

The Food Compliance Cloud™

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Selerant Corporation

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Innovation in Food Safety and Compliance

Company Background



- PLM-New Product Development software company founded in 1990
- Web-based Enterprise Software Product launched in 2003
- Global presence
 - Dual Headquarters in New York, NY and Milan, Italy
 - Offices in France, Spain, Switzerland, UK and Shanghai, China and India
- Specialized in the unique product lifecycle management needs of process industries
- Profitable , innovative and privately held software solution provider with continuous investment in R&D and Quality and 35% annual growth
- Over 200 global customers
- Over 250 employees
- Extensive in-house Implementation Services Organization

Industries served

Food & Beverage

Cosmetics & OTC goods

Chemicals, Paint, Ink & Coatings



Nestle



BROWN-FORMAN



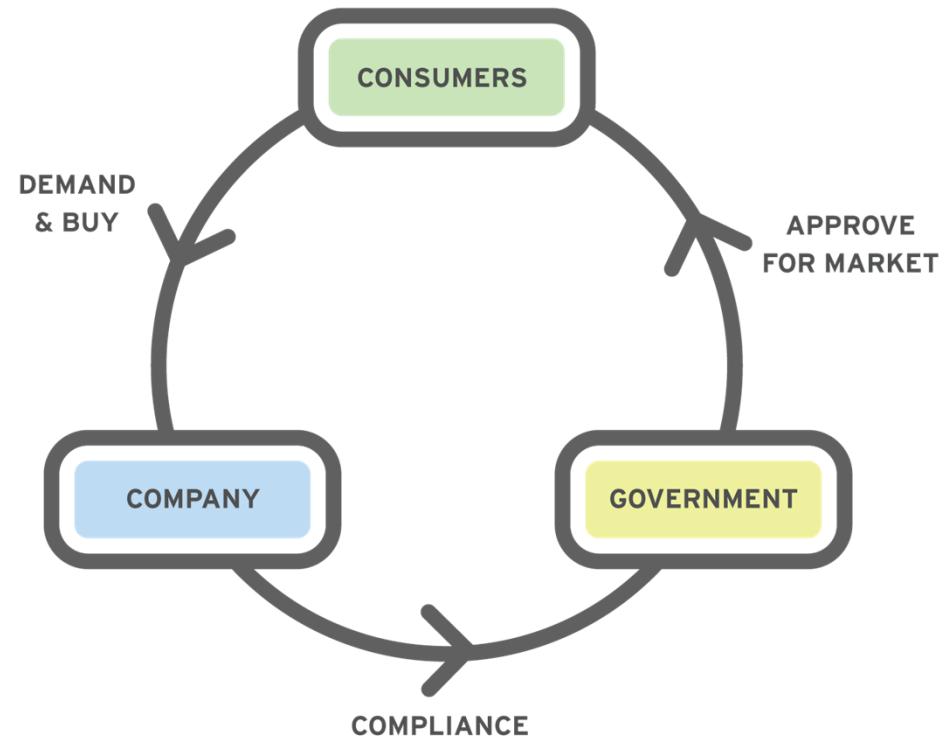
Beauty & Fashion Group



intercos

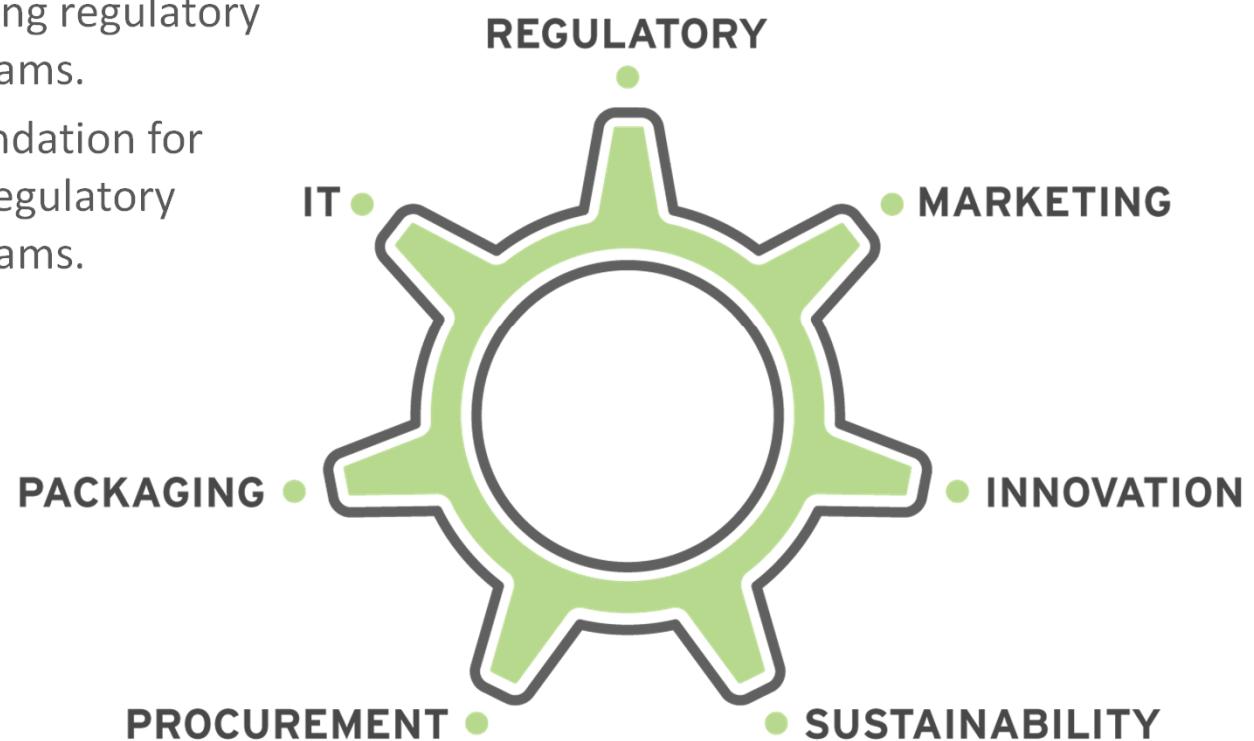
● Industry Challenges for Regulatory Compliance

- Unpredictable consumers
- Supply-chain accountability
- Investor pressures
- Global compliance

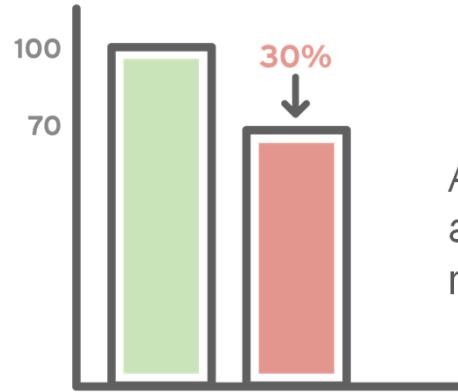


● The Food Compliance Cloud Supports...

- Strengthens existing regulatory compliance programs.
- Serves as the foundation for developing new regulatory compliance programs.

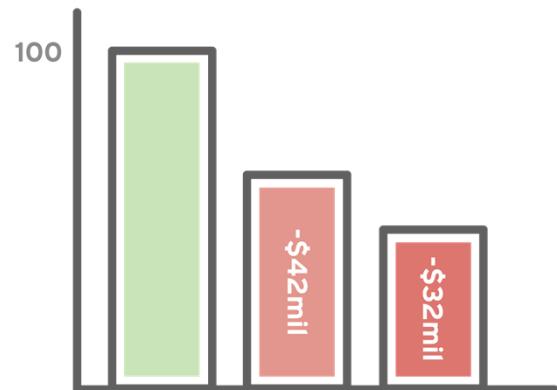


Cost of Noncompliance

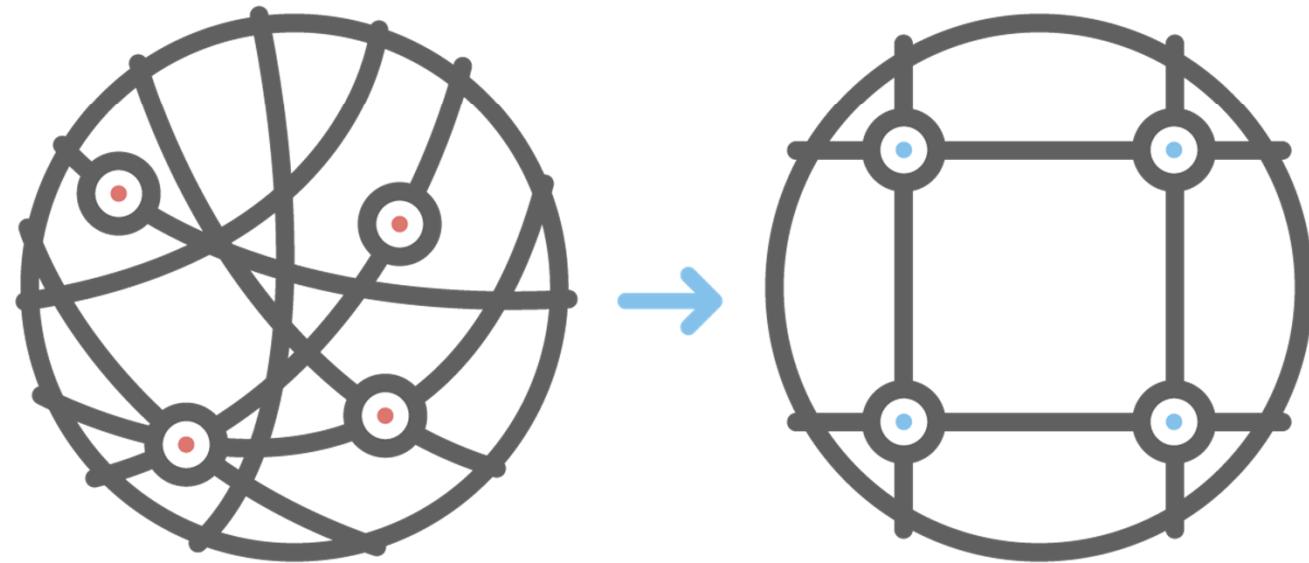


An E. coli outbreak at Jack in the Box cost the company approximately \$160 million in sales and 30 percent of its stock market value

Menu Foods Pet Food: \$42 million to pay for the recall, not including lost sales, plus \$32 million in settlements



For companies that have faced a recall in the past five years, 77% of respondents estimated the financial impact to be up to \$30 million dollars; 23% reported even higher costs. *GMA, October 2011*

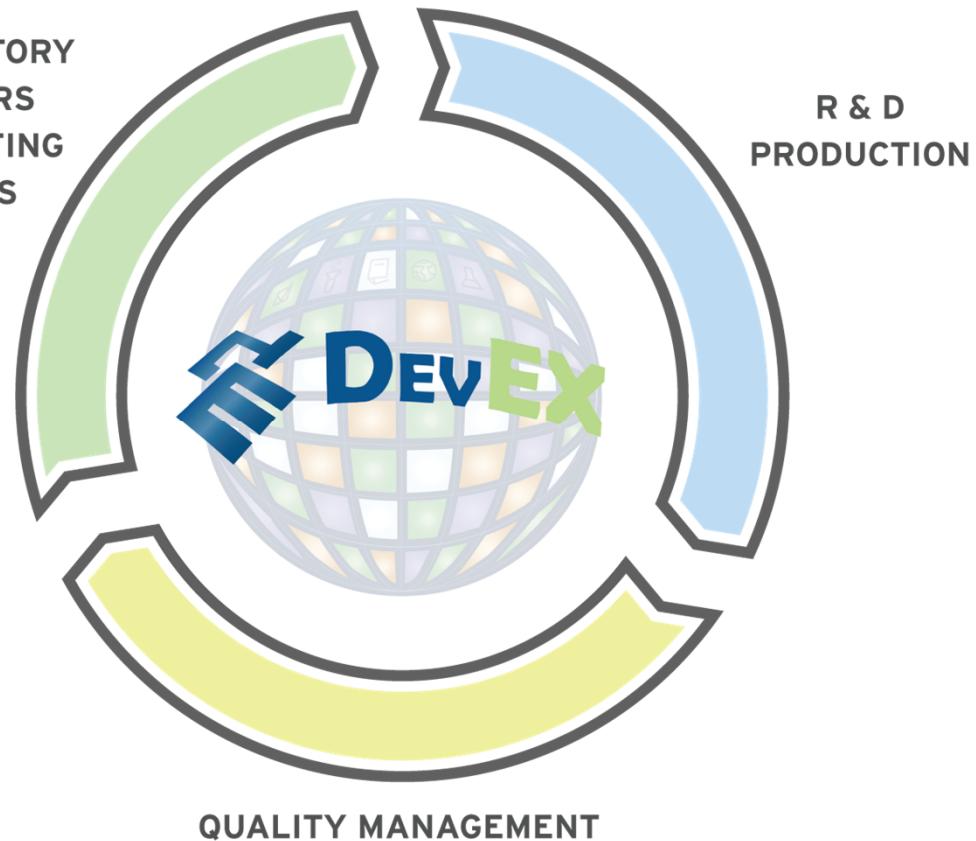


Make Regulatory Compliance a Competitive Advantage

Solutions

● Selerant's Food Compliance Cloud™

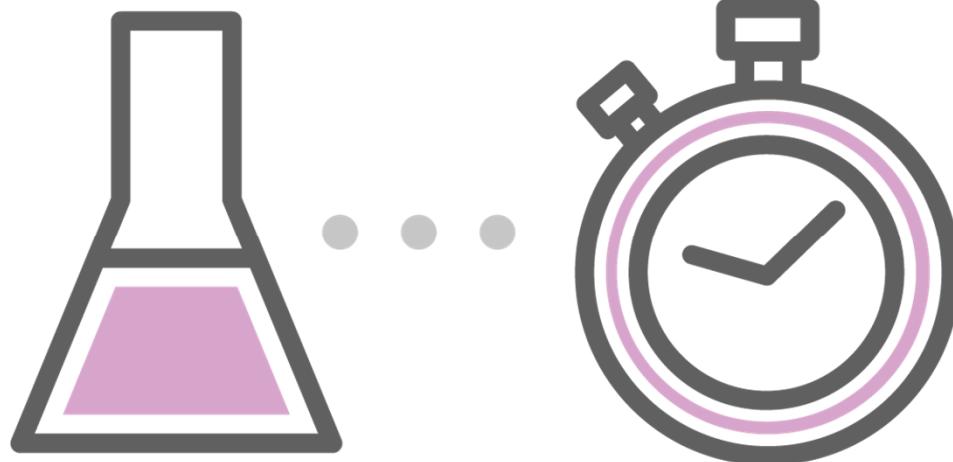
- Compliance by Design
 - Consistency of interpretation
 - Harmonisation of processes
 - Decrease time to market



Key Business Benefits of the Food Compliance Cloud™

Reduce Development Time

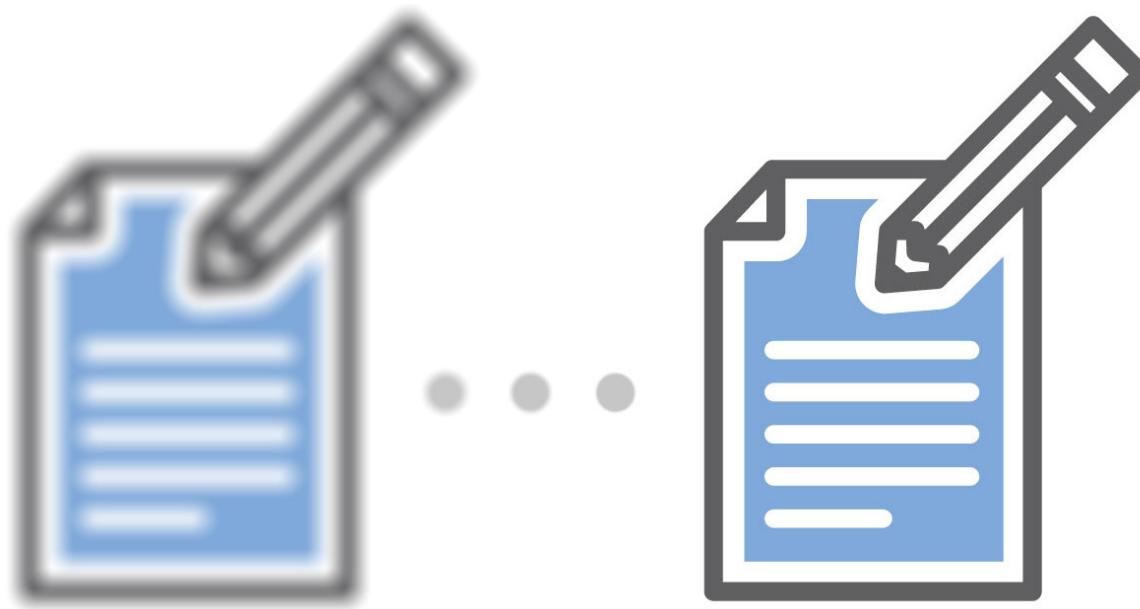
- ✓ Compliance checks that can be used throughout the product development cycle to identify and resolve compliance issues on a real-time basis.



Key Business Benefits of the Food Compliance Cloud™

Focus on strategic objectives

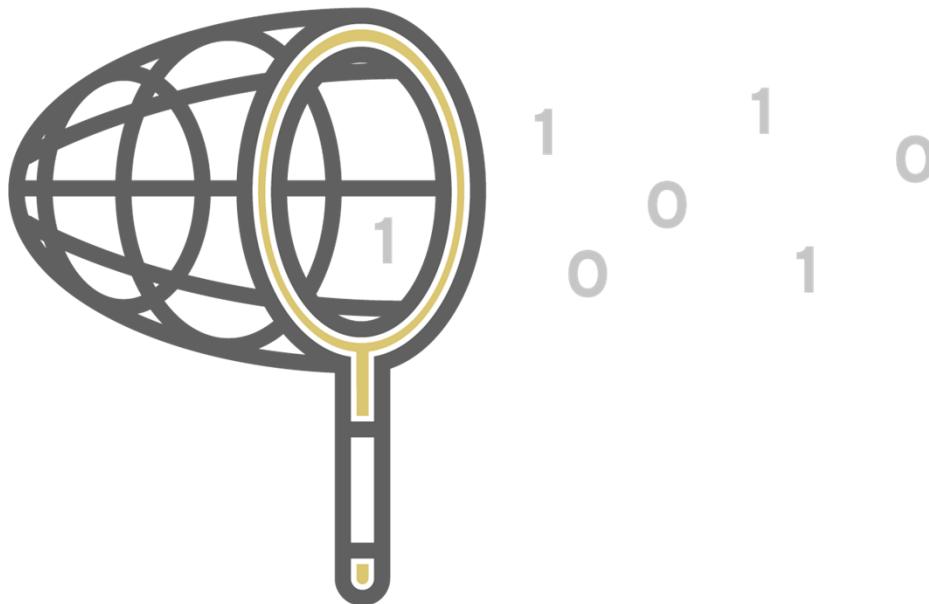
- ✓ Outsource tedious tasks (data collection, pre-validation, entry)
- ✓ On-demand access to regulatory data and legislation
- ✓ Dedicate more time to key regulatory issues



Key Business Benefits of the Food Compliance Cloud™

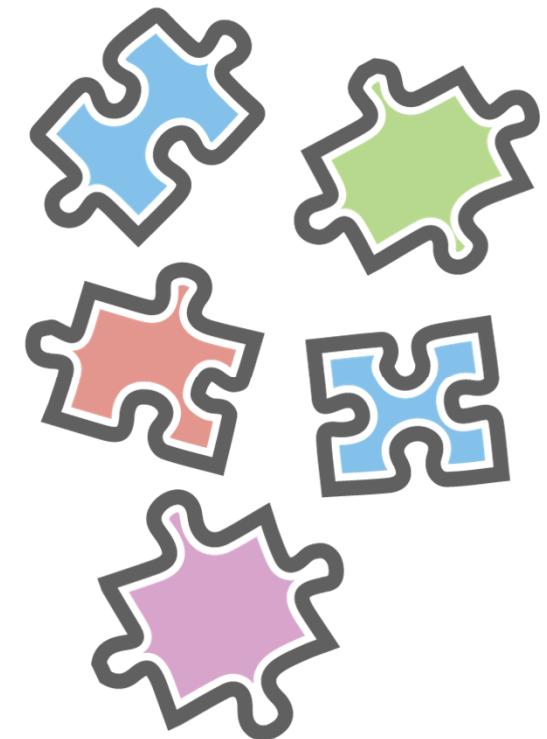
Control of regulatory data sets

- ✓ Accurate, validated and consistent interpretation of the regulations
- ✓ Supporting reports / regulation briefs sent on regular basis



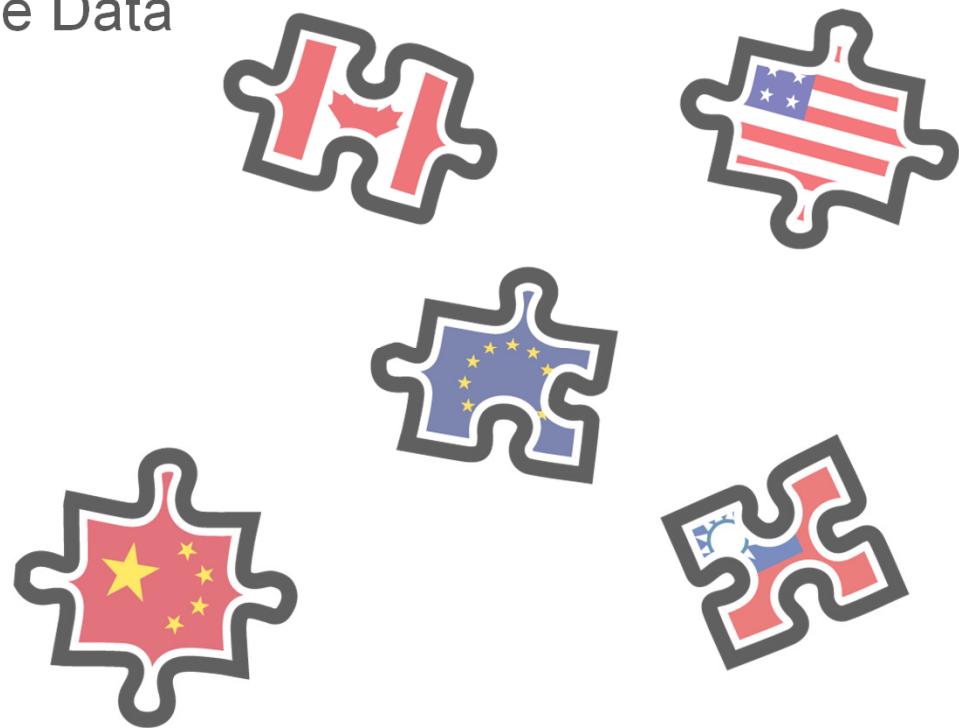
● **Selerant's Food Compliance Cloud™**

- The new toolbox for Regulatory Compliance
 - Global Food Additives Database
 - Global Food Impurities Database
 - Nutritional labeling
 - Nutrient content claims (FDA, USDA, EU)
 - Microbiological criteria
 - Food contact materials
 - PARNUTS substance list



● Selerant's Food Compliance Cloud™

- Food Additive & Pesticide Data
 - US FDA & USDA
 - Canada
 - European Union
 - Codex
 - China
 - Taiwan

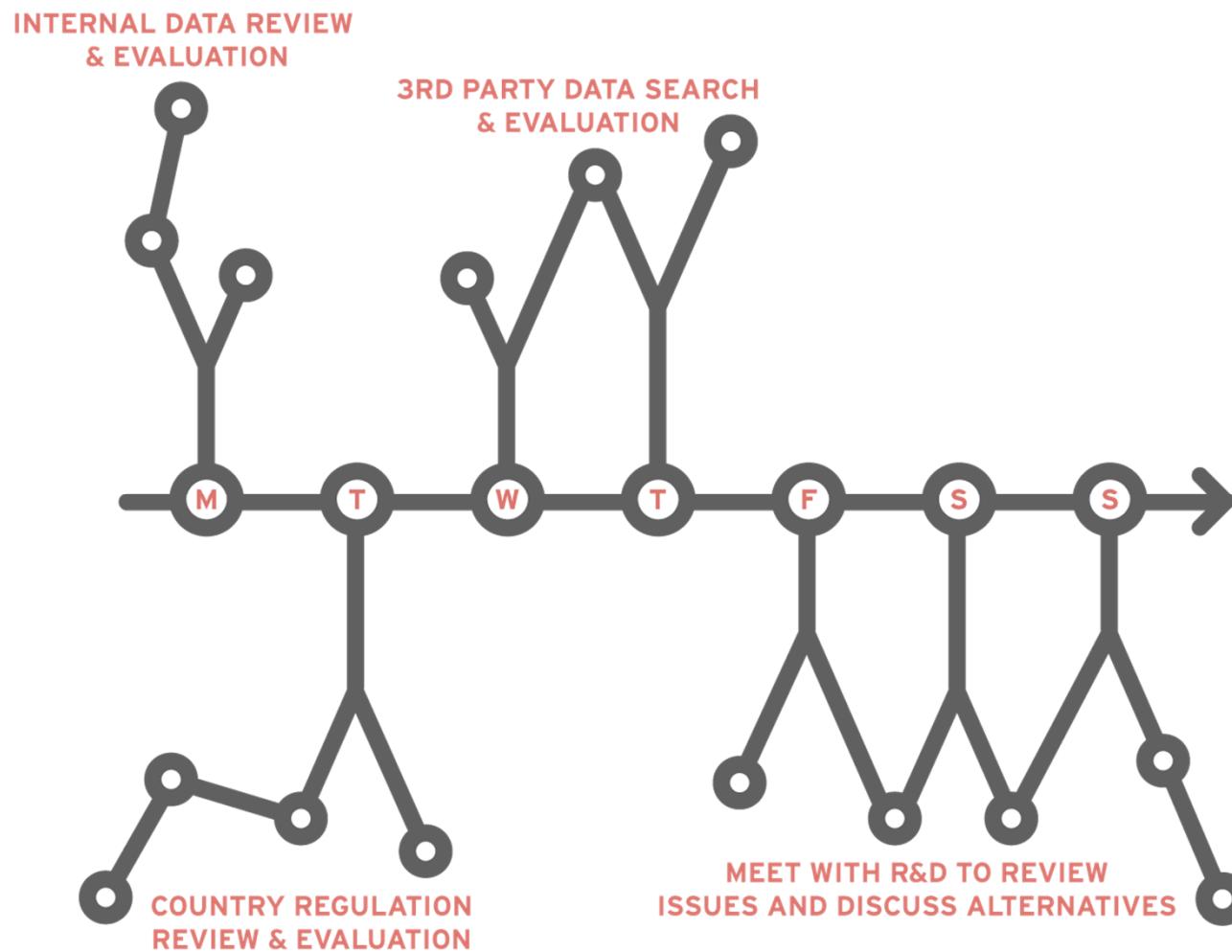


Regulatory Compliance without The Food Compliance Cloud™

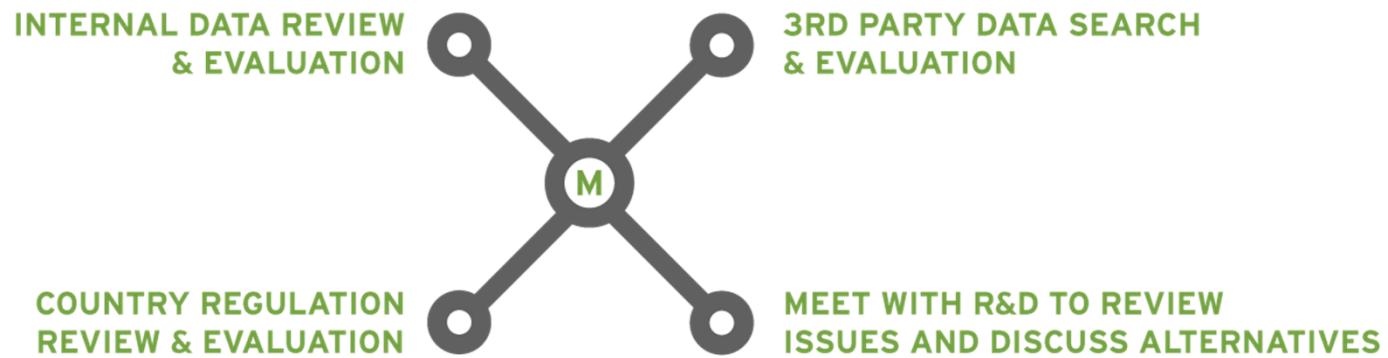
Can I sell Lemon/Lime Beverage #2 in the U.S., China and the European Union?



Regulatory Compliance without The Food Compliance Cloud™

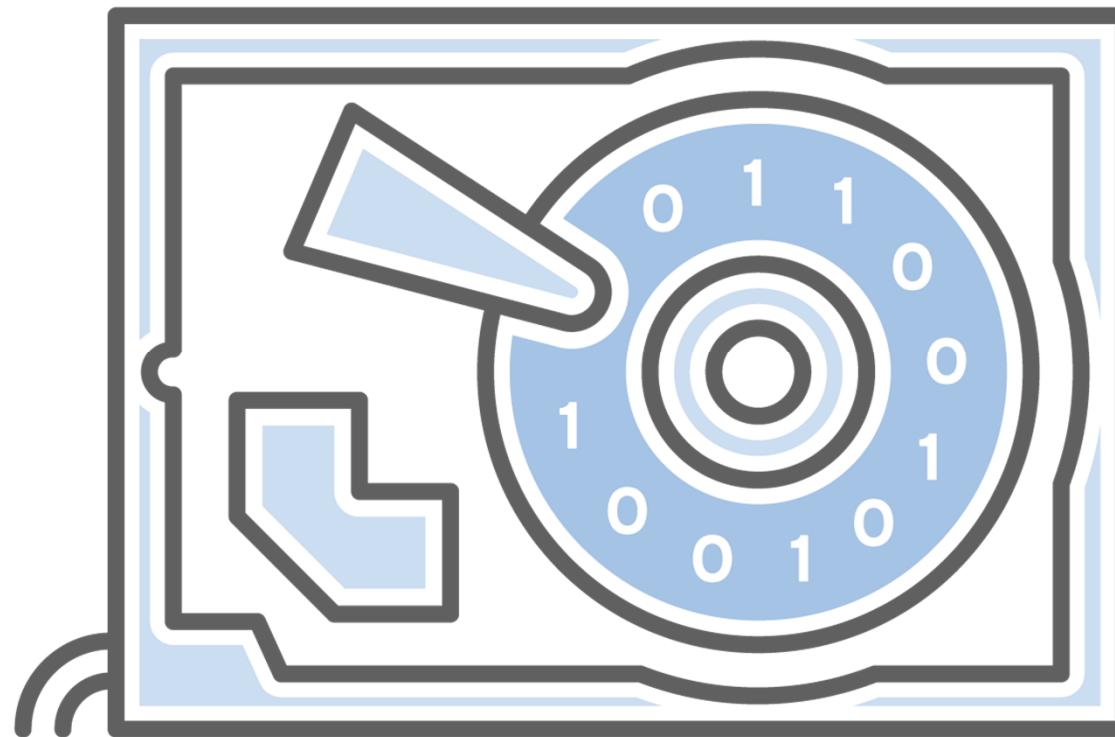


Regulatory Compliance with The Food Compliance Cloud™



Regulatory Compliance with The Food Compliance Cloud™

- Fully Integrated Knowledge Base
 - Search by material or country



Actions ▾ **Reports** ▾ **Settings** ▾ **Go to** ▾

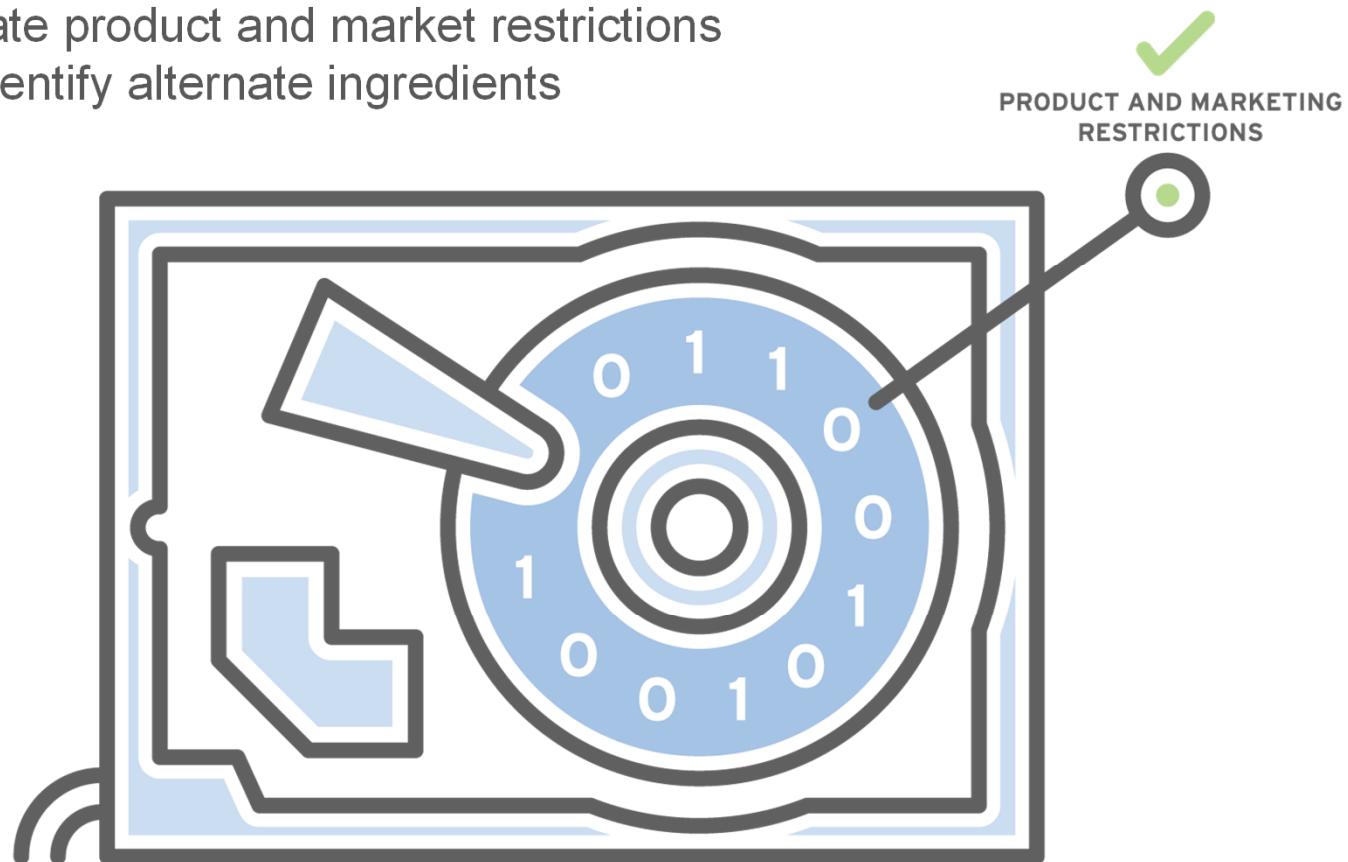
General Names Documents Regulatory Physical **Restrictions** Groups Reconstitution Mat Comparison Linked Materials

Restriction List Type Guideline type for Codex Food Additives ▾ Name ▾ Version ▾

Actions ▾ Report Guideline type for Codex Food Additives | Total rows: 23

Regulatory Compliance with The Food Compliance Cloud™

- Fully Integrated Knowledge Base
 - Evaluate product and market restrictions
 - Identify alternate ingredients





[Actions](#) [Reports](#) [Settings](#) [Go to](#)

[General](#) [Names](#) [Documents](#) [Regulatory](#) [Physical](#) [Restrictions](#) [Groups](#) [Reconstitution](#) [Mat Comparison](#) [Linked Materials](#)

Restriction List Type Guideline type for Codex Food Additives Name Version

[Actions](#) [Reports](#) [Copy](#) [Others](#) | 1 / 2 Total rows: 23

Application 1	Application 2	Application 3	Application 4	Restriction	Type	Upper	UM	Function	V
All Food Categories	Bakery wares	Bread and ordinary bakery wares	Breads and rolls	Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Bakery wares	Bread and ordinary bakery wares	Bread-type products, including bre...	Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Bakery wares	Bread and ordinary bakery wares	Other ordinary bakery products (e...	Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Bakery wares	Bread and ordinary bakery wares	Crackers, excluding sweet crackers	Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Cereals and cereal product...	Pastas and noodles and like product...	Pre-cooked pastas and noodles an...	Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Confectionery	Confectionery including hard and so...		Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Confectionery	Cocoa products and chocolate prod...	Cocoa and chocolate products	Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Confectionery	Chewing gum		Limited in Form...	400	ppm ...	Antioxidant		
All Food Categories	Confectionery	Decorations (e.g., for fine bakery w...		Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Dairy products and analogu...	Condensed milk and analogues (pla...	Beverage whiteners	Limited in Form...	100	ppm ...	Antioxidant		
All Food Categories	Edible ices, including sherb...			Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Fats and oils, and fat emulsi...	Fats and oils essentially free from w...	Vegetable oils and fats	Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Fats and oils, and fat emulsi...	Fat-based desserts excluding dairy-...		Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Fats and oils, and fat emulsi...	Fat emulsions mainly of type oil-in...		Limited in Form...	200	ppm ...	Antioxidant		
All Food Categories	Fats and oils, and fat emulsi...	Fat emulsions mainly of type water-in...	fat spreads, dairy fat spreads and ...	Limited in Form...	200	ppm ...	Antioxidant		

Regulatory Compliance with The Food Compliance Cloud™

Determine formulation compliance in seconds:



[Actions](#) [Reports](#) [Settings](#) [Go to](#)

-  **Refresh**
Refresh the current page
-  **Copy**
Copy the currently selected material to a new Material
-  **Change Code**
Change the code of the material
-  **Regulatory Calculation**
Click here to launch a Regulatory Calculation
-  **Approve Status Change**
Approve the Materials Status Change

is [Specifications](#) [Allergen Sources](#) [Nutritional Data](#)

[UDF design view](#)  **DZLKK_MT_General - Attributes admin**

Created By

Global Food Additives



1234Test

Lemon Cola

Overall Result: Failed
Comparison Result: Same as previous calc
Execution Mode: Standard
Execution On: 9/14/2012, 9:51:50 AM
Execution By: DevEX Administrator

Input Parameters :

Food additives RSA guideline: USFOODADD1_CH_ADD 0
Country description: USA
Guideline type: GTTYPE_US_ADDITIVES
Multicountry option: No

Summary Result :

Additives Restrictions: (List of Additives Components and their Restrictions.)

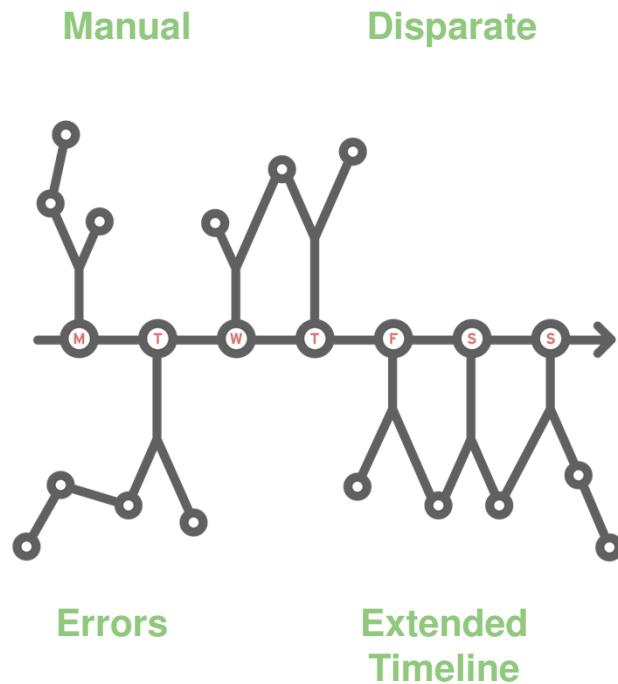
Country	Application	Result
UNITED STATES	All Food Categories	
UNITED STATES	All Food Categories; Beverages and beverage bases, Nonalcoholic ; Beverages, cola-type	

Detailed Results :

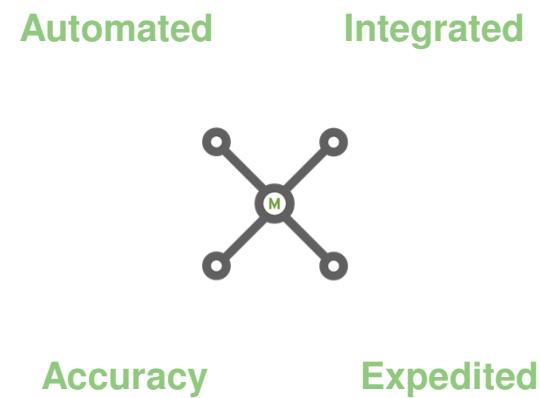
UNITED STATES - Guideline type US FDA Additives - Restricted (List of Restricted Components for the UNITED STATES - Guideline type US FDA Additives)

Result	Substance name	Applications	Substance legislative Limit	Quantity in Formula	Substance Source	Legislation Notes
	GLYCERIN	All Food Categories	100% (Multi-Purpose)	25%	Glycerin	
	CAFFEINE	All Food Categories; Beverages and beverage bases, nonalcoholic; Beverages, cola-type	0.02% (Multi-Purpose)	5%	Caffeine	
	LEMON EO	All Food Categories	100% (Flavoring Agent)	3.25%	Lemon Essential Oil	
	TBHQ	All Food Categories	100% (Antioxidant)	3.25%	TBHQ	Alone or in combination with BHA and/or BHT. The total antioxidant content of a food containing the additive will not exceed 0.02 percent of the oil or fat content of the food, including the essential (volatile) oil content of the food.

- **Regulatory Compliance without the Food Compliance Cloud™**



- **Regulatory Compliance with the Food Compliance Cloud™**

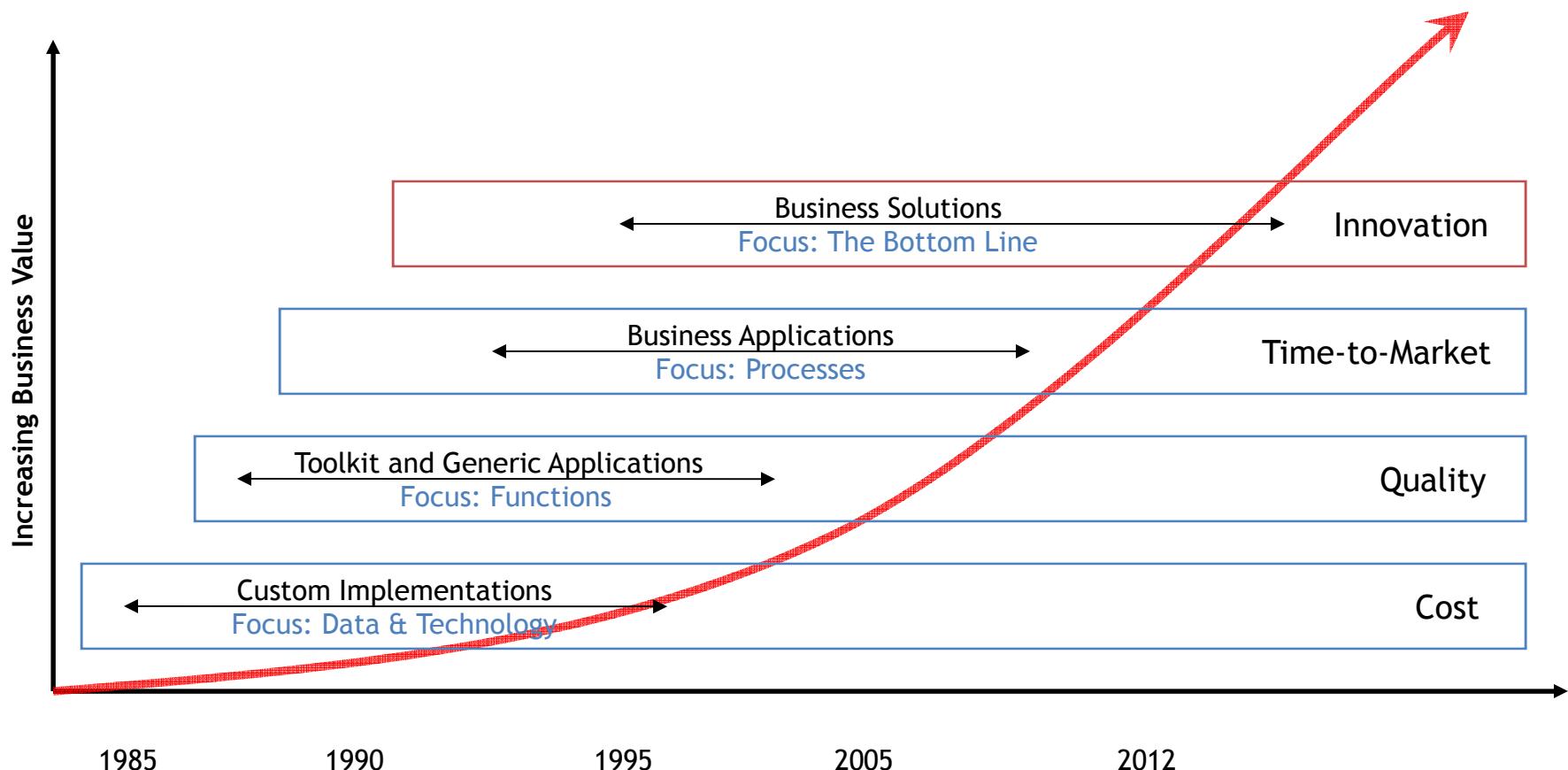


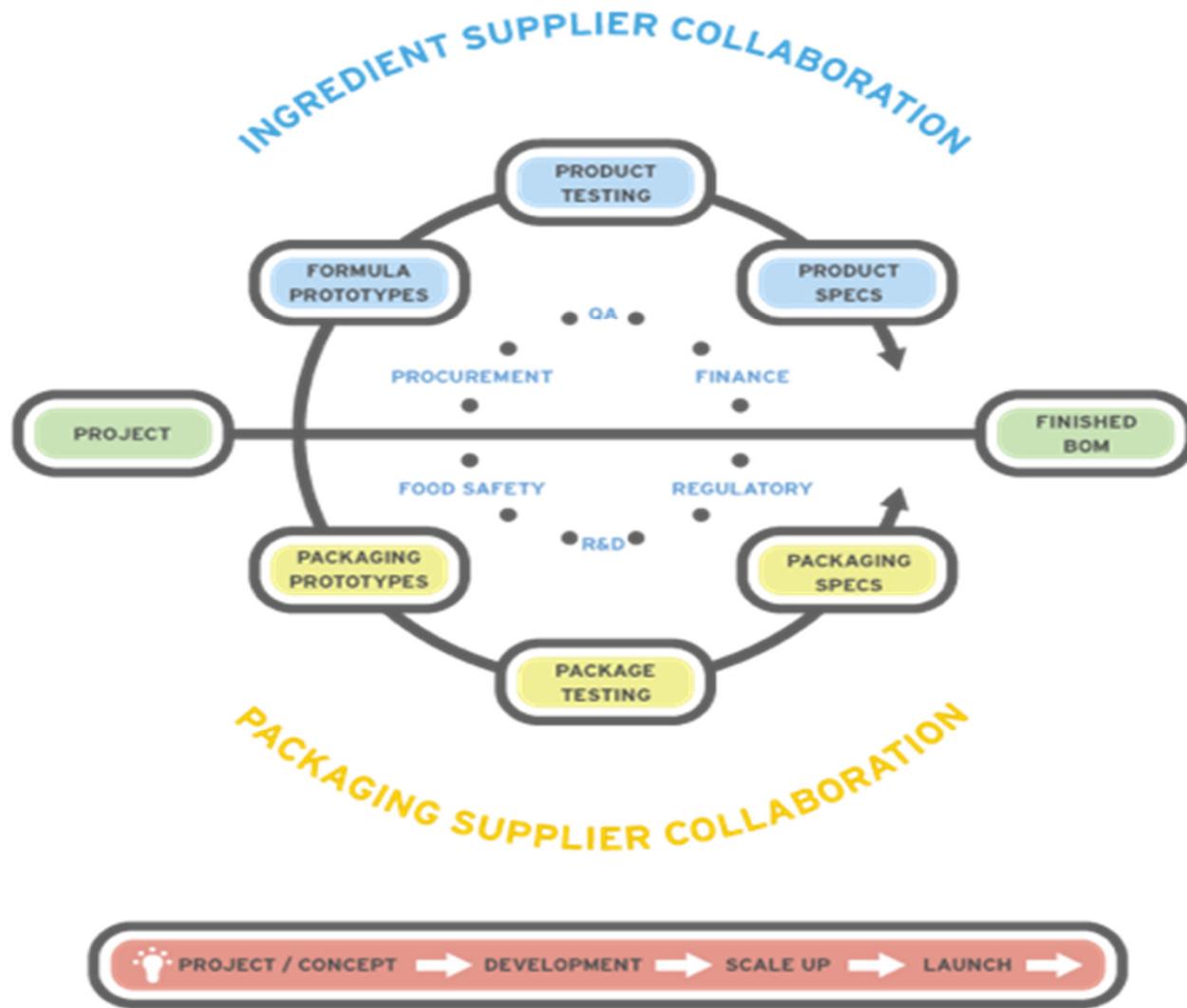
PLM Product Solution





PLM Solution Maturity





DevEX PLM Architecture

Strategic Alignment

Ideas /Customer Requests

Sustainability

Project Management

Stage-Gate Process

Requirements

Product Portfolio

Data Alignment

Formula & Recipe Development

Eco-Design

Packaging

Optimization

Regulatory Compliance & Labeling

Specifications

Bills of Material

Supplier Data exchange

Supply Chain Integration

Manufacturing Scale-up

Core

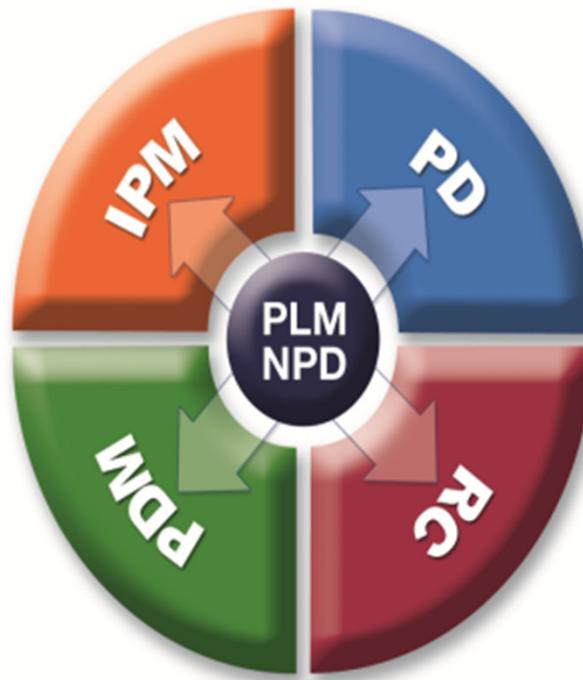
Material Management

Change Management

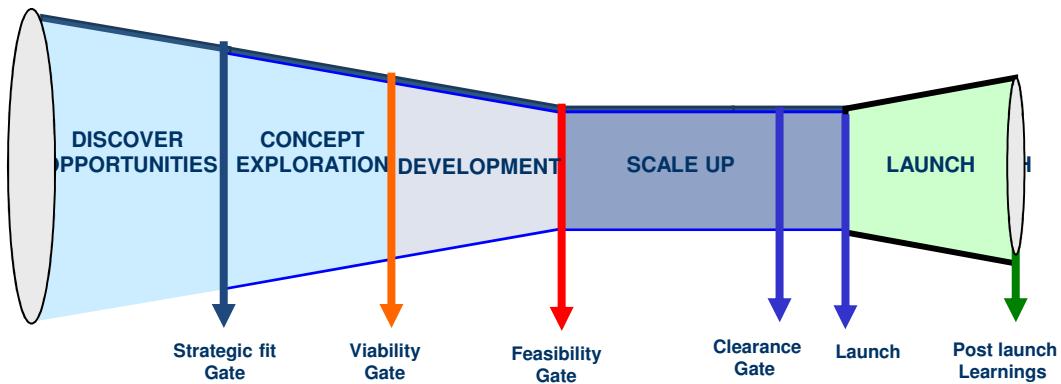
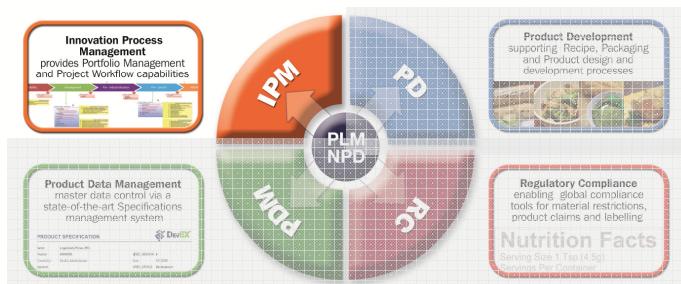
Document Management

DevEX Modular Platform

DevEX groups functionalities in 4 main areas



IPM – Innovation Process Management



DevEX

BRODO DevEX

Welcome DevEx, Administrator

Project: 10740000019 (StageGate4Test) | Children's Novelty Yoghurt Range

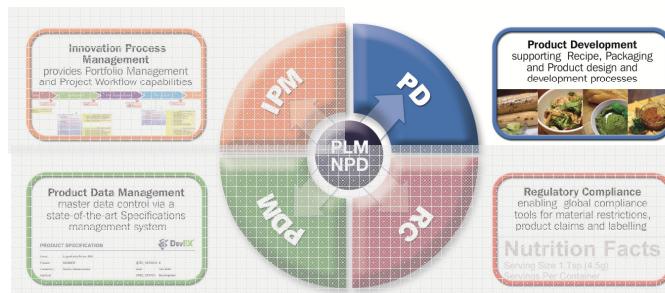
Printed By: DevEx, Administrator | Printed on: 6/19/2012

Quick Search: Enter search text | Please Select

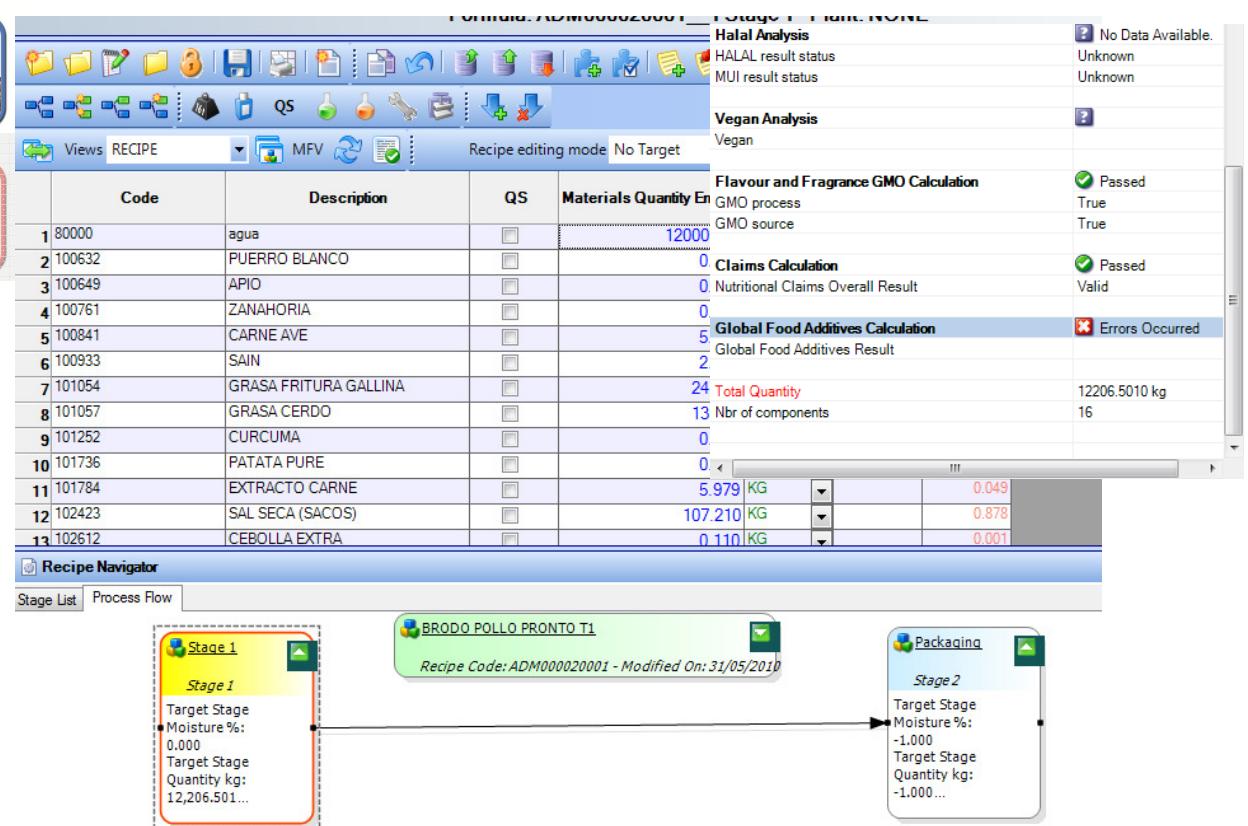
Project Tasks

Title	Category	Start Date	End Date
BRODO PRONTions	General	20/11/2009	20/12/2009
GATE 2	General	21/11/2009	21/12/2009
DevEx, Administrator	General	22/11/2009	22/12/2009
DevEx, Administ	General	23/11/2009	23/12/2009
DevEx, Administ	General	24/11/2009	24/12/2009
DevEx, Administ	General	25/11/2009	25/12/2009
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DevEx, Administ	General	08/05/2010	08/06/2010
DevEx, Administ	General	09/05/2010	09/06/2010
DevEx, Administ	General	10/05/2010	10/06/2010
DevEx, Administ	General	11/05/2010	11/06/2010
DevEx, Administ	General	12/05/2010	12/06/2010
DevEx, Administ	General	13/05/2010	13/06/2010
DevEx, Administ	General	14/05/2010	14/06/2010
DevEx, Administ	General	15/05/2010	15/06/2010
DevEx, Administ	General	16/05/2010	16/06/2010
DevEx, Administ	General	17/05/2010	17/06/2010
DevEx, Administ	General	18/05/2010	18/06/2010
DevEx, Administ	General	19/05/2010	19/06/2010
DevEx, Administ	General	20/05/2010	20/06/2010
DevEx, Administ	General	21/05/2010	21/06/2010
DevEx, Administ	General	22/05/2010	22/06/2010
DevEx, Administ	General	23/05/2010	23/06/2010
DevEx, Administ	General	24/05/2010	24/06/2010
DevEx, Administ	General	25/05/2010	25/06/2010
DevEx, Administ	General	26/05/2010	26/06/2010
DevEx, Administ	General	27/05/2010	27/06/2010
DevEx, Administ	General	28/05/2010	28/06/2010
DevEx, Administ	General	29/05/2010	29/06/2010
DevEx, Administ	General	30/05/2010	30/06/2010
DevEx, Administ	General	31/05/2010	31/06/2010
DevEx, Administ	General	01/06/2010	01/07/2010
DevEx, Administ	General	02/06/2010	02/07/2010
DevEx, Administ	General	03/06/2010	03/07/2010
DevEx, Administ	General	04/06/2010	04/07/2010
DevEx, Administ	General	05/06/2010	05/07/2010
DevEx, Administ	General	06/06/2010	06/07/2010
DevEx, Administ	General	07/06/2010	07/07/2010
DevEx, Administ	General	08/06/2010	08/07/2010
DevEx, Administ	General	09/06/2010	09/07/2010
DevEx, Administ	General	10/06/2010	10/07/2010
DevEx, Administ</			

PD – Product Development

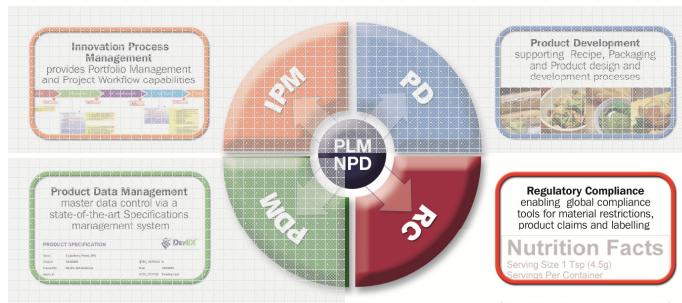


- Formula Design and simulations
- Optimization
- Online restrictions checks
- Ingredient introduction / Supplier Collaboration and testing
- Formula validation and approval



Code	Description	QS	Materials Quantity
1 80000	agua		12000
2 100632	PUERRO BLANCO		0
3 100649	APIO		0
4 100761	ZANAHORIA		0
5 100841	CARNE AVE		5
6 100933	SAIN		2
7 101054	GRASA FRITURA GALLINA		24
8 101057	GRASA CERDO		13
9 101252	CURCUMA		0
10 101736	PATATA PURE		0
11 101784	EXTRACTO CARNE		5.979 KG
12 102423	SAL SECA (SACOS)		107.210 KG
13 102612	CEBOLLA EXTRA		0.110 KG

REG – Regulatory Compliance



- Country guidelines, rules & restrictions
- Multi language labeling capabilities
- Assisted Ingredient list generation
- Product Labeling
- Customer/brands restrictions

Additional Formulas

Additional Formula		Additional Formula headings	

Ingredient Statement - Formula Form

Code	Ref.#	Name	Norm. %	Listed 1
500001_1	A	Stage 1	100.00000000	
100632	A1	PUERRO BLANCO	0.00090116	PUERRO BLANCO
100649	A2	APIO	0.00090116	***** MISSING DECLARABLE NAME *****
100761	A3	ZANAHORIA	0.00090116	***** MISSING DECLARABLE NAME *****
100841	A4	CARNE AVE	0.04898210	***** MISSING DECLARABLE NAME *****
100933	A5	SAIN	0.01975177	***** MISSING DECLARABLE NAME *****
101054	A6	GRASA FRITURA GALLINA	0.19661654	***** MISSING DECLARABLE NAME *****
101057	A7	GRASA CERDO	0.10650063	***** MISSING DECLARABLE NAME *****
101252	A8	CURCUMA	0.00658665	***** MISSING DECLARABLE NAME *****
101736	A9	PATATA PURE	0.00090116	***** MISSING DECLARABLE NAME *****
101784	A10	EXTRACTO CARNE	0.04898210	***** MISSING DECLARABLE NAME *****
102423	A11	SAL SECA (SACOS)	0.87830247	***** MISSING DECLARABLE NAME *****
102612	A12	CEBOLLA EXTRA	0.00090116	***** MISSING DECLARABLE NAME *****
102640	A13	BB		
102641	A14	AR		
103500	A15	EX		
80000	A16	ag		

Nutritional Label Data

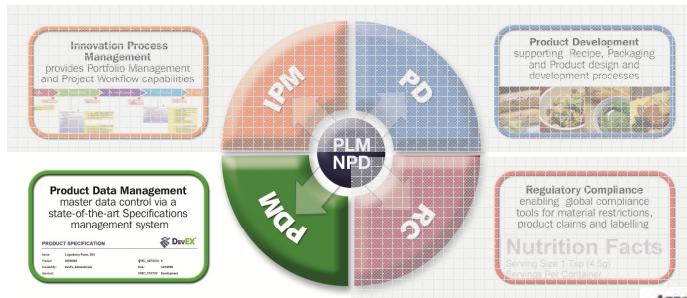
Dec.	Declared Nutrient	Amount per Serving	Analyzed per serving	Op.	Declared per serving	Amount Per 100	Analyzed per 100	Op.	Declared per 100	>U.M.	Dv%
Yes	Calories										
Yes	Calories from Fat										
Yes	Total Fat	0.104			0.000	0.346			0.000 g	0	
Yes	Saturated Fat	0.034			0.000	0.113			0.000 g	0	
No	Trans Fat										
Yes	Cholesterol	1.518			0.000	5.061			5.000 mg	0	
Yes	Sodium	105.458			110.000	351.527			350.000 mg	5	
No	Potassium										
Yes	Total Carbohydrates	0.001			0.000	0.005			0.000 g	0	
Yes	Dietary fiber										
Yes	Sugars	0.001			0.000	0.005			0.000 g	0	
Yes	Protein	0.071			0.100	0.238			0.200 g	0	
Yes	Vitamin A										
Yes	Vitamin C										
Yes	Calcium										
Yes	Iron										

Notes

N
Contains 1.5% percent or less of the following:
Allergy Information: Contains derivatives (excluding refined oil), Dairy - Lactose, Cereal - Wheat (excluding refined oil), Glutamates, Eggs

Serving Size (Label) 30 g

PDM – Product Data Management



Specification 00000008 v. 0 of Type Consumer Unit (1) BRODO POLLO (Valid)

Spec Search | 00000008(0)

Actions ▾ Reports ▾ Settings ▾ Approval ▾ Collaboration ▾ Go to ▾

General Sections Target Markets Target Claims Referenced Specs

Approval: SPEC_STATUS Development

Modifications List

Revision: 8/1

Specification 00000008 v. 0 of Type Consumer Unit (1) BRODO POLLO (Valid)

Spec Search | 00000008(0)

Actions ▾ Reports ▾ Settings ▾ Approval ▾ Collaboration ▾ Go to ▾

General Sections Target Markets Target Claims Referenced Specs

Sections ▾ Reports ▾ Approval ▾

Modifications List

Product Data

Packaging Data

Phys-Chem and Microbiological

Composition (Bill of Materials)

Documents

Parameter	Tolerance
Materia seca.....	1,4 % ± 0,2
Nitrógeno.....	Ver proteína
Grasa.....	0,2 % ± 0,05
Cenizas.....	0,78 % ± 0,02
Sal.....	0,77 % ± 0,01
Nitrógeno amínico	> 0,01%
Proteínas.....	0,27 % ± 0,04
pH.....	6,0 ± 0,1



Selerant Regulatory research and Scientific Affairs (RSA) Department

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