



# Twintell® Application Programme

Three steps to great results



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## Our expertise on a silver platter

The Twintell® Application Programme is your opportunity to improve your products and your business results in three simple steps.

Whether you wish to optimise an existing product or reduce the time to market for a new launch, our team of experienced technicians find solutions to the specific challenges you face with your products and your business. And improved cost efficiency is usually part of the end result.

The Twintell® Application Programme is an exceptional chance to make use of the expertise of Arla Foods Ingredients without committing to anything but the desire to be excellent.



# Three steps to success

Our business is to make functional milk protein solutions that are the perfect match to your challenges. Our employees combine application expertise with process expertise and a great sense of business. And with the Twintell® Application Programme, success is achievable in three easy steps. We call them **define**, **develop** and **deploy**.

**Step 1:** we **define** the challenges that you face with a particular product and we identify the purpose of your Twintell® Application Programme.

**Step 2:** we **develop** a solution using our unique test plant.

**Step 3:** we **deploy** the solution in a large-scale test at your production facilities, and we examine the results of our efforts.

## Arla Foods Ingredients: creative minds in action

Arla Foods Ingredients' dedicated team of technicians combines the highest technical expertise with a playful spirit that allows them to see exciting challenges where others see problems. For more than 20 years, Arla Foods Ingredients has supplied global producers of ready meals, meat products, fresh dairy products, cheeses, bakery products and ice creams with the ingredients they need to create the best products at the best price. Our top-of-the-line equipment simulates all processes in the food industry.

# Step 1:

## Define the challenge

### Determining the purpose of your programme

The first step of the Twintell® Application Programme is where we pinpoint a precise and measurable set of objectives for the journey we are about to begin. Maybe you are looking for a way to give a low fat product a richer taste. Or maybe you need a longer shelf-life for a product. Whatever the challenge, the first step is to define the criteria for success.

This step is also about identifying the specification requirements that are related to your product, so everyone has the necessary background knowledge.

Finally, we define the deadlines for the next two steps in the programme to ensure that we meet all deadlines on time.



***“We strongly believe that one size does not fit all  
– your products and processes require their own ingredients.  
We combine knowledge about specific applications  
with knowledge about specific processes to reach  
a solution that is the perfect fit for one specific client”***

Quote: Senior Vice President, Henrik Andersen





## Reduce your cost-in-use with custom-made proteins

Milk is the seemingly simple raw material of any functional milk protein, but proteins are not simple at all. They are complex structures that can possess a number of different qualities depending on the separation and modification processes they go through. Every protein adds a certain ratio of functional, dysfunctional and inactive parts to your particular product.

And what does that mean for your business? Well, at Arla Foods Ingredients we are separation and modification experts. So, in short, it means that we can make proteins for your particular product that have a maximum of functional parts and a minimum of dysfunctional or inactive parts. In the end that means less waste and more value for your money.

## Step 2: Develop the solution

### Small-scale testing that mirrors the real thing

In step two of the Twintell® Application Programme, we open up our doors and invite clients to join us at our unique testing facilities in Denmark or Argentina. Our experienced technical and commercial staff are ready to explore the potential of your product in a detailed and creative process of trial-and-taste.

An Arla Foods Ingredients testing facility is unique in its ability to accurately mirror large-scale production facilities. We replicate our clients' production environments on a small scale, which ensures that our tests are carried out in a realistic production environment and no valuable time is wasted.

We run multiple tests every day until everyone is happy with the result, and we thoroughly evaluate recipes, processes, prices and taste samples in a completely customised process. The result of successful small-scale testing is a satisfactory technical solution and a commercial proof of concept.

# Step 3:

## Deploy the solution

### Time to go large-scale

Step three is the final phase of the Twintell® Application Programme. Now it is time to test the solution in the product's real environment – your production. The Arla Foods Ingredients team is a highly professional unit with both technical and commercial expertise, and your business benefits from our years of up-scaling experience.

The final output of this step is a validated technical solution and a comprehensive evaluation and documentation of the whole process.

### Natural evolution at your fingertips

By the end of the Twintell® Application Programme, you will have gone through an extensive examination of your products and processes. You will have gained new perspective on old habits and typically, you will have experienced how to save money and enhance your products in the process. We like to think of the Twintell® Application Programme as business gardening. Add the right nourishment, and businesses will grow.

Are you ready to expose your business to natural evolution?



***“I’m often asked why we go to such lengths for our clients in the Twintell® Application Programme, and the answer is quite simple: our working methods provide our clients with great results and that builds strong partnerships. I haven’t met anyone not impressed with what they see when they work with us”***

Quote: Senior Manager, Carsten Kirkegaard Jensen





## The programme in a nutshell

The Twintell® Application Programme is in many ways a simple answer to the complex question: how can I improve my product, my time to market, my production and at the same time reduce my costs? With Twintell®, you can do it all, and the best part is that there are no strings attached. We simply give you the benefit of our expertise and we hope you are so pleased with the results that you decide on a longer lasting partnership.

On the following pages you can see a summary of the programme's contents. Please do not hesitate to contact us for further information.



## Step 1: Define

The purpose of the process is defined.

Deadlines for the process are agreed upon.

A comprehensive brief for our commercial and technical staff is created.



## Step 2: Develop

Small-scale testing in our Application Centre.

Participation by both commercial and technical staff.

The output is a technical solution and a commercial proof of concept.

## Step 3: Deploy

Large-scale testing at your production facility.

Validation of the technical solution.

Preparation of consumer and shelf life tests.





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