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Insights\_Uhde



# Uhde HPP x Startups: Win HPP treatments worth a total of 5.000€\*

Fresh, vitamin-rich products with a long shelf life: For both, producers and consumers, these are important criteria when producing or shopping food. Exactly these requirements can be met with the High Pressure Processing (HPP) treatment. Water pressure deactivates pathogens and harmful microorganisms - vitamins and nutrients are preserved. As part of the

Uhde HPP x Startups campaign, Uhde High Pressure Technologies (HPT) is supporting food startups who want to test the benefits of this process for their products.

### **The HPP treatment**

From juices to yogurts, from (vegan) hummus dips to ready-to-eat meals, HPP can make all these foods and many more last longer without heating or adding additives or preservatives.

Thus, the process not only offers advantages for producers and consumers, but is also characterized by its environmental friendliness. Only electricity and tap water are needed for the preservation process. No waste is produced and the water can be reused.

### **Uhde HPP x Startups**

With the Uhde HPP x Startups competition, Uhde HPT is offering startups from the food sector the opportunity to benefit from the HPP process and its advantages. Three winners can look forward to free HPP treatments at Uhde HPP Center Quakenbrück:

**1st place: HPP treatments worth 3.000€**

**2nd place: HPP treatments worth 1.500€**

**3rd place: HPP treatments worth 500€**

To participate, startups can apply from 01.11.2021 00:01 to 31.12.2021 23:59 via a PDF form. This can be downloaded [here](#) and then returned via [email](#). After receiving the completed PDF forms, the Uhde HPP jury will review the applications.

The three winners will be notified and announced via social media starting 06.01.2022.

### **Terms of participation**

Startups (i.e. companies founded within the last 5 years) from Germany, Austria, Belgium, Denmark, Liechtenstein, Luxembourg, the Netherlands, Poland and Switzerland can participate. Furthermore, the startups need to be food startups that manufacture products generally suitable for HPP treatment.

A complete overview of the conditions of participation and data protection information can be found [here](#).

### **HPP treatment in the largest HPP Center in Germany**

The three winning startups can look forward to a treatment at the high-tech [Uhde HPP Center](#) in Quakenbrück, Germany. Since the products are already in their final packaging during the HPP process, a wide range of products can be handled at the service center.

As a competence center, the HPP Center also offers comprehensive additional services. This makes it particularly interesting for food startups that are at the beginning of their product development and need support in microbiological testing, packaging optimization or marketing.

### **Uhde High Pressure Technologies – Your partner in high pressure**

In addition to HPP contract processing in Quakenbrück, Uhde High Pressure Technologies has also been offering complete [HPP solutions](#) for more than 20 years. The team consisting of engineers, chemists and technicians builds customized HPP plants - individually tailored to customers' requirements. For more information on the HPP process, the tolling and the Uhde HPP x Startups competition please contact our product manager [Boris Brockhaus](#) or have a look at our [YouTube](#) channel, [LinkedIn](#) or our [website](#).

We are looking forward to exciting new projects with innovative products and are eagerly awaiting your applications.



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**The bottom line:** Win a free HPP treatment for your food startup and make your products last longer without losing vitamins, taste and more. Apply now!

