



PURICEL® Powdered Cellulose - Pet Food Applications

THE MOST VERSATILE DIETARY FIBER PROVIDING UNLIMITED FUNCTIONALITY IN PET FOOD

PURICEL® is an ideal pet food ingredient; It is colorless, odorless, flavorless, yet highly functional, while adding 99% dietary fiber and zero calories to pet food without compromising texture, mouthfeel, moisture, or freshness.

PURICEL® products improve the texture and pliability of pet foods.

Pet food products are more shelf stable and have improved texture and uniformity.

Extrusion Aid

Unique water binding capabilities decrease resistance and increase extrusion rates by up to 25%. The result is better manufacturing efficiency.

Crude Fiber Supplement

Excellent source of insoluble crude fiber that contributes zero calories to your finished product.

TYPICAL CHARACTERISTICS

GRADE	BULK DENSITY (Lbs/ft ³)	WATER RETENTION (g/g)	MESH SCREEN ANALYSIS		
			>40	<100	<200
PC60F	10.5-12.5	9.5	≤0.1%	≥85%	≥35%
PC400F	14.0-17.0	5.5	≤0.1%	≥90%	≥55%
PC1000F	19.0-22.0	3.0	≤0.1%	≥97%	≥80%



Certified SQF & ISO 9001: 2015 With Design

Innovating Cellulose Technology Daily