to deliver plating characteristics, commonly found in synthetic pigments, in a natural colour powder,” says Thomas Krahl, Manager Application Service, Sensient Food Colors Europe.

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Intense and stable shades

Microfine powders are a major evolution in natural colors for applications including dry mix beverages, compressed sweets and confectioneries, and powdered food applications. Covering an extensive spectrum, the attractive colours can be combined to produce customized shades. The powders deliver bright and intense shades combined with enhanced stability features.

Sensient has recently extended the range of Microfine powders with a new technology featuring starch-based products. This includes curcumins covering shades from yellow to orange and anthocyanins which provide red and blue shades.



Coloured by Sensient

Natural powders can produce a superb visual appeal

About Sensient Food Colors

Sensient Food Colors brings life to products, adding colour and visual enjoyment to food and beverage applications worldwide. Offering unparalleled colour innovation and proprietary technologies for over 100 years, Sensient applies industry-defining colour expertise, enhancing brand value through premium sensory appeal and performance. As the global leader in the manufacture and supply of high-performance colours, natural colours and colouring foods, Sensient operates a broad local network of service and application experts, and research, development and manufacturing sites. Extensive technical and legislative expertise is available to support the use of our products and to develop new products to meet future colour needs of the food industry.

Sensient Food Colors Europe is a unit of Sensient Technologies Corporation, a leading global manufacturer and marketer of colours, flavours, and fragrances. Sensient employs advanced technologies at facilities around the world to develop speciality food and beverage systems, cosmetic and pharmaceutical systems, inkjet and speciality inks and colours, and other speciality and fine chemicals. The company's customers include major international manufacturers representing many of the world's best-known brands.

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