

PURATOS US INTRODUCES MYSOLUTIONS, A DIGITAL SERVICES PLATFORM TO SUPPORT THE BAKING INDUSTRY

Puratos US launches the **MySolutions** digital platform that includes **MyAdvantage** and **MyLink** – online resources for bakers facing challenges related to Coronavirus.

Pennsauken, NJ, April 3, 2020

The baking industry is working through an unprecedented crisis that has presented new challenges (access to skilled labor and expertise, new customers and products, etc.) that need to be solved quickly. Puratos US engages with customers and partners every day who are working hard to feed America and implemented two new programs to help:

MyAdvantage and **MyLink**.

MYADVANTAGE PRODUCT SOLUTIONS

MyAdvantage is an online resource focused on ready-to-use products. These labor-saving and ingredient-saving products help bakery businesses address the significant current challenges of short supply of ingredients and skilled labor. MyAdvantage also offers information on adjusting recipes to accommodate the significant shift in consumer demand toward packaged goods and online shopping. This valuable information will better enable bakers to create quality products in a challenging environment.



MyAdvantage product solutions are available on www.puratos.us

MYLINK DIGITAL SERVICES

The Puratos US technical team is now available to answer questions and provide demonstrations when customers need it and wherever they are. With **MyLink** digital services, Puratos US customers have several convenient resources for product support, including a direct **Technical Support Line**, online request for **Interactive Technical Support** and **PuratosTV**.

MyLink digital services are available on www.puratos.us

Commenting on the launch of these beneficial services, Puratos US President Andy Brimacombe said: *“I am delighted that our proven product solutions and technical expertise are being made available in new and innovative ways to support the Baking industry. Now more than ever, it is critical we come together to provide a continuous supply of great-tasting and safe foods to consumers, and we are pleased to play our part.”*



Puratos US is committed to the continued expansion their digital services to provide additional resources to serve the needs of the baking industry.

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.

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