



LEEDS BECKETT UNIVERSITY
THE RETAIL INSTITUTE

IN BRIEF



AUTUMN ISSUE 2019

WELCOME LETTER

Welcome to the Autumn 2019 edition of the In Brief bulletin. We hope that all our Partners had excellent summer breaks! This magazine presents you with a selection of articles from our academic experts, partners and guest writers, on a range of topics tailored to our members' interests.

Sensory marketing, and consumer psychology are always of interest to the Retail Institute and our members. Our colleague Sarah Cooper from The Leeds School of Arts, tells us about her fascinating research on how haptics affects consumer perceptions of the value of printed goods.

Ursula Philpot, an expert dietitian from The School of Clinical & Applied Sciences, shares with us some excellent insights on the health impact of some of the most popular diets. The interview highlights how our knowledge on nutrition is not always a stipulating factor behind our decisions to restrict or limit intake of specific types of food for diets such as veganism.

Finally, our guest piece has been contributed by Maria Stewart from The Plastic Innovation Competence Centre in Switzerland, where the author tells us about alternative and sustainable future solutions for plastic feedstock.

We are looking forward to seeing you all at our Annual Briefing conference in September, which will look at challenges associated with Climate Change alongside many other current topics.

Our next edition of the bulletin will be with you early December.

We hope you enjoy this In Brief edition!

With best wishes,

Olga Munroe
Head of The Retail Institute

HAPTICS AND ITS RESHAPING OF THE PRINT LANDSCAPE

Sarah Cooper

Have you ever wondered why, in a digital climate where we can order any product we wish online, there are still physical retail spaces? Why, when we can stream any music, there's been such a surge in sales of vinyl? Why printed books and magazines still exist in the era of e-books, smartphones and tablets? It's the latter question that has formed the basis of my research for the past five years, but the findings that are emerging are transferable to different industries and sectors, such as product design, marketing and consumption.

You may have come across the term 'haptics' if you're interested in technological developments, or are familiar with the work of sensory marketing academic Aradhna Krishna. Haptics is the science of touch - not just the sense of touch itself, but the exploration and study of this particular sense. Much like optics (sight) and acoustics (hearing), haptics is the examination of how physiology and cognition are connected. In the discipline of journalism - within which my research is positioned - there has been an overestimation as to the importance of the content within the reading experience. But while the 'content' here relates to news and features, it can equally be relevant to the 'product' in the retail sector.

Journalism, and the way in which the reader consumes journalistic content, has been in a state of flux since the digital landscape shifted traditional practice. Back in 1996, Bill Gates wrote an article entitled 'Content is king'. Within the article, Gates argued that 'Content is where I expect much of the real money will be made on the Internet.' The 'content is king' notion has been a rallying cry through the journalistic industry, as publishers adopt the practice of replicating content destined for print online. This is an understandable practice to adopt, given the costs involved in print: the ink, paper stock and binding of the publication; the distribution of the product to newsagents and subscribers; the recycling of the unsold product.

Compared with the publication of digital content, printed-product publishing is a costly business. However, this practice of simply replicating content online has proven unsuccessful in numerous cases: circulation of numerous publications have fallen, with some even closing. The print edition of the Independent newspaper, for instance, was folded in 2016, having struggled to establish a robust business model. At its height, in 1989, the publication enjoyed a circulation of over 420,000, briefly overtaking the more well-established The Times, but folded the print edition on a circulation of just 40,000. But the interesting point to note here is that, with the demise of the print edition, there was an expectation that traffic to the website would improve: after all, if 'content is king', then it doesn't really matter where that content is published... or does it? With the print edition closing in March 2016, it was only three months before the numbers of people visiting the online edition slipped to below the number before the print edition closed...



What this would imply is that there is something more to the consumer's interaction with content, or a product. And it is this 'something' that has been overlooked. If we read the Gates' article further, we find that this is something that Gates acknowledged himself:

'Printed magazines have readerships that share common interests. It's easy to imagine these communities being served by electronic online editions. But to be successful online, a magazine can't just take what it has in print and move it to the electronic realm. There isn't enough depth or interactivity in print content to overcome the drawbacks of the online medium.'

Back in the nineties, it wasn't particularly clear what this 'depth' and 'interactivity' was referring to. However, ongoing research into sensory marketing, the impact of sensory stimuli and the importance of a more holistic approach when it comes to engaging a consumer (be it a shopper, or a reader) with a brand (whether it be a publication or a product) has meant that the notion that 'content is king' is losing substance.

To gain an insight into the impact of haptics upon the consumption of journalistic content, my research has included focus groups, where there is interaction with two publications. These publications are actually the same issue of a particular magazine: 'Delayed Gratification'. This magazine is a quarterly publication, and is very much a magazine to archive and refer back to, with its high-quality paper stock, and perfect-bound spine (the more expensive way to bind magazines).

Essentially, I had two versions of the same magazine - the same content - but printed on two different paper stocks.

The focus group were asked a number of questions, including: 'Would you pay £10 for this magazine?' and, 'On a scale, how much do you trust this content?'

Invariably, the focus-group participants agreed that they would pay the cover price for the version printed on better quality paper, and perfect bound. In addition, the participants claim that they trusted the version printed on the better quality paper, more than the poorer quality paper - and this is despite the content being exactly the same in both publications.

Ideally, the research will continue in this direction: studies that involve the same content being 'packaged' in different ways (paper stock; binding). The hypothesis is that - much like vinyl and physical books - there is a place for the printed newspaper and magazine. Not only that, but publishers must be mindful of the fact that consumers are willing to pay for a brand that is not only valued for the content, but also on how that brand feels. In this way, content isn't king, but merely a member of the monarchy that is print.



SPECIAL FEATURE: VEGANISM & VEGETARIANISM

LIFESTYLE CHOICE OR FOOD FASHION?

Interview with Ursula Philpot

Diets like veganism or vegetarianism are becoming a more popular lifestyle choice for consumers. Hence, we see a range of new, innovative dietary products on supermarket shelves, including free-from variations of traditional staple foods. Balanced nutrition is not something consumers give much consideration too, making a quick assumption that restrictive diets are by default healthy. Although there are many benefits to well-planned plant-based diets, eliminating all animal products from consumption increases the risk of certain nutritional deficiencies.[1] The Retail Institute speaks to Leeds Beckett's nutritionist Ursula Philpot, to get their perspective on these popular food trends and their impact on our health.

The Retail Institute: Vegan & vegetarian diets appear to be gaining more popularity, especially with younger generation. Are such diets providing us with enough protein and nutrients?

Ursula: Yes, they are becoming more popular. There has been a huge increase in veganism – with 1.05% of the population now vegan (which amounts to at least 542,000 people in Britain). The demographic of 15-30 year olds has been the biggest growth sector. Interestingly most vegans live in cities and the majority of them are female (88%).

Research shows that in terms of our health, plant-based diets are more beneficial. However, it is not necessary to be vegan and exclude all animal products, to have a healthy plant-based diet. The stricter you become with exclusion of different food groups from your consumption, the more careful you have to be in terms of your macro nutrients proteins, fats, carbo-hydrates and micro nutrients like vitamins and minerals.

On a vegetarian diet, it's much easier to ensure you get all the things that you need, but if you are following a strict vegan diet it becomes increasingly difficult to ensure you obtain adequate levels of protein and micro-nutrients. So, we are talking about well planned vegan diets. If they are not well planned, they are not nutritionally adequate.

Ursula Philpot, a senior lecturer in nutrition and dietetic at Leeds Beckett University, is an expert dietitian providing specialist nutritional consultancy to the media, companies and individuals. She has extensive experience in NHS settings, specialist eating disorder services and runs her own private practice.

Ursula is passionate about communicating the role of good nutrition for health and well-being and has been involved in a variety of projects with publishers, newspapers, journals, TV production companies, charities and NHS trusts. She features regularly on BBC radio and television news.

The Retail Institute: Are the majority of vegan diets planned? It seems that consumers make those dietary decisions without being equipped with nutritional knowledge?

Ursula: The main challenges are about consuming adequate energy, which is especially important if you're growing up. For example, if you're a teenager you need adequate protein intake, so you might need to be thinking about taking protein with every meal and some of your snacks - doubling your protein intake - adding tofu or cashew nuts into your stir-fry, or using plant-based protein supplements – pea protein is particularly popular for people on vegan and plant-based diets.

If not well planned, vegan diets are not nutritionally adequate

The Retail Institute: Do you think we blindly follow these nutritional trends and automatically believe free-from or 'vegan' are better for us?

Ursula: It is very common. Even if you look at the nearby café, it advertises a gluten-free tray bake under the 'Healthy Ranges' banner, but since when are tray bakes healthy? Just because it does not have gluten in it, it does not mean it's healthy!

Generally, the branding for vegan product can be very misleading. For the product to be vegan it has to be completely free from animal products including eggs, gelatine and any traces flavourings and colouring that could have associations with animals. Usually, the products that are approved by the Vegan Society have their stamp or are listed on their website offer the best guarantee that the product is actually vegan.

Eat less, mainly plants!

The Retail Institute: There are many products on supermarket shelves that replace their traditional equivalents - for example meat protein. Soya bean being most popular. Are these products like for like replacements and are they truly a healthier alternative?

Ursula: Soya certainly is not bad as a substitute, it's one of the most complete proteins. For vegetarians you do have complete protein - eggs for example. For vegans, you don't get complete proteins from your vegetable products so you should combine them by ensuring enough variety within your meals, for your body to take amino acids from different meals and combine them to build the protein building blocks.

Soya is not a bad product, it has a lot of complete proteins and traces of vitamins and minerals we need. Products that I worry about more, particularly for the teenagers that I see clinically, are Quorn type meat-replacement products because they do not have any of the iron, zinc and other nutrients that you can find in meat. Yet, teenagers have high requirements on those specific nutrients and by switching to those foods they miss out on these nutrients.

The Retail Institute: Lactose intolerance appears to be more common than ever before. Are we more aware of how food stuffs affect us or again, is it a frequently misdiagnosed condition?

Ursula: People give up dairy for a number of reasons. Some people do genuinely feel better when they don't have them, for example people from Asian backgrounds lack the enzyme needed to digest dairy products, others find loads of fermentable carbohydrates tolerable in smaller amounts. However, most choose not to have dairy products based on perceived health benefits of non-dairy alternatives or issues around dairy farming. If you look at it solely from nutritional perspective, milk tops everything - it's great product. The protein, vitamin, calorie and mineral content of the other milks comes nowhere near traditional meal. Milk is the best product nutritionally, meaning that people are choosing not to have milk for reasons other than nutrition.

Milk is the best product nutritionally

The Retail Institute: Ursula, what would be your top tip for everyone to stay healthy?

Ursula: Eat less, mainly plants! It's about trying to eat less and trying to have a plan what you are going to have through the day and roughly sticking to it. If you have long gaps between meals, plan your snacks - plan to bring them with you or buy sensibly.

Learn to say no to everything else. If you want to have something nice, a treat meal on Saturday night - have it, but say no to everything else the rest of the time. The biggest problem for the UK is overnutrition - the obesity is the key challenge.

The Retail Institute: Ursula, thank you. It's been very interesting to speak to you and I am sure our partners will enjoy reading about nutritional facts from an expert.

Overnutrition is the biggest problem. For the UK the obesity is the key challenge.

GUEST ARTICLE: THE FUTURE OF PLASTICS

THE POTENTIAL OF RENEWABLE FEEDSTOCKS TO REPLACE FOSSIL-BASED INPUTS

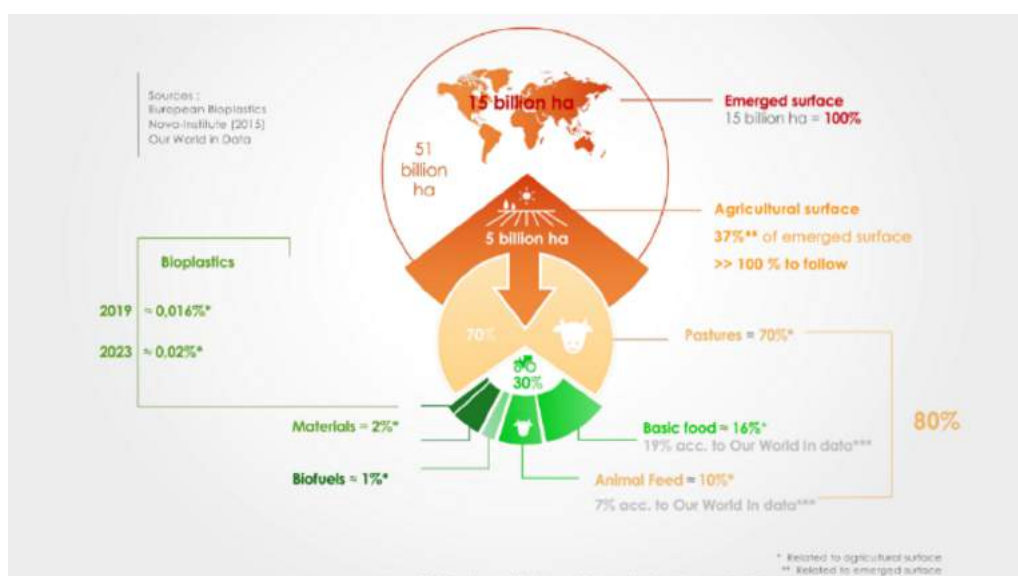
Maria Stewart, Plastic Innovation Competence Center, Switzerland)

For the last 20 years, new types of plastics, i.e. renewable plastics, have been trying to break through the wall built by the fossil plastic lobby. One argument is still being recycled, that renewable plastics compete so much with food production that they are not allowable. The world population is growing and increasing the demand for food and for plastics. Global plastics production has increased 20 times over the last 50 years and is expected to triple over the next 30 years. Sourcing plastics from fossil fuels is now perceived as unsustainable from the global warming prospective. Plastic and microplastic pollution is on all the cover pages. Hence, what will be the future of plastics? Will we stop using them or reinvent them? If yes, then how? The oceans might provide the answer.

Packaging – the main market for plastics! Plastics used for packaging represent about 40% of total plastics demand[1] and 65% of total bioplastics demand[2]. The fact that packaging remains the first field of application for bioplastics (1.2 million tonnes) can be explained by their biodegradability or compostability and by increasing pressure on the packaging market, which is today the main driver of new plastics development.

Will plastics compete with food? Let's investigate the relationship between food & plastics. The figure below shows the current state of things. We can see that 70% of world agricultural lands are used as pastures and 10% to grow animal feed (80% in total for animal feed). Only between 16% and 19% of lands provide the world population with the food needed for its survival (grains, vegetables & fruits). Materials (for example, textiles) occupy about 2% among them, bioplastics (renewable & biodegradable plastics) 0.02%. If all fossil-based plastics could be replaced by bioplastics, we would probably need only 0.4%-0.5% of total land use. This doesn't sound so alarming, especially when we know that 7%-10 % of usable land is abandoned, since it has been exhausted by intensive agriculture. [3]

Image 1: Actual use of agricultural lands[1]



These numbers speak for themselves, yet the use of food crops for plastics or fuels has been demonised and sentenced by public and political opinions, which now seem to be fixed. The plastics industry has no choice other than accept the disfavour of using land-based raw materials for bioplastics and look for other solutions. And these solutions exist.

Feedstocks for plastics can be produced from sugars, lipids or proteins – all polymers. Natural polymers have always been present in our lives. They are part of the nature-invented packaging – skin. We eat polymers (gelatines, proteins & starch, etc.), put them on our skin (collagen), write on them (cellulose), etc. They and their components are building blocks for plastics that have different properties and fit various applications. Where do we find those ingredients? The answer is **everywhere**. These are the main ingredients of any organism that all together constitute biomass.

Biomass as industrial feedstock is usually divided in three categories: food & feed; non-food & wastes; and algae (Image 2). The first two, nowadays regarded as “first- and second-generation” are almost all agricultural land-based. The other, regarded as “third-generation”, can be marine-origin (seaweeds) or industrially-produced in closed reactors or open land-based installations (micro-algae), in both cases those are not using agricultural lands.

Image 2: Three generations of feedstock for biomaterials (also valid for biofuels)



We have already seen that 1st generation feedstocks are not to be considered as having potential for replacement of fossil feedstocks. 2nd generation feedstocks look more promising but, in the case of non-food crops, there is still a need for land to be used and this is seen as undesirable, even if cultivation might have a positive impact on soil quality (ex: thistle) and complement conventional cultures. In any case, it is likely that shifting to non-food crops alone will still not be sufficient to cover present and future plastics industry demand.

Agriculture side-products or surpluses and food industry wastes (e.g. frying oils, shells, skins, washing waters rich in starch etc.) have a greater potential and will be increasingly valued. Agricultural wastes contain high levels of cellulose, lignin, starch, proteins and lipids. These wastes are often incinerated or, in the case of moister wastes, subjected to anaerobic digestion, to recover energy or simply abandoned. The available biomass represents in Europe, according to different estimates, 150-200 Mtoe (Million Tonnes of Oil Equivalent)[4].

Even if this type of 2nd generation feedstock is sufficient to convert all plastics to renewable-origin, there are still some challenges to overcome. Logistics of collection and processing and the diverse nature of the available biomass hardly allows the degree of large-scale production and economies of scale required by the packaging industry. These biomass types are by definition niche sources. The unavailability of a single type of biomass is one of the main reasons for today's non-engagement of the large market players. Here, the focus falls on the performance and potential of 3rd generation feedstock which may thus play a crucial role in the fossil-to-renewable conversion.

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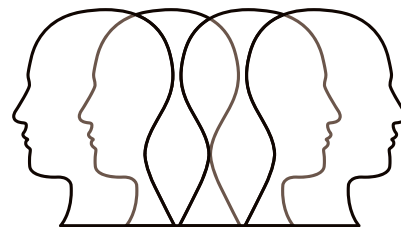
The undiscovered potential of Blue (bio)plastics

The oceans cover 71% of the Planet's surface and in most countries the potential of marine biomass is ignored and underestimated. Macroalgae (seaweeds like Kelp, Sargassum or Ulva) can be harvested or cultivated in sustainable ways, bringing multiple economic and environmental advantages to coastal and remote regions like Alaska.

Algae are amongst the world's fastest-growing organisms, even in cooler climates such as the northern coasts of Europe, Asia and North America and the southern coasts of South America, because they are not water-limited like land-plants, and are more photo-efficient[5]. They are also considered carbon sinks. Reforestation using seaweed farms can protect coasts from erosion and bring marine biodiversity, including improved viability of invertebrate and fish populations.

Seaweed-based packaging is already available from companies such as Evoware and Eranova, and this trend is set to continue as majors begin to look more closely at this resource, which does not appear to have at all the same detrimental environmental impacts as conventional fossil-origin plastics[6]. Microalgae cultivated on land provide 15 times more biomass per hectare than any conventional crop[7] and are highly-efficient CO₂-trappers, enabling heavy carbon-polluters such as power stations, cement works and other industrial operations to directly reduce their CO₂ emissions by co-siting bioreactors and transforming emissions to biomass. Fractionation then yields components for higher-value sectors like nutrition, pharma, cosmetics, and side-streams for biofuels and biomaterials.

The BioMarine community, being the world biggest marine biotech network, is working on several projects to foster marine biomass production and scale-up. BioMarine has partnered with the applied research expertise of the Plastic Innovation Competence Center in Switzerland and different industry partners to bring concrete solutions and shape the future of plastics by reinventing them through innovation and multidisciplinary collaboration. No-one will achieve the sustainability goals without engagement and cooperation between all the players and supporting funding.



GLASS GUARDIANS TOP OF THE GLASS FOR 150,000 CHILDREN

A powerful national education campaign run by glass manufacturers has seen 150,000 children and more than 1,000 primary schools pledge to recycle glass in one of the largest-ever schools programmes in the UK.

The 'Glass Guardians' campaign used Maths, English, Sciences and PSE activities over the summer term to help children aged 5-11 understand why recycling glass is important. Dave Dalton, chief executive of British Glass which together with the Friends of Glass movement has been driving the campaign, said: "We're delighted that the children are so enthusiastic – some at a very young age – about the qualities which make glass unique and precious, and why it does not damage the environment. They've gone home and passed the message on – and we all know that pester power works!"

The children promised to carry on recycling and 300 schools – including one in Accra, Ghana – entered a competition to show how they much they meant it. The winning pledge was made by Fetterangus school in Aberdeenshire with the children singing an adapted version of 'Ten green bottles' on video.

Schools pledges included:

Calstock School, Cornwall:

- "I pledge to reduce, reuse, recycle. Make sure that all the recycling is in the right category and that no glass is binned!"

Yealmpstone Farm School, Devon:

- "A few days ago in Kingsbridge I helped an old man pick up all the litter in the roads and streets."

Ghana International School, Accra:

- "I pledge to . . . separate food and beverage glass containers from ovenware and pyrex."



Glass Guardians



British Glass



BPIF TECHNICAL SERVICES



BPIF understands that there are many technical print issues that a printing company experiences. Complex technical problems can be difficult to resolve and rapid technological development makes it hard for management to identify the most cost effective and appropriate action. BPIF's Technical Helpdesk is here to help, members can direct their technical queries to technicalhelpdesk@bpif.org.uk to seek advice, support and find a solution. BPIF Gold members receive preliminary support as part of membership which includes:-

- Telephone response from the BPIF's National Technical Adviser
- Email access to the BPIF's National Technical Adviser via the helpdesk
- Technical print desktop report
- Plus at Platinum Membership - Initial support and advice for dispute resolution

Additionally, commercial disputes are not uncommon, most are resolved by mutual negotiation, but not always. From time to time, intractable disputes arise and usually these relate to print quality or problems with equipment or software - and they can be costly if the dispute has to be settled in court. BPIF provide a comprehensive Dispute Resolution Service via print and packaging specialists who have extensive experience in providing a range of support, depending on the circumstances of the dispute. These include short reviews and reports, single party assessments, single joint expert reports, expert witness reports and facilitation. The BPIF also offers mediation if necessary.



EFIA LAUNCHES NEW ONLINE TRAINING MODULE FOR DIE-CUTTING



The European Flexographic Industry Association (EFIA) has announced the launch of a brand new module on its web-based Academy training platform.

The module focuses on the principles of die-cutting, including rotary, flatbed and laser, and comprises six distinct topic areas in a multimedia format.

The training is designed to benefit everyone working within the flexographic industry, with the aim of providing a well-rounded understanding of the wider flexo supply chain.

The dedicated eLearning course is self-paced and part of a nationally-recognised programme. It is designed to enable learning in a modular and flexible structure, with a result tracking framework that makes Continuous Professional Development (CPD) point recording clear, demonstrable and straightforward and can be part of an apprenticeship programme.

Debbie Waldron Hoines, EFIA Consultant CEO, commented: "We are extremely pleased to offer a new module that looks in more depth at how rotary, flatbed and laser die-cutting fits into our industry and the developments that everyone should be aware of.


"We're proud of the industry resource that we can offer with the Academy. It's designed specifically for anyone involved in the flexographic supply chain - from designer to printer to retailer - and written by industry professionals."

Neil Jones, EFIA Chairman, added: "At EFIA, we champion constant learning and development in the sector in line with our philosophy that our industry needs to collaborate, innovate, legislate and educate to be sustainable and successful in the long term. It's therefore imperative to upskill, keeping us moving forward as an industry and offsetting the emerging skills gap we are observing."

The Academy platform was established to meet the evolving needs of the flexo printing industry, through innovative, accessible and economical online learning. Providing tailored e-learning resources in areas such as inks, fault finding, film substrates, reprographics and lean manufacturing, it is designed by leading flexographic print experts and is recognised by all leading print companies as the best training solution for the flexography industry.

For more information about the EFIA Academy, or the benefits of EFIA membership, please visit www.efia.uk.com or email admin@efia.uk.com





MEMBERS' CORNER

ABSOLUT ELYX BOTTLE EVOLUTION PUSHES BOUNDARIES OF INDUSTRIAL GLASS PRODUCTION

Ardagh Group has produced the latest evolution of Absolut's Elyx vodka bottle, which celebrates the role that copper plays in the distillation process of the luxury vodka.

Fredrik Kallqvist, Development Manager of Ardagh Group's Glass Nordic division explains how the new bottle design has really pushed the boundaries of industrial glass production:

"The bottle's square cross-section and areas combining heavy patterns with smooth sections meant we had to prepare for different cooling behaviours in different parts of the bottle. Also, the large labels in the new design required the bottle to be produced with demanding geometrical precision to achieve the perfect labelling platform."

Ardagh Group's involvement in the project from the very beginning was key to successfully developing the design. The Nordic team at Ardagh Group provided valuable manufacturing expertise when Absolut's London-based design agency, Stranger & Stranger, presented their initial concepts for the new bottle.

The longstanding partnership between Ardagh Group and The Absolut Company was key to delivering this challenging design in a short timeframe. All sizes have been produced in Limmared, Sweden with excellent results.

Absolut Elyx is Absolut's luxury, single-estate vodka brand. The new, faceted bottle design pays homage to the hand-operated vintage copper column still from 1921, which plays a vital role in creating Elyx's smooth finish.



UK CUSTOMER INNOVATION DAY 18th September 2019



You are invited to join BASF & BTC at our UK Customer Innovation Event 2019. This year's topic is Intelligent Nutrition and will focus on the innovative BASF chemistry and concepts that enable our customers to meet the current and future demands of an ever-evolving market.

This is a one-day customer seminar is FREE to attend and offers a unique opportunity to learn about the developments and solutions that BASF are working on in your industry as well as a valuable chance to network and meet the BASF technical experts directly.

We are excited to announce that our Key-Note speaker will be Nard Clabbers, Senior Business Development Manager at TNO. Nard is renowned in the industry for his passion and expertise in the growing field of Personalised Nutrition. He is very much in demand as a speaker and we are delighted to welcome him to BASF to share his insights.

Global experts from BASF Human Nutrition will join us to host three Technical Focus Sessions show-casing the latest developments and solutions from our health and nutrition portfolio. This is an opportunity to meet and speak directly with the BASF technical experts.

Over lunch we invite you to network in our Innovation Market Place. Find out where else BASF is active as supplier and influencer in the health and nutrition value-chain, and book a slot to have your personalised Omega 3 index test done. Food Matters Live will be in the room ahead of their live event in November and you can register for your VIP pass as a guest of BASF or BTC.

This is a fantastic opportunity to learn more about the BASF solutions that are driving the human nutrition industry as well as meeting the BASF experts in person and networking with industry colleagues.

The full agenda is being finalised and will be released shortly, and in the meantime to reserve your places please contact Jennie Nichol. You are very welcome to pass this invitation to any other colleague that you feel would be interested to attend.



We create chemistry

UK Customer Innovation Day

18th September 2019
in Cheadle, Stockport (near Manchester)



SAVE THE DATE

You are invited to a FREE one-day seminar "Intelligent Nutrition"

Ingredients for the future powered by BASF

Personalised Nutrition	Meet Nard Clabbers Senior Business Developer, TNO <i>"The combinatorial effects of nutritional and behavioural sciences will empower future consumers"</i>
PeptAlde™	The new generation of plant-based peptides for sports nutrition
Omega-3	Pioneering in omega-3 – get more to where it is needed
Prebilac™ 2'-FL	Have you considered Human Milk Oligosaccharides beyond infant nutrition?

 **To reserve a place please contact:**
Jennie Nichol, +44(0) 161 488 5656, jennie.nichol@bto-europe.com



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