



Subject : Press release  
*Sensus refreshes Corporate Identity*

Date : 28 September 2009

## **Sensus refreshes Corporate Identity**

**Roosendaal, September 28<sup>th</sup> 2009 – Sensus, the manufacturer and marketer of Frutafit<sup>®</sup> inulin and Frutalose<sup>®</sup> oligofructose, has refreshed its Corporate Identity. Sensus has long been recognized as an innovative, professional company with strong focus on customer support. The new Corporate Identity is designed to reflect these qualities more effectively, while underlining the fact that an already very professional company continuously strives to become even more professional.**

Sensus produces inulin. Sourced from natural chicory roots, Sensus inulin is becoming the soluble dietary fibre of choice for food and beverage manufacturers around the world. Inulin enhances the taste and texture of a host of foodstuffs ranging from dairy and bakery products to drinks and ice cream. And thanks to its prebiotic effect, which promotes the growth of beneficial bacteria in the colon, inulin also has undisputed health benefits. Inulin is low on calories and provides that satisfied feeling after a meal – making it ideal for food products that focus on weight management. It also increases the absorption of bone-nourishing calcium.

But Sensus is not only a producer of inulin. We believe that every customer is unique. In line with this, we provide our customers with market know-how and tailor-made support on product, nutritional aspects, application, and legislation & claims. Sensus believes in close involvement. And in sharing know-how and expertise at all levels in the organization. **We make inulin work for you.**

If you would like to see what Sensus does at first hand, and to share ideas with us, visit us at the FIE (Food Ingredients Europe) trade fair in Frankfurt, Germany, on 17-19 November 2009. **You'll find us at stand 8L15.**