

A German company is seeking global distribution partners for innovative and sustainable sports nutrition.

## Summary

Profile type

**Business Offer**

Company's country

**Germany**

POD reference

**BODE20240812014**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

- **Slovenia**
- **Croatia**
- **Spain**
- **Netherlands**
- **Czechia**
- **Portugal**
- **Italy**
- **Türkiye**
- **Sweden**
- **Japan**
- **Chile**
- **Brazil**

Contact Person

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Term of validity

**15 Aug 2024**

**15 Aug 2025**

Last update

**15 Aug 2024**

## General Information

### Short summary

An industry leader in sustainable sports nutrition for endurance athletes seeks international distribution partners. With over 30 years of expertise, the company offers cutting-edge products made in Germany featuring recyclable packaging and innovative refillable dispensers, balancing performance, sustainability, and affordability. The targeted type of cooperation is a commercial agreement.

#### Full description

The company is a pioneer in the sports nutrition sector, recognized as the inventor of the energy gel. For more than three decades, it has been committed to offering athletes top-quality nutrition that supports optimal performance under stress. The company's mission is to deliver sports nutrition with a holistic approach, balancing effectiveness, sustainability, and affordability.

The product range includes energy gels, bars, drinks, and supplements, all designed to meet the rigorous demands of endurance athletes. The company has made significant strides in sustainability, introducing packaging made from recyclable bio-sugarcane, and using monofoils instead of composite materials. The innovative refillable dispenser system further reduces waste and offers a cost-effective solution for athletes.

However, the journey toward full sustainability presents challenges, especially in maintaining product integrity with eco-friendly packaging. Despite these obstacles, the company has been dedicated to advancing its sustainability efforts. Since 2020, it has been rolling out a comprehensive plan to transition to a fully sustainable product line. Milestones include the introduction of sugarcane-based cans, recyclable monofoil gels, uncoated labels, and improved raw material repackaging processes.

The company is actively seeking commercial agreements with international distribution partners who share its commitment to sustainability and can help bring these innovative products to a broader market. Ideal partners will have a strong presence in the sports nutrition or health and wellness sectors, along with the capability to effectively market and distribute these unique, environmentally-conscious products.

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#### Advantages and innovations

**Proven Industry Expertise:** Over 30 years of experience in creating sports nutrition products specifically for endurance athletes.

**Sustainability:** The company is leading the way in sustainable packaging, including recyclable bio-sugarcane containers and monofoils.

**Innovative Refill System:** Introduction of a refillable dispenser system that reduces packaging waste and offers cost benefits to athletes.

**Holistic Product Development:** A commitment to a holistic approach, balancing performance, sustainability, and affordability.

**High-Performance Nutrition:** Products are designed for maximum tolerance and effectiveness, ensuring peak athletic performance without compromising on quality or environmental responsibility.

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#### Technical specification or expertise sought

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#### Stage of development

**Already on the market**

#### Sustainable Development goals

**• Goal 3: Good Health and Well-being**

## IPR Status

**No IPR applied**

## IPR Notes

## Partner Sought

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## Expected role of the partner

The company seeks distribution partners with the following qualifications:

- Experience in Sports Nutrition: A proven track record in distributing sports nutrition products, particularly those aimed at endurance athletes.
- Strong Market Presence: Established networks with retailers, sports organizations, and other relevant stakeholders in the sports and wellness industry.
- Commitment to Sustainability: A shared dedication to promoting environmentally-friendly products and practices.
- Marketing and Sales Expertise: Capability to effectively market and sell high-performance, sustainable sports nutrition products.
- Customer Education: Ability to educate customers about the benefits of sustainable packaging, refillable systems, and clean-label sports nutrition.

## Type of partnership

**Commercial agreement**

## Type and size of the partner

- **SME 50 - 249**
- **SME <=10**
- **SME 11-49**
- **Big company**
- **Other**

## Dissemination

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Technology keywords

- **11007 - Sports and Leisure**
- **08001002 - Food Additives/Ingredients/Functional Food**

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- **Sweden**
- **Japan**
- **Chile**
- **Brazil**

Market keywords

- **07004002 - Health and beauty aids**

Sector groups involved

- **Retail**
- **Health**