

MARSEL
nature's best sea salt

**MARSEL® SEA SALT
FOR THE FOOD INDUSTRY**

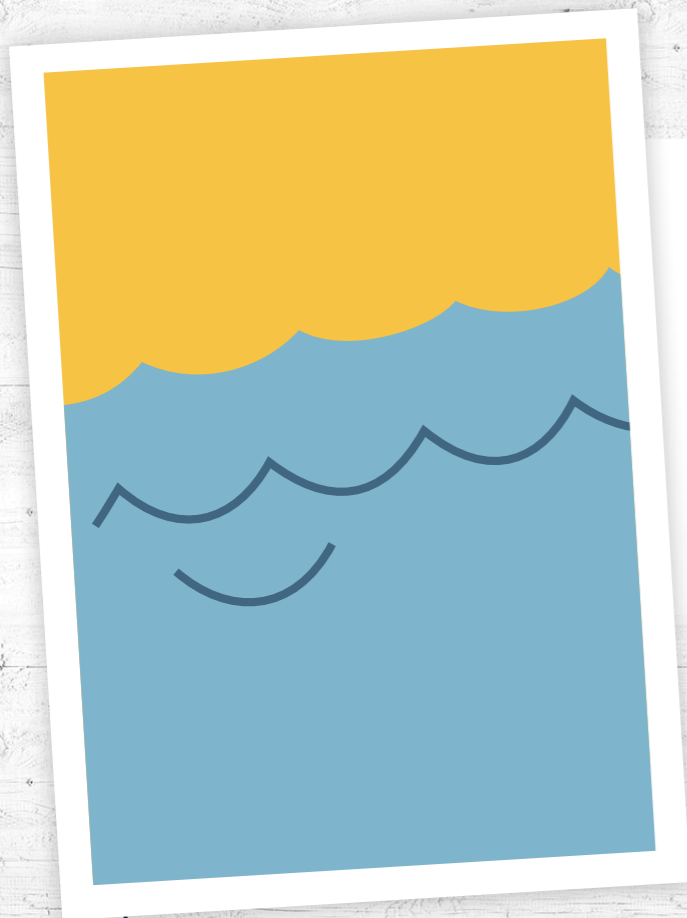
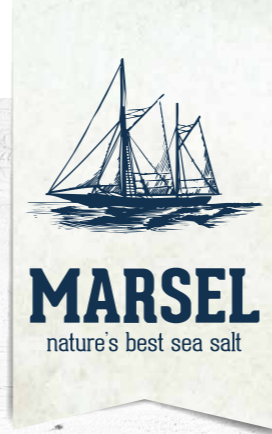


Salt at your service.

ZOUTMAN

MARSEL[®], nature's best sea salt

Consumers are increasingly steering clear of food products with E-numbers and a high ecological footprint. Thankfully, sustainable alternatives are available for most ingredients, including for salt.



MARSEL[®] sea salt is harvested by harnessing the forces of nature. The sun and the wind see to it that the seawater evaporates in salt basins in a very natural and organic way. We rinse the coarse sea salt using fresh water and break it down into a range of different grain sizes. From extra fine to super coarse. We check every single grain for impurities and constantly monitor the quality of our end product: high-quality sea salt, ready to be used in all your production lines.



[The story behind
MARSEL[®]](#)



CONTENT

MARSEL[®], nature's best sea salt	2
Guaranteed quality	4
Find the perfect grain size for any use	6
Why sea salt?	8
Case study Paulig	10
MARSEL[®] LIQUID, ready-to-use salt brine	12
ZOUTMAN academy	14
About ZOUTMAN	16

Guaranteed quality.

The MARSEL® assortment covers some 10 different grain sizes, ranging from extra fine powder salt to super coarse crystals. ZOUTMAN also offers a broad range of packaging sizes and units, from 8 kilo bags to full truck loads carrying bulk salt. On request, the products may be enriched with iodine in the concentration of your choice.

Packaging

- 8 KG bags
- 12.5 KG bags
- 15 KG bags
- 25 KG bags
- 1.000 KG big bags
- 1.250 KG big bags
- Bulk/silo



- ✔ The very highest food grade quality (99.8% NaCl)
- ✔ 100% natural product, without E-numbers
- ✔ Perfect for your conventional as well as organic production lines

Quality



“The sustainable production process makes MARSEL® sea salt the ultimate reference salt for use in clean label and organic products.”



Find the perfect grain size for any application.

From extra fine to super coarse.



MARSEL® 0-0.2
150-300µm



MARSEL® 0.2-0.8
200-800µm



MARSEL® 0-1
200-1000µm



MARSEL® 0.8-1
500-1000µm



MARSEL® 0.8-1.2
800-1600µm



MARSEL® 1-2
1000-2000µm



MARSEL® 1-3
1000-3150µm



MARSEL® 1-4
1000-4000µm



MARSEL® 2-4
2000-4000µm



MARSEL® 4-6
3150-6000µm



MARSEL® 4-15
5000-16000µm



Go to
www.zoutman.com
for more details



Why sea salt?

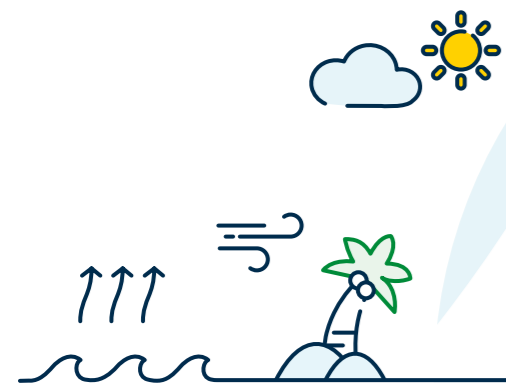
Sustainable, natural, organic, packed with taste, ... Qualities you will want to associate with your products. Opt for high grade sea salt instead of vacuum or rock salt and you can rightfully claim these properties as your own!

SUSTAINABILITY



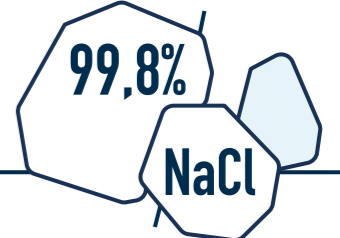
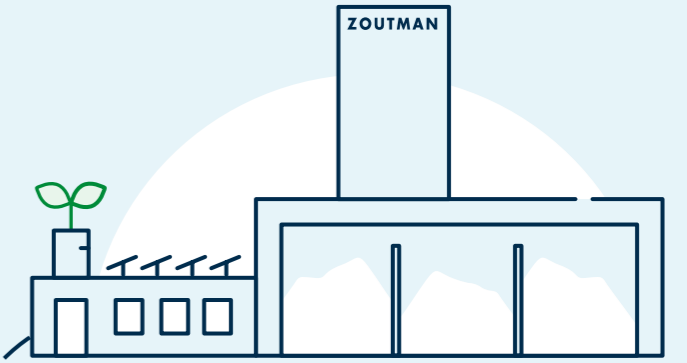
1. Sustainable raw material

Sea salt is by far the most eco-friendly type of salt around. The sun and the wind see to it that the seawater evaporates in salt basins in a very natural and organic way. The product that is left consists of wonderful coarse salt crystals.



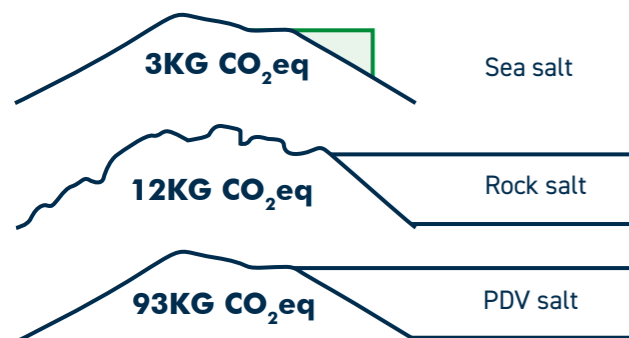
2. Sustainable refining

To render the coarse salt crystals suitable for industrial use, they just need to be rinsed, dried and sieved. Straightforward, entirely natural steps which do not involve any kind of additives or other chemical processes. The natural variation in grains means sea salt comes in different grain sizes. From extra fine to extra coarse.



Sea salt vs. Mined salt

The bulk of the salt market is dominated by vacuum (PDV) and rock salt. These are salts that are mined. This process demands huge amount of energy and often causes irreparable damage to the soil.



Number of kg CO₂eq per tonne of salt produced.

3. High-quality end product

Careful though! Not all sea salt on the market attains the kind of purity rating that is high enough for your intended purposes. ZOUTMAN's sea salt, on the other hand, achieves a 99.8% NaCl purity level. Which is unique on the market. Our salt rivals the purity of PDV salt, but at the same time also boasts all the natural benefits of sea salt.





Why Paulig switched from vacuum to sea salt.

Saying that salt is essential in the production processes at Paulig's Belgian production plant, is an understatement. From seasoning the mixture and then the crisps, to softening the production water: salt is used in almost every stage of the chain. Whereas Paulig used to work with vacuum salt, the food company now swears by one hundred percent sea salt.



About Paulig

Paulig owns 3 production plants in Belgium, where the company produces Pococo Loco and Santa Maria wraps, tortilla chips and snacks in many shapes and flavours, dinner kits, spice mixes and salsas. Paulig is a family-owned food and beverage company with over 2,000 employees in 13 different countries.

From vacuum to sea salt

Paulig initially used two types of salt: vacuum and sea salt. "Because we strive for optimal efficiency in production, we decided to switch to one type of salt," says Operations Director Bruno Noppe. "Because many customers perceive sea salt as better than ordinary salt, we decided to completely switch to sea salt".

[Read on](#)



“We now use 100% clean label sea salt. That way, we are able to meet the needs of our customers as best we can.”

Bruno Noppe - Paulig Operations Director

MARSEL® LIQUID, ready-to-use brine

An end to day-to-day lugging and lifting heavy bags for dosing or making your own brine. MARSEL® LIQUID gives you nature's best sea salt, only in liquid form. We deliver the brine ready-to-use to your production site. A major ergonomic improvement on your shop floor.



INNOVATION

Application

MARSEL® LIQUID ready-to-use salt brine is suitable for food applications that require water and salt. Manufacturers of dough products and margarines in particular have already had great results switching from dry salt to ready-to-use brine. MARSEL® LIQUID can also be used for water softening purposes. The same salt is automatically routed to the production lines and the water softening systems.

Never get caught short of salt again.

Ready-to-use brine is definitely the way to go if you are open to the benefits of process simplification and automation. We monitor your stock 24/7 and call round unprompted to replenish the stock whenever minimum stock levels are reached. And you can check up on your salt levels yourself via our portal. Guaranteed production continuity. Sit back and relax.



✔ **An end to lifting and lugging**
Lugging around heavy bags of salt is now a thing of the past.

✔ **Reliable quality**
Constant concentration (at least 23% NaCl) and food grade quality.

✔ **Never get caught short of salt again**
We monitor your stock 24/7 and call round unprompted to replenish the stock as and when required.

✔ **Salt without E-numbers**
Perfect for your conventional as well as organic production lines.

✔ **Up to 40% cheaper than salt**
Eliminate manual labour and make substantial savings.

✔ **Belgian quality**
Excellent customer service included.

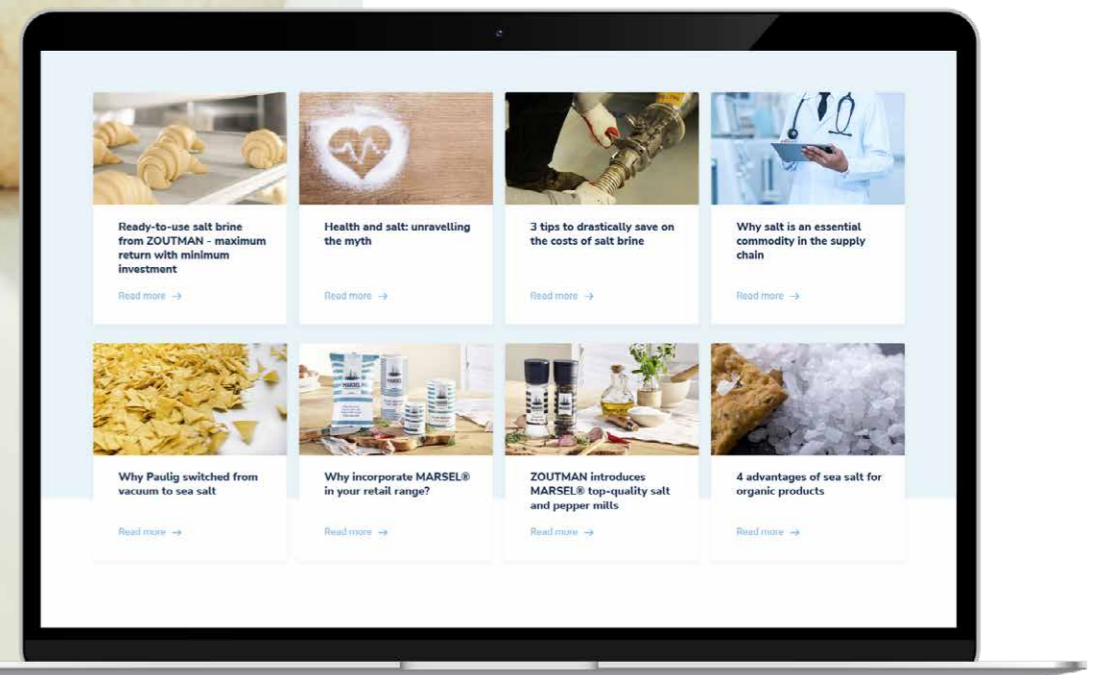


Keep your expertise up-to-date thanks to the ZOUTMAN Academy.

As an expert, you want to be informed about new developments and changing legislation. Our editors help you with this and send updates when there is important news for your industry.



[To the Academy](#)



Salt at your service.

A reliable partner.

We are duly aware that continuity of production is vital to your business. And that salt is a crucial link as part of your process. For a strategically important raw material such as salt, you need a partner who focuses on the things that matter. On you.



Supreme quality

Not only is the purity of our sea salt unrivalled, it is also sustainably harvested.



Flexibility

Which grain size, additive or packaging do you need?



Reliable deliveries

Whenever and wherever.



We can be reached 24/7

No endless hold music. No customer numbers. We are there to assist you right away.

ZOUTMAN is one of a small handful of producers who manage to offer high-quality sea salt at international scale (BRC, IFS, ISO 14001, Kosher-certified). Each year, the company ships out 300,000 to 450,000 tonnes to over 60 countries of destination across the globe. ZOUTMAN sea salt is used as food salt, but equally as softening salt, road salt, agricultural salt and even as salt for swimming pools. Our sea salt production facilities are the most advanced in the world.

