

# Blending ingredients with science



84 million times a day, pets eat meals with ingredients from Trouw Nutrition. Pet food companies put their trust in our expertise to blend science, ingredients, and nutrition into exceptional formulas that help advance their brands.

## A CLOSER LOOK AT HOW WE CAN HELP YOU:

### 1 Generate ideas to unleash possibilities

Trouw Nutrition collaborates with companies for “possibility thinking” to develop new formulas that drive success. We’re passionate about pet nutrition, your brand, and our customers' success.

- 100% focus on pet food
- Provide science-backed ingredients and blends that advance pet nourishment
- Support from our expert customer care and technical teams
- Good for people and pets (GFPP) philosophy:
  - Supporting your marketing claims with science and nutrition
  - Complete sourcing and traceability for every ingredient
  - Nutrition and quality assurance



With our **Exclusive GFPP Positive Release Program**, no ingredient or blend leaves our doors unless it meets strict safety, quality assurance, and specification requirements.

### 2 Identify ingredients to create winning formulas

With Trouw Nutrition, you get Ingredient Intelligence™ – an approach that can only come from decades of experience to understand what works (and what doesn't) for pet food formulas. We make it our responsibility to bring customers the right ingredients for their needs.

- Ingredients to deliver premium and super-premium formulas
- Unique functional ingredients backed by science
- Supply assurance through the global Trouw Nutrition network
- Superior understanding of blending science

**If you have a vision for a new product, concept or ingredient, Trouw Nutrition can help you realize it.**

**A few examples of our how we've helped other companies:**

- **Enhanced** flowability of an ingredient without compromising its natural claim
- **Reformulated** a complex blend of ingredients to fulfill customer's procurement strategy
- **Improved** formula manufacturing for more precise analytical ranges, higher throughput and better efficiency



### 3 Build blends that deliver quality and efficiency

Trouw Nutrition blends are made for total confidence. You can trust what comes in our bags — and goes into yours. Every blend we produce is pet-food ready. Whether you choose from base blends, premixes, specialty blends, custom solutions, or rip-and-tip blends, Trouw Nutrition delivers unsurpassed quality.

- Complete quality assurance
- Know-how showcased to customers through our solutions
- The “ability” you need in every blend:
  - **Mixability:** Flowability, hygroscopicity, particle size, and more
  - **Predictability:** near infrared spectroscopy (NIR), Energy Dispersive X-Ray Fluorescence (XRF), vitamin and nutrient testing
  - **Profitability:** Simplify production by looking at our customers entire approach, helping them find efficiencies
  - **Reliability:** Dependable supply through multiple plants and strategic flexibility

**Trouw Nutrition blends are backed by Nutrace® — the industry’s only 100-touch assurance program.** With Nutrace, every batch receives an average of 100 quality touches and evaluations. The goal is to assure quality, improve efficiency, and eliminate supply interruptions for our customers. With our Nutrace process, Trouw Nutrition's blends are produced accurately and precisely.

**Learn more about creating your next winning formula or evaluating your current blends.**

**Talk to our customer care team today 800-365-1357 or visit [www.trownutritionpets.com](http://www.trownutritionpets.com).**

© 2022 Trouw Nutrition.

800.365.1357  
[info@trouwnutrition.com](mailto:info@trouwnutrition.com)

[f](#) @TrouwUSAPet [in](#) Trouw Nutrition USA

 **trouw nutrition**  
a Nutreco company