

# I-Colors® Bold – redefining color intensity in *instant* beverage powders

In powdered beverages the I-Colors® Bold range delivers what classic powdered colors can't. I-Colors® Bold give intense, vibrant shades to the powder mix. With the addition of water, they instantly dissolve and give bright, eye-catching colors to beverages.

## Perfect plating

The reduced particle size of I-Colors® ensures an efficient, uniform plating of the beverage powder mix with no irregular spots.

## No dephasing

I-Colors® particles firmly plate the powder mix and do not separate during production, transport or storage ensuring consistent product quality.

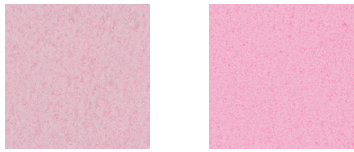
## Instant dissolution

The pigments in I-Colors® powders dissolve instantly, giving vibrant, stable colors from the moment that the water is added.

## Natural alternative

Based on natural sources, the I-Colors® range delivers intense powder colors and performance to rival those of synthetic lakes.

## Intense

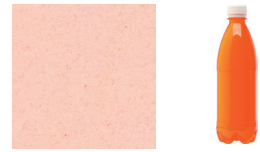


Standard powder (L) and I-Colors® powder (R) compared at same pigment content in beverage powder mix.

## Instant



## Improved mix

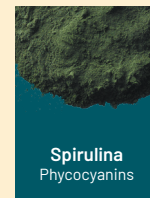
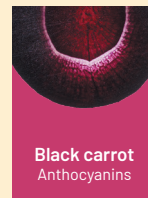
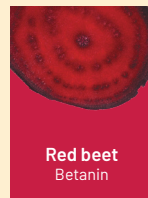
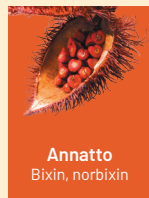
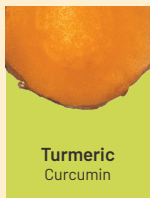


Synthetic



Natural I-Colors®

## I-Colors® Bold range based on natural raw materials



# Interested?

Check out our website for more inspiration.