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MEDIA RELEASE

Sustainable please!

Bell EMEA presents botanical extracts for environmentally friendly products

Botanical extracts have long been an integral part of the portfolio of Bell Flavors and Fragrances EMEA. Now the company has developed a series of botanicals that focus on sustainability. Throughout the entire process, Bell's botanical experts have focused on the most environmentally friendly, resource-efficient production possible without compromising on quality.

Dr. Torsten Blitzke, Manager Botanical Extracts, Bell EMEA: "Our customers' enquiries show an increased demand for extracts that are produced in an environmentally friendly way. This is no longer just about the organic quality of the raw materials used. Our approach is much more holistic. It involves considerably more factors in the overall process, from packaging and storage to extraction and composting of the plants used. A challenge that we have gladly taken up. The result is this range of extracts from cocoa shells, coffee cherry husk, chamomile and dyer's woad. They are particularly suitable for products aimed at the growing number of consumers who want to shop and live more sustainably".

One way to use the available raw materials more efficiently is to tap the unused potential of by-products. Nature itself is a master of efficiency and in an ecosystem, every component serves a purpose. In contrast, men often use only a few parts of the given raw material. For instance, the coffee cherry husk and cocoa shell for Bell's extracts represent exactly these portions that accumulate during established production processes. Therefore, no additional resources are required for their cultivation. Instead, a higher proportion of the given plant material is used.

But it is not only by-products that hold unused potential. It is also plant material that no longer appears perfect, like the stamens and petals of chamomile. If these parts fall off the blossom during the harvest, they are usually not considered for processing. However, they are said having the same desirable properties as intact blossoms. Bell, therefore, uses the lost stamens and petals to produce two sustainable extracts of organic chamomile. Since this is more difficult than working with the complete flower, Bell's experts have developed a specific process, to obtain extracts from the individual parts of the plant.

Another approach to a more environmentally friendly production is the usage of native or regional plants. Raw materials from far-flung cultivation areas need to cover long distances. Therefore, the use of regional plants can considerably reduce transport and the associated carbon dioxide emissions, which increases the environmental friendliness of the products. Bell's dyer's woad extract is one of these products, made from regional plants that are grown in Germany, more precisely in Saxony and Thuringia. Among other things, the plant is known for its skin-caring and antimicrobial properties. Therefore, it is a popular ingredient in cosmetic products for sensitive skin.



About Bell Flavors & Fragrances EMEA:

Bell Flavors & Fragrances EMEA is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industry, as well as the household care and personal care industry. Bell's affiliated companies in the United States, Canada, Mexico, Brazil, China and Singapore give the company flexibility in the world market place and enable Bell to bring new trends quickly to customer's attention.

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