

# ENHANCE KIBBLE QUALITY WITH COST EFFECTIVE PLASMA



## Unlock the Benefits of Plasma for Pet Food Manufacturing

COMPANION



Plasma is a highly effective ingredient that enhances the quality and consistency of finished pet food products. Using plasma in your recipes brings a unique set of advantages that cost effectively elevates kibble.

### Key Benefits:

- Improves Durability: Holds kibble together more effectively, improving the overall durability and appearance of the product.
- Reduces Fines: Minimize the amount of small, broken kibble pieces for a cleaner, more uniform product.
- Improves Binding: Naturally enhancing kibble cohesiveness to maintain structural integrity through production, handling, and storage, reducing crumbling and improving durability.



### Why Choose Plasma?

- Protein Ingredient: Its rich amino acid profile and high levels of protein contribute to Guaranteed Analysis specifications.
- Maximizes Efficiency: By reducing fines, plasma minimizes losses and rework, to ensure a high-quality product right from the start.
- Enhanced Palatability: Improves palatability when included in kibble, making it more appealing to pets.

### Durability

Kibble Type	Fresh Meat Inclusion	Plasma Level	Twin Screw Durability	Single Screw Durability
Grain-Free	18	0	94.2	96.2
Grain-Free	23	0	92.2	92.5
Grain-Free	23	2.5	96.0	96.2
Grain-Free	23	5.0	95.8	95.7
Grain	18	0	89.8	93.5
Grain	28	2.5	95.1	95.6
Grain	28	5.0	94.9	94.0

### Strengthen Your Pet Food Product Line

By incorporating plasma into recipes, you can improve your kibble quality while offering a more nutritious, stable, and appealing product pet parents will appreciate.

### Boost Sustainability

By using plasma, you're not only improving your pet food quality but also contributing to a sustainable world. It's a circular solution that helps reduce waste and creates more value from existing resources, benefiting both your business, the product and the planet.

WATCH THEM *thrive*

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