



PetShure®
TURNING IMAGINATION INTO REALITY



balchem

What if you could:
**Stand Out &
Save Money**





Our Solution:

PetShure® Structure & Forming Technologies

Balchem's PetShure Structuring & Forming Technologies platform is revolutionizing the pet food industry, enabling manufacturers to transform protein co-products and novel proteins into innovative, high-quality treats and pet foods that were once challenging to produce.

This innovation provides opportunities to create high-quality and functional products that meet the demands of sustainability-conscious pet owners while enhancing nutritional diversity.

The Structuring & Forming Technology consists of two parts, sodium alginate and calcium lactate. Together, they create a cold-formed, thermo-irreversible gel, binding protein into a cohesive, moldable structure that closely resembling whole muscle meat.





What If You Could:

Create nutritious pet foods from organ meat, fish, and other novel proteins—delivering innovation and premium quality at lower costs?

As pet companionship grows, so does the demand for minimally processed, meat-based pet nutrition. Pet parents want nutritious, meat-based food and treats that meet human-grade standards and support pet health. This demand competes with human food production, driving up costs and limiting raw materials.

Alternative proteins like organ meats are nutritious but liquefy during processing, complicating their use in marketable products. Trim meat and poultry frames provide a cost-effective, high-quality protein source yet are tough to integrate into pet foods. Fish and insect meals

offer portfolio diversity but are challenging to mold into durable, marketable forms that can withstand the rigors of distribution.

Manufacturers often use viscosity aids like guar gum, agar, and carrageenan to address this, yet these additives face efficacy issues and negative consumer perceptions.

The challenge remains: how can companies meet the growing demand for high-quality, meat-based pet nutrition, overcome processing hurdles, and capture market share in a competitive market?



Now You Can:

Upcycle Affordable, Nutrient-Rich Protein Co-Products into Premium Pet Foods

Transform cost-effective protein co-products into high-value pet food and treats while championing sustainability.

► Lower Costs, Higher Margins:

Convert budget-friendly ingredients into premium offerings for increased profitability.

► Support Sustainability:

Reduce waste by upcycling discarded proteins into high-quality pet nutrition.

► Deliver Natural Nutrients:

Preserve essential amino acids, fatty acids, vitamins, and minerals for optimal pet health.

Reduce or Eliminate Problematic Viscosity Aids

Enhance pet food quality and transparency while avoiding potential health concerns from artificial viscosity agents.

► Improve Pet Health:

Avoid digestive discomfort, nutrient absorption issues, and allergic reactions linked to guar gum.

► Enhance Product Quality:

Minimize slime buildup, maintain natural colors, and improve firmness for a better eating experience.

► Support Clean-Label Trends:

Meet consumer demand for transparent, wholesome ingredient lists.

Up-cycle Protein Co-Products

Chicken Heart

Beef Heart

Chicken Liver

Carcass Frames

Finished Jerky

Raw Slices

Dehydrating Treats

Easily Form and Mold Novel Proteins into Market-Ready Products

Unlock new possibilities in pet food by leveraging alternative protein sources with superior product durability.

► **Expand Product Offerings:**

Introduce novel proteins like fish, organ meats, and insect meal to tap into niche markets.

► **Maximize Natural Nutrients:**

Retain essential amino acids, fatty acids, and vitamins for superior pet nutrition.

► **Improve Product Durability:**

Ensure treats and foods maintain their shape, texture, and quality throughout production and distribution.

Maximize Process Flexibility

Enhance financial performance by optimizing raw material use, streamlining operations, and increasing market competitiveness.

► **Reduce Costs:**

Utilize upcycled co-products and novel proteins to lower raw material expenses.

► **Increase Profit Margins:**

Develop high-value, premium pet foods without expensive additives.

► **Strengthen Market Positioning:**

Offer sustainable, high-quality products at competitive price points.

Boost Profitability with Cost-Effective Solutions

Enhance financial performance by optimizing raw material use, streamlining operations, and increasing market competitiveness.

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Elevate Your Product Portfolio with PetShure® Structuring & Forming Technologies

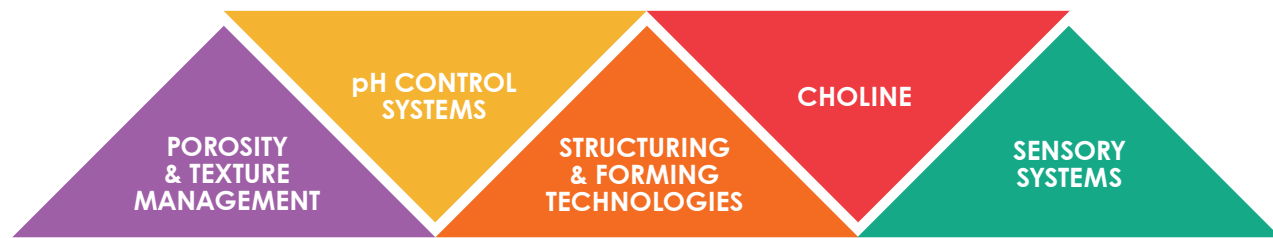
At Balchem, we provide advanced technologies to help pet food manufacturers to meet the rising demand for premium, sustainable, and innovative pet nutrition.

PetShure Structuring and Forming Technologies makes it possible to:

- ▶ Upcycle affordable protein co-products into high-value, nutritious products.
- ▶ Seamlessly incorporate novel proteins like fish, organ meats, and insect meals.
- ▶ Eliminate problematic additives, ensuring cleaner labels and healthier pets.
- ▶ Boost product quality while enhancing sustainability and profitability.

The future of pet food starts here.

Join us in transforming pet nutrition with solutions that prioritize pets, their owners, and the planet.



See how the PetShure team can help take your new product ideas to reality.
Visit PetShure.com to learn more.



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