

Groot-Bijgaarden, 11 April 2017

A different look at bread

About Puratos

Puratos is an international group, which offers a full range of innovative products, raw materials and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Our headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Today, our products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be 'reliable partners in innovation' across the globe to help our customers deliver nutritious, tasty food to their local communities.

For further information,
visit www.puratos.com

Puratos launches a virtual reality campaign to provide a firsthand experience of what is happening inside a soft and sweet bread. It is a unique multi-sensory way to help customers quickly and clearly understand how ingredients work and interact. The video highlights how water replaces the use of fat in the bread when using Puraslim for more convenient and cost-effective finished goods.

Puraslim

Puraslim is an innovative range of bread mixes and improvers that offers four major advantages for soft and sweet bread production.

Consumers are increasingly looking for great taste, remarkable freshness and outstanding nutritional value in soft and sweet bread. Puraslim helps customers meet these requirements while helping overcome the challenges they face by managing their costs more effectively and improve their productivity.

Read more on: <https://puratos.com/puraslim>

Puratos invests in digital.

Puratos wishes to create new and effective ways to engage with its customers in a changing digital business environment. This is why they are exploring and integrating digital and technology solutions.

"Digital technology and changing user expectations have transformed the way we communicate and do business. Mobile devices have enabled consumers to incorporate technology into every aspect of their daily lives. By investing in the latest technologies we aim to be our customers' Reliable Partner in Innovation, beyond providing quality products and services" comments Pascale Jantcheff, Marketing Services Director.

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Experience it yourself!

1. Open the YouTube app.
2. Locate the search bar, type in "Puraslim VR" and click on the thumbnail to open. (there are two versions available: English and Spanish)

Puraslim
A different look at bread



Puraslim VR (360°) - A different look at bread

Puratos Group
591 weergaven

Puraslim
Una mirada distinta al pan



Puraslim VR (360°) - Una mirada distinta al pan

Puratos Group

3. Click on the full screen icon located at the bottom right corner of the video, or just rotate your phone horizontally (if you don't see the logo, tap the screen once to bring it up).
4. Click on the cardboard icon on the bottom right corner to split the screen (if you don't see the logo, tap the screen once to bring it up).
5. Put your phone in the VR viewer, screen facing the lenses, and secure by closing the front cover of the viewer (make sure your phone is ready to play the movie before placing).
6. Bring the viewer to your forehead, watch through the lenses and enjoy the movie!



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