

PuriCel®

Powdered Cellulose



VERSATILITY

THE MOST VERSATILE DIETARY FIBER PROVIDING UNLIMITED FUNCTIONALITY IN FOOD APPLICATIONS

Cellulose is the building block of all plant structures. Plants are the most abundant source of complex carbohydrates in the world. PURICEL® is produced from a completely renewable resource: trees.

PURICEL® is an ideal food ingredient. It is colorless, odorless, flavorless, yet highly functional, while adding 99% dietary fiber and zero calories.

PURICEL® formulations and unique blends can be engineered specifically for your application.

Finite Fiber is an innovative leader in the manufacturing of fiber additives, cellulose powder, and fiber blends. High quality, reliability, purity and customer service consistency have positioned PURICEL® as a highly versatile functional ingredient option.

FUNCTIONALITY

Whether your objective is to enhance texture, reduce calories, or increase dietary fiber, PURICEL® is the choice. It is odorless and flavorless to ensure foods will maintain flavor and aroma, while enhancing desired texture.

Inherent properties include:

- Oil and Water Absorption
- Permeability
- High Purity - Low Ash
- Non Toxic & Biodegradable
- Non Abrasive
- Texture and Pliability
- Natural and Sustainable
- Properly Processed, It Is Safe For Animals and Humans

Cellulose is a highly stable, economical, and readily available material, which is being used daily in the food and beverage segments..

PURICEL® is 100% natural, renewable. Cellulose fiber is as close to a universal additive as there is.

A SUPERIOR PARTNER

Matching the common with the uncommon is often talked about. We live it. Companies move at the speed of business. We are agile and flexible.

Working with Finite Fiber gives you the added value of having experts who can confirm chemical directions or make alternative recommendations. We can target your specific application and adjust the functionality accordingly.

Cellulose is a complicated material until we make it exactly what you need - PURICEL®.

Finite Fiber is a leader in the field of fiber additives. For almost 100 years we have created a standard of excellence in all phases of the business from providing application expertise, elevating customer relationships through communication, and consistently delivering the highest quality products on time.

**Certified SQF Level 2 & ISO 9001: 2015
With Design**



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FILTRATION

PURICEL[®] natural cellulose and PURIVAC[™] cellulose blends are suitable for pre-coat filtration of liquids that require optimum clarity and can be used as a pre-coat and body feed.

PURICEL[®] can be used together with DE or perlite to reinforce the filter cake. The fibrous structure of the cellulose forms a permeable and well-reinforced filter cake that is able to safely and effectively adsorb sediment and very fine particles.

PURICEL[®] is characterized by a high degree of purity. It contains no lignin, hemicellulose, nor other impurities. PURICEL[®] is mechanically and chemically stable, insoluble in almost all media, pH-neutral, and biodegradable for the most demanding filtration applications.

PURIVAC[™] is a proprietary blend of food grade filtration materials designed specifically for rotary vacuum filtration applications.



MEAT PRODUCTS

In the Meat industry, PURICEL[®] plays a key functional role in maintaining moisture and oil levels, enhancing meat product, and increasing yield and value. PURICEL[®] has the ability to bind 10 times its weight in water and 8 times its weight in fat and oils.

PURICEL[®] can be used to absorb and deliver water, flavors, and oils, while also acting as an anti-caking agent.

Additional Benefits:

- Retained juiciness of the product
- Enhanced texture
- Used as a Fat substitute
- Improves Efficiency
- Better filling cohesion and stability
- Increased yield
- Reduced shrinking during cooking
- Neutral taste and flavor



ANTI - CAKING AGENTS

Utilized as an anti-caking agent, PURICEL[®] is superior for the manufacturing of shredded and grated cheeses. PURICEL[®] is effective as an anti-caking agent in dry seasonings, spices, soups, and mixes. Improved flowability can enhance packaging and manufacturing efficiencies. In addition, Finite Fiber also manufactures other blends such as PURIVAC[™] for food filtration.

Prevents Clumping - improving flow characteristics, which translates to better manufacturing efficiency.

Improved Functionality - offered through our blending facility, including powdered cellulose, starches, enzymes, natamycin, and coloring, which improve the appearance and shelf life of cheese.

Product Consistency - through superior blending of PURICEL[®] and starch for improved adhesion and improved absorption.
Customized Products/Blends - Allow Finite Fiber the opportunity to develop the optimum product to meet your goals.



NUTRICEUTICALS

PURICEL[®] cellulose powder is a proven natural dietary fiber additive for nutritional powders and supplements, processed for uniformity of particle size and density yielding enhanced mouthfeel.

PURICEL[®] dietary fiber provides additional health benefits in nutritional powder and supplements.

PURICEL[®] helps to improve bowel function and prevent constipation.

PURICEL[®] can help lower cholesterol and help you feel full, which may help control overeating.



BAKING PRODUCTS

PURICEL[®] can help you efficiently reduce the calories in the food you process, without compromising important consumer sensory considerations such as appearance, taste, and texture.

Higher dietary fiber content - Used in your formulation, PURICEL[®] can provide some of the functional characteristics of fat, reduce overall caloric content, and increase dietary fiber content.

Improved crust formation - Cakes baked with PURICEL[®] exhibit overall volume increases between 5-10%, have a firmer texture, increased dimensional stability, and better moisture retention. Crusts are more uniform with less product damage, and achieve longer shelf life.

Improved Texture - PURICEL[®] is available in a wide range of fiber lengths. Its insolubility allows many unique applications. It can be found in many low calorie breads, cookies, and other baked goods.



EDIBLE OILS

PURICEL[®] and PURIVAC[™] pure cellulose filter aid and cellulose blends are FDA approved for food and beverage contact.

PURICEL[®] wets out quickly, which effectively coats filter grids and elements for the most effective & efficient filtration performance, uniform cake formation, and easy removal.

PURICEL[®] is an effective depth filtration media, which improves dirt holding capacity of the cake, resulting in upwards of 5x longer filter cycles.

PURIVAC[™] is a proprietary blend of filtration materials, customized for Rotary vacuum systems.

PURICEL[®] is certified as a Kosher and Halal food grade material.

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