



**PetShure**<sup>®</sup>  
TURNING IMAGINATION INTO REALITY





# INTRODUCING PESHURE® FROM BALCHEM

**The name PetShure may be new to you,  
but our products and capabilities won't be.**

PetShure is a new line of specialty nutrients, functional ingredients and unique sensory inclusions created by Balchem to meet the technical and innovation challenges of the pet food industry.

Balchem is the world's largest producer of choline, supplying the highest quality forms of the nutrient for the animal feed, human food and pharmaceutical industries.

We have deep roots in the food ingredient business, having spent the last 50 years developing innovative approaches to solve the food industry's processing challenges.

We provide the expertise and capabilities to create products that redefine entire categories.

Although you won't see our name on retail store shelves, Balchem is an important part of many of your favorite food items. We put the "pop" in self-rising refrigerated dough, we put the "rise" in your self-rising pizza crust and we add "pizzazz" to everything from instant cappuccino and ice cream to meal kits and meat snacks.





“ As pet owners ourselves, we know how it feels to want the very best nutrition for our companions. All of us on the PetShure team are dedicated to making a measurable difference in the health and lives of companion animals. This is what we do and how we live, everyday. ”





# WITH PETSHURE, WE'RE OPENING NEW POSSIBILITIES

## What if you could...

- ▶ Create new products that deliver the pet parent experience and fulfill the animal's needs.
- ▶ Overcome difficult processing challenges without impacting formulations.
- ▶ Exceed consumer expectations for quality and sustainability.
- ▶ Deliver innovation that distinguishes you in your customers' eyes.



## Quality you can trust.

Nothing is more important to you and your customers than quality ingredients from a supplier you can trust. For more than 50 years, Balchem has earned that trust across multiple industries.

You can count on the PetShure products to continue the tradition of excellence with the following certifications and quality assurances:

**AAFCO-Compliant\*** | **SQF\*** | **FAMI-QS\*** | **Safe Feed. Safe Food.\***

\*May vary by product and manufacturing site.





## PRODUCT OFFERING

### CHOLINE

- ▶ Non-grain, non-GMO
- ▶ Quality you can trust
- ▶ Pioneering choline research

### pH CONTROL SYSTEMS

- ▶ Control acidification rate
- ▶ Improve protein texture and color
- ▶ Deliver reliable pH drop for microbial control

### STRUCTURING & FORMING TECHNOLOGIES

- ▶ Transform trim meat into high-value meat products
- ▶ Performs like whole muscle cuts during processing
- ▶ Effectively bind animal and plant-based proteins

### POROSITY & TEXTURE MANAGEMENT

- ▶ Create unique textures, density and appeal
- ▶ Increase volume and porosity without adding calories
- ▶ Manage leavening reactions

### OptiMSM®

- ▶ Human-grade MSM
- ▶ Support joints and mobility
- ▶ Promote normal immune function

### SENSORY SYSTEMS

- ▶ Deliver a unique sensory experience
- ▶ No impact on production parameters
- ▶ Seasonal and specialty options available



# THIS IS BALCHEM

At Balchem, we are committed to making the world a healthier place by delivering trusted, innovative, and science-based solutions to the nutrition, food, sterilization, and energy markets. We provide the service, quality, and technology that enables our customers to win with their customers. We have built a reputation for delivering results to all of our stakeholders. Balchem has built three business platforms:



## **Animal Nutrition & Health**

▶ Applying proven science and industry-leading technologies to meet the nutritional needs of animals, providing for greater health and performance. We depend on animals for food and for companionship, and Balchem recognizes the impact uniquely tailored nutritional products have on improving health, productivity and quality of life for all.

## **Human Nutrition & Health**

▶ Food or beverage, supplement or pharmaceutical, our Human Nutrition & Health division provides ready-made and custom ingredients, systems, and products that enable our customers to create better products that improve all aspects of life.

## **Specialty Products**

▶ Balchem is a leading supplier of amino acid chelates and specialty gases and liquids, for uses ranging from plant nutrition to the safety of our foods to the sterilization of our medical devices. We have the packaging and distribution know-how to ensure the safe and responsible delivery of these products.

Our specialized teams of scientists, nutritionists and engineers bring passion and dedication to their chosen trades and real change to each industry.

Learn more about Balchem Corporation's commitment to health and sustainability at [www.Balchem.com](http://www.Balchem.com)



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