



**THE CHALLENGE OF PROVIDING INNOVATIVE TECHNOLOGIES AND PRODUCTS WITH APPLICATIONS IN IED INSTALLATIONS-**

**A TECHNOLOGY PROVIDER PERSPECTIVE**

- Irene Ylla

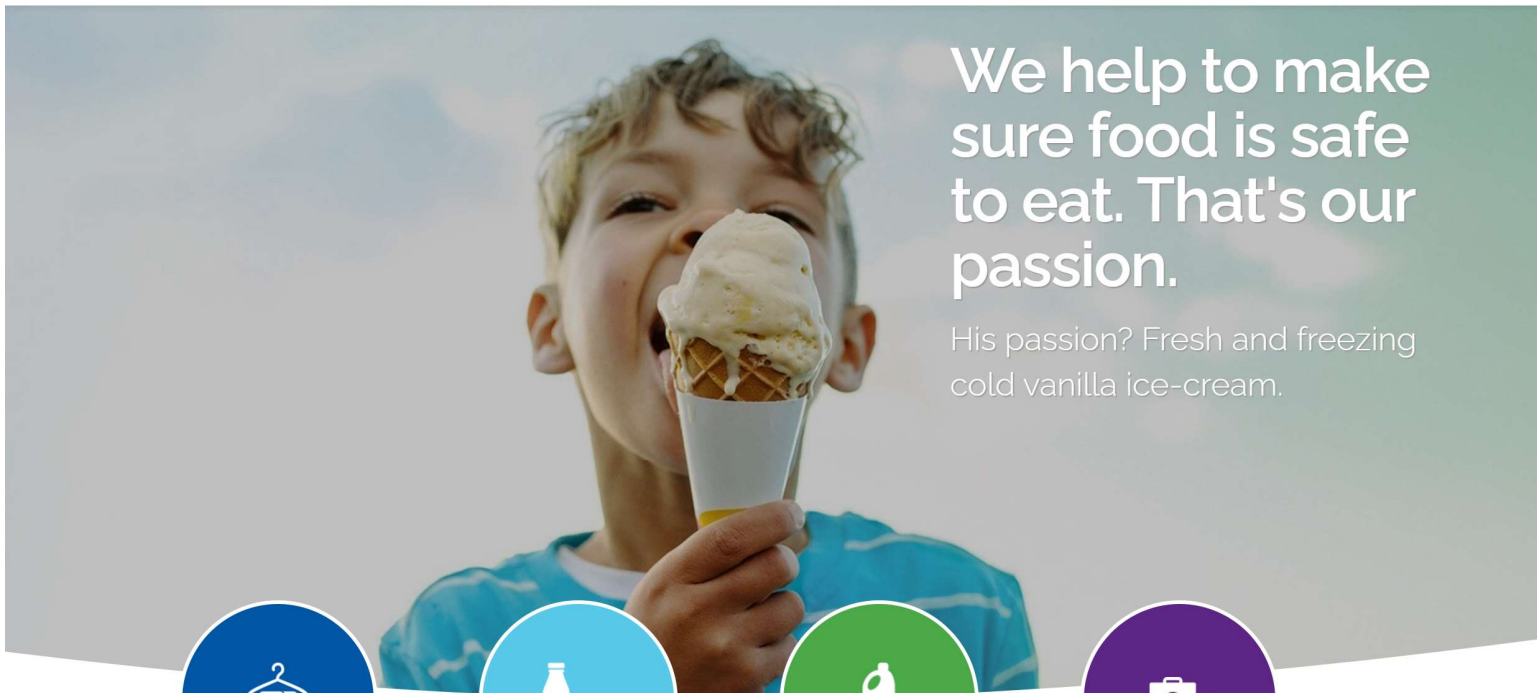
Organised by:



**FEEL SAFE WITH US**


# ITRAM- CHRISTEYNS

## Hygiene experts for the food industry




We help to make sure food is safe to eat. That's our passion.


His passion? Fresh and freezing cold vanilla ice-cream.




PROFESSIONAL TEXTILE CARE



FOOD PROCESSING & RETAIL



PROFESSIONAL CLEANING



MEDICAL CARE & LIFE SCIENCES

## R&D OUR DNA

Guaranteeing food safety



**R&D is the foundation of Itram.**

We are a highly-specialised company, committed to research and innovation in all of our products

# INNOVATION

A key to open new doors

## The Challenge

Make the business grow through innovation



IDEAS ARE EASY, PUTTING THEM INTO  
PRACTICE IS MORE DIFFICULT

# INNOVATION

A key to open new doors



**CONVENTIONAL  
CHEMISTRY/  
TECHNOLOGY**

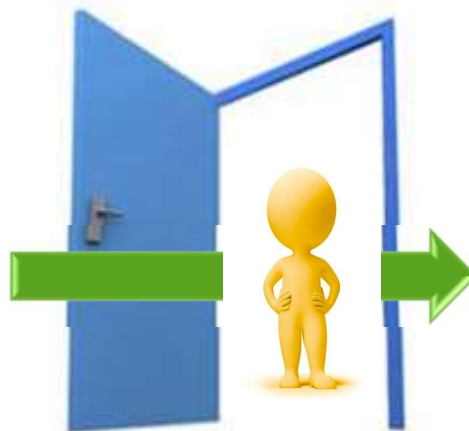


**CUSTOMER**

# INNOVATION

A key to open new doors

**INNOVATIVE  
PRODUCTS/  
TECHNOLOGY**



**CUSTOMER**

# 1. MARKET NEEDS AND TRENDS

## Sustainable hygiene solutions



CHRISTEYNS



Innovative  
chemistry



High-tech  
equipment



Optimize  
cost-in-use



Green  
products



Water &  
energy savings



Validated  
efficient  
technologies

# WHAT DO CUSTOMERS ASK FOR? RESPECT FOR THE PLANET

A cleaner world is not just a fairy tale



## Process Evaluation

Where we can improve





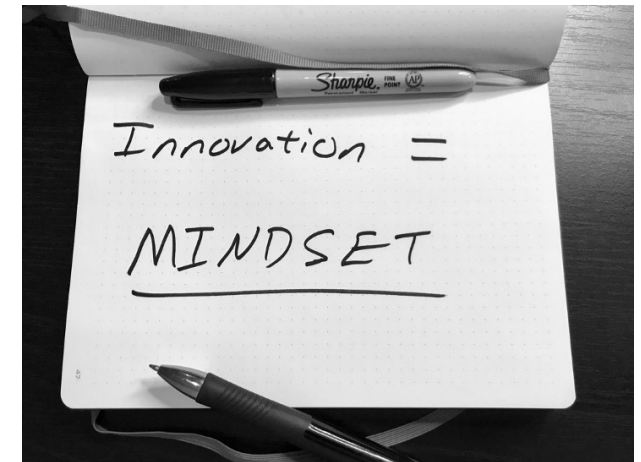
# MOVING FORWARD, TOGETHER



## 2. COMPANY POLICIES AND SUPPORT

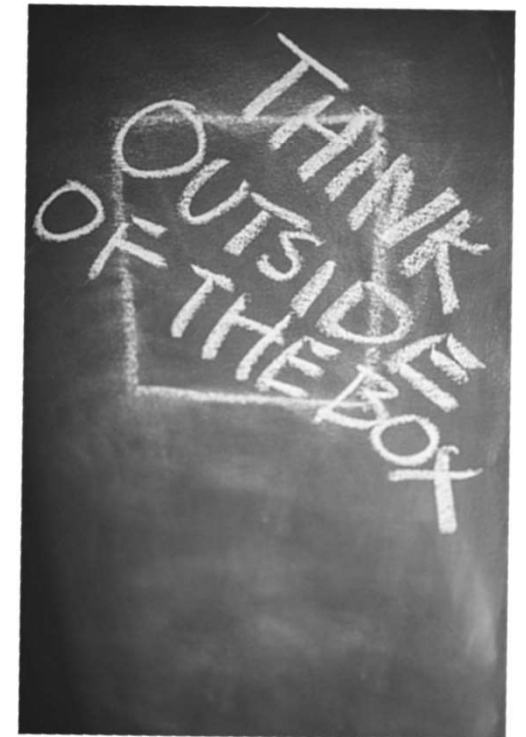
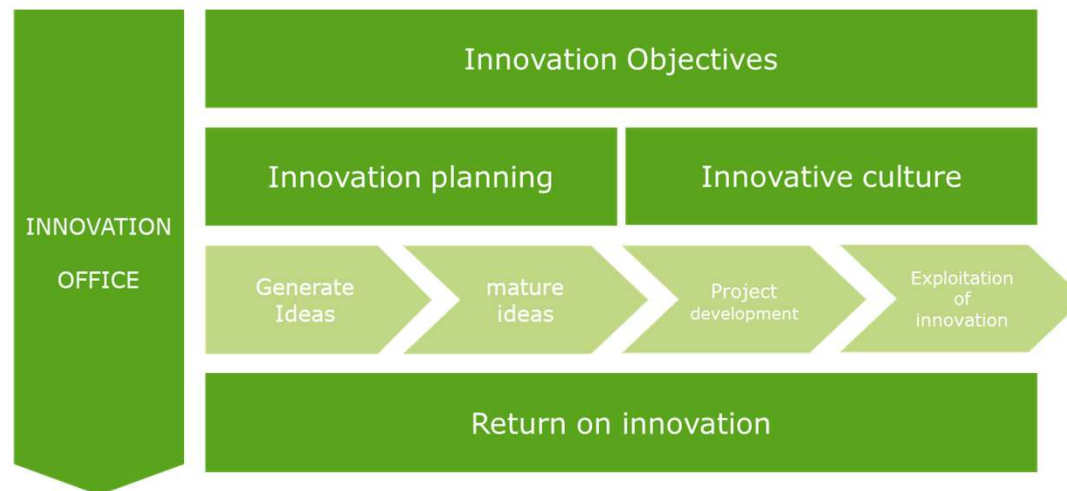
NEED OF AN INNOVATIVE MENTALITY DRIVING A TRANSFORMATION OF THE COMPANY BASED ON INNOVATION AND THUS, ACHIEVING A MORE VIABLE AND COMPETITIVE COMPANY IN THE FUTURE. EVERYONE MUST PARTICIPATE IN THE PROCESS !!

- Innovation mentality of the CEO and Managers (from the CEO to all the employees).
- Innovation policies
- Do not think just about product/technology innovation! Think in sales, administration, marketing... INNOVATION!
- CLOSE INNOVATION vs OPEN INNOVATION. The company must be committed to innovation from inside and outside. It is important to detect the missing know-how of your company and look for it outside; you will gain in efficiency.



### 3. INNOVATION DEPARTMENT: THE FUTURE OF THE COMPANIES (●)

- Defining the company's innovation strategy
  - **HOW** will we innovate and **WHERE** will we innovate
- Department Vision and Mission
  - **Vision** answers the question: "What do we want to be in X years?"
  - **Mission** responds to: "Why do we exist?"



### 3. RESOURCES

#### Strategic Alliances

Look for important strategic alliances that complement and strengthen the company's knowledge and experience

- Universities
- Research centres
- Institutional entities
- Private companies
- Associations



## 5. BRINGING INNOVATION TO THE INDUSTRY. WHAT DO WE NEED?



- People's mentality (open minded people)
- Need for a suitable link between R&D and industry. Innovation and Application specialists.
- Confidence with the supplier of the product/technology
- Free samples, demos and testing. Difficulties in carrying out pilot tests and validations "in situ".
- References. Which other companies are using this product/technology?
- Quality Departments of the food industry that do not have sufficient weight/time to engage in the introduction of innovations.
- Sufficient documentation (business case, regulatory aspects, expected benefits, demonstrated effectiveness etc.)
- Need of validated innovation by external entities (research centers or certifications), costly!



## 6. INNOVATION VALIDATION

### A MUST!



#### • Product/technology VALIDATION

- » Recognized R&D Centre
- » Prestigious University
- » Private entity (innovation certifier, AENOR...)

- In-house demonstration application. Adaptation to the needs of each industry
- Legislation compliance





# OUR TRAJECTORY

A wide-range and specialized innovative products



## A COMPLETE RANGE OF DETERGENTS AND DISINFECTANTS FOR:

- Cleaning in CIP circuits
- COP open surfaces
- Washing tunnel cleaning
- Bottling lines
- Personal hygiene
- Air disinfection
- Mixed farms



## THE DETECTION, CONTROL AND ELIMINATION OF BIOFILMS

- Biofilm detection on open surfaces
- Control and elimination on open surfaces
- Biofilm detection in CIP circuits
- Biofilm control and elimination in CIP
- Preventative and shock protocols

**biofilm  
remove**



## ALLERGEN REMOVE PRODUCTS

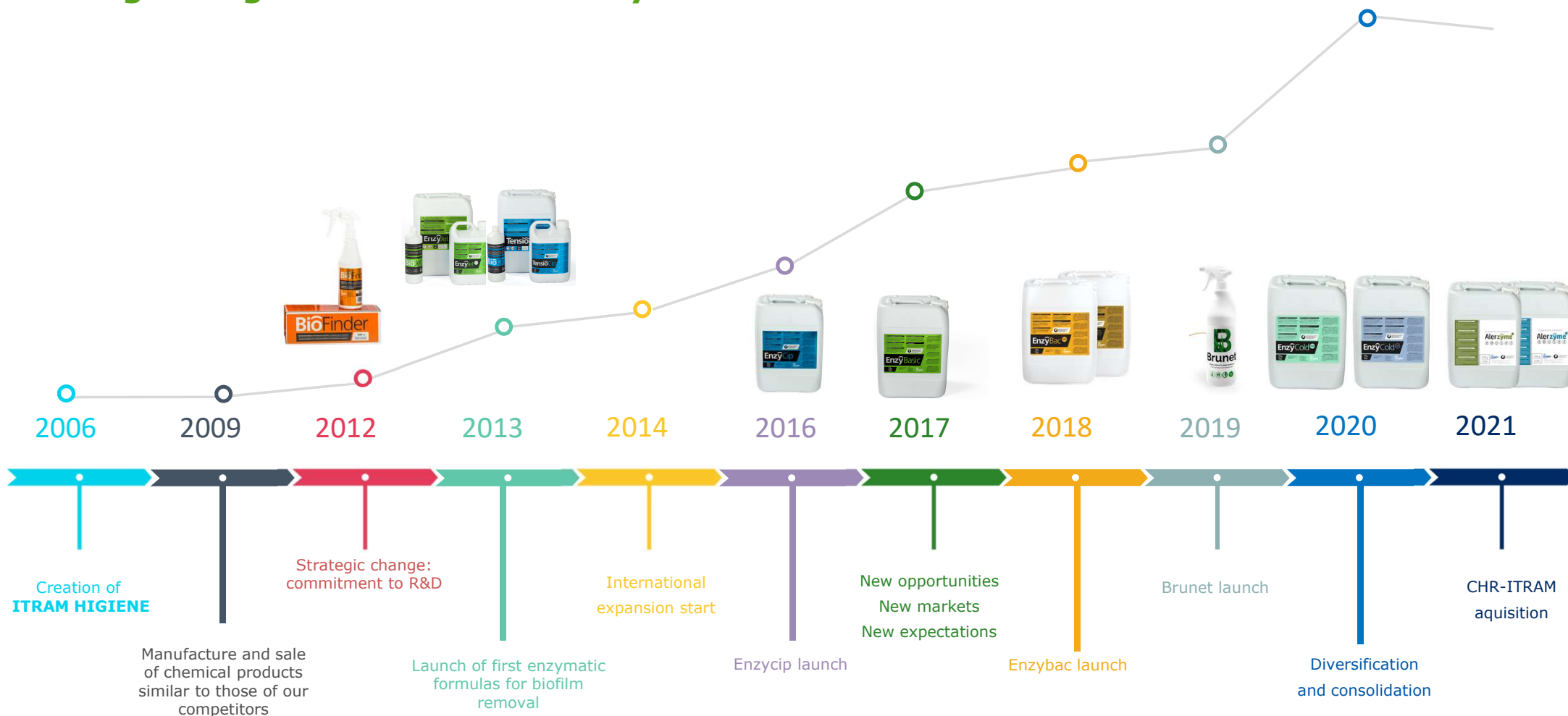
- Removal of the main allergens in food industries
- Control and elimination in CIP circuits
- Control and elimination on open surfaces

**Alerzyme  
Alerzyme**



# Trajectory

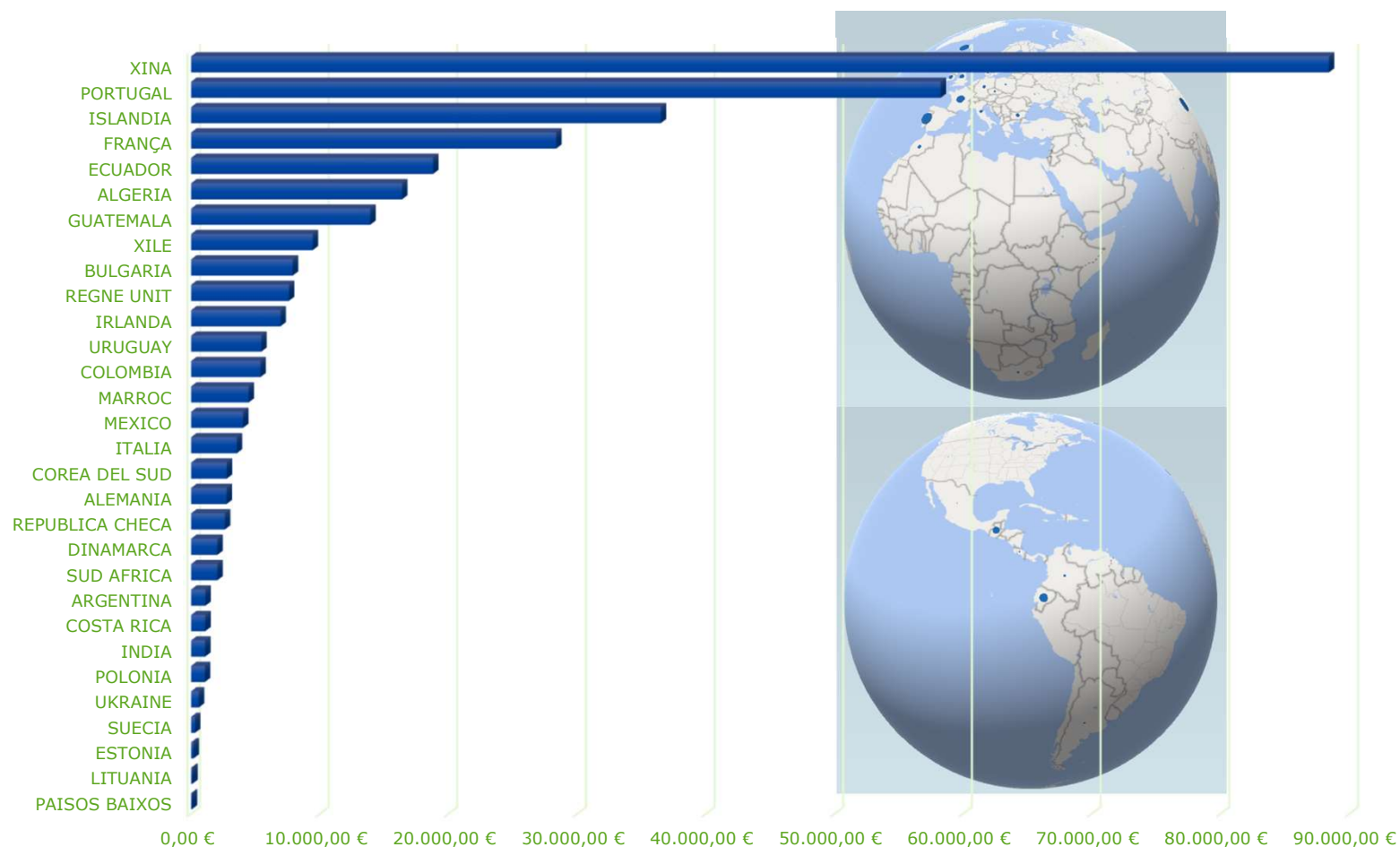
A growing trend. Innovation key to success





# ITRAM IN NUMBERS

## Export sales 2021



# WHAT ARE THE BARRIERS TO BRING INNOVATION TO THE MARKET?



It has been always like this, why to change it!!

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# 「thank you」

GET IN TOUCH

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