

Palsgaard®

Personal & collaborative

PALSGAARD VALUE PAPER

For internal use only



Background



To help solve our customers’ challenges, it is vital that we can work together as partners. Sharing insight and expertise, exploring possibilities together. Collaborating. Expert to expert.

So our work is about more than business transactions. It is about relationships. About people and understanding the impact of an action on another.

Customer pain



Our products might only make up 0.5% of a finished product, but without them, the finished product wouldn’t exist. We play such **a central role in the development, efficient production and finished quality of our customers’ products** – and that is why we offer our help and deep application expertise wherever it might be needed.

From new product development and recipe optimisation to eliminating production flaws and reducing waste, our customers would be left to face numerous and significant challenges that have **a direct impact on their business operations and profitability.**

Customer gain



From new products and optimised recipes to vastly improved production efficiency, **our customers can enjoy a range of benefits** as a result of our personal and collaborative approach to doing business.

Relevant roles

Who experiences these pains as part of their job?

- **Production managers**
- **Procurement managers**
- **Product owners**
- **R&D**
- **Chief operating officers**

Conversation starters

How does your company go about eliminating production flaws or optimising recipes?

How much time would you estimate is spent on rework on your production lines?

What steps does your company take to monitor and minimise wastage in production?

Where do your R&D teams search for inspiration, for instance when it comes to new product development?

Feature > Benefit > Value

FEATURE

A deep, personal sense of responsibility and commitment to solving challenges together

BENEFIT

The continued access to 100+ years of global food production expertise and the industry’s most advanced application centres, labs and pilot plants

VALUE

Optimal product quality, production efficiency, ESG performance and brand image

Business relationships built on personal commitment and collaboration

REASONS TO BELIEVE

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- All customers have several points of contact – so we are always able to answer your questions and queries with the right expertise
- Industry’s highest investments in state-of-the-art knowledge & solution centres that host customer collaboration trials on four continents every day – and we can bring teams and equipment to you, wherever you are
- 54 full-time employees dedicated to finished product development and innovation
- To date, our teams have developed more than 2000 recipes, across industries and categories

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- R&D and production trials are cost and resource intensive, so we make our facilities and expertise available to customers
- 80% of our working time is spent on solving customer issues and challenges
- Collaborations and partnerships with world-leading universities and other food science institutions globally

Objection handling

OBJECTION 1

“We don’t need a partner. We just need a supplier that delivers products on time and at a good price.”

SUGGESTED ANSWER

We understand that price and delivery reliability are critical. For many of our customers we are also actively involved in helping solve challenges and drive efficiencies. Even though our products might make up only a small portion of your finished goods, our expertise in product development, recipe optimisation, and production efficiency can have a huge impact on your bottom line.

OBJECTION 2

“We’re concerned that your products might not align with our exact production needs or quality standards.”

SUGGESTED ANSWER

We understand that every business has its own specific quality and production requirements, which is why we don’t just offer products off the shelf. We collaborate closely with you to tailor solutions to your needs. Our deep application expertise means that we can work together to address any production issues, optimise recipes, or find solutions to any challenges.

OBJECTION 3

“We don’t have time for additional collaboration or consulting. We just need the product delivered.”

SUGGESTED ANSWER

Time is always a concern. By collaborating in our application centres and pilot plants, you don’t have to interrupt production at all. It’s our technology, equipment and expertise working for you. And by helping to streamline your operations and eliminate quality fluctuations, you reduce the need for troubleshooting down the line.

The Bimbo & Humberto case*

A RELATIONSHIP THAT STARTED IN 1996

A global leader in the baking industry, with production and distribution on four continents, Grupo Bimbo’s story started in Mexico in 1945.

In 1996 Bimbo’s R&D team, together with the University of San Luis Potosí, wanted to run an emulsifier experiment. And so our colleague Humberto Bolaños imported 800 kg of Monopals 120 from Denmark.

As Bimbo gained confidence in the ingredients, small-scale purchases turned into a steady supply. Our first major sale was just one ton per year, but Humberto saw potential for much more.

By the early 2000’s Bimbo had expanded into Guatemala, Columbia, Chile and Venezuela. And its cake division was where Humberto saw most impact to help them. In collaboration with experts from Palsgaard Mexico and Denmark, Bimbo made improvements to their cakes’ consistency and extended their shelf life.

Around about the same time, Palsgaard showed its commitment to Bimbo’s business by building a factory especially to provide this growing company with emulsifier gel. The local production gave Bimbo greater flexibility and efficiency.

DEEPER TRUST, FURTHER GROWTH

As Bimbo’s operations continued to expand, our collaboration with them grew. And by 2010 we had become a global supplier.

In 2021, a critical shipment of PGE emulsifiers was urgently needed. Of course, Humberto pulled some strings. “You saved my life,” said the senior procurement director, recognising Palsgaard’s reliability in global supply chains.

Today, as Bimbo has evolved into a global powerhouse, Palsgaard remains a trusted supplier.

And Humberto continues to balance patience with persistence.

This year we will supply 2500 MT for total sales of 21.5 M DKK, which is nearly €3 m. But, as Humberto says, the best opportunities are still to come.

