Cellulose Derivatives



Methylcellulose, Hydroxypropylmethylcellulose





Food

YOUR BENEFITS

- Gluten free & egg white replacement
- Emulsifying
- A lot of viscosity steps
- Reversible thermogelation

Your Partner for Functional Ingredients







AnyAddy® is the brand name of **HPMC** (Hydroxypropyl Methylcellulose) and **MC** (Methylcellulose) produced by our verified longterm Korean partner Lotte Fine Chemical Co., Ltd. **AnyAddy®** is plant-derived, produced from natural wood pulp.

You can build the base for your best food product with the excellent properties of Cellulose. In addition, the Cellulosics have unique benefits in relation to thickening comparing to other Hydrocolloids. The main important benefits are that the reversible thermogelation process, it has a lot of viscosity steps, it can improve moisture retention and build an emulsion while binding water and oil and you can replace allergic binder, like eggs. In bakery, meat or meat alternatives, dairy or convenience, the Cellulosics helps to improve your results for example in hot/cold applications, dispersions and dry blends.

Viscosity (cPs)	НРМС			MC	
	AN type	BN type	CN type	Standard	Super Gelling
3	AN3				
4		BN4			
6	AN6				
15	AN15			MC15	
50	AN50	BN50			
100			CN10M		
450		BN45M		MC40M	
1500				MC15H	
4000		BN40H	CN40H	MC40H	
15000			CN15U		
50000					MC50U Plus
100000			CN10T		MC10T Plus
Gel Point	60 °C	65 °C	90 °C	50 - 60 °C	40 °C

AnyAddy® EN40H is especially suitable for gluten free bakery applications.

Properties

ViscosityFoaming

Emulsifying

Filmforming

• Reversible thermogelation

Applications





















Bakery

Cheese

Dressings & Sauces

Egg-free

F

Filled & Formed

Fruit Fillings

Gluten-free

free Health Food

Meat & Sausages

Vegetarian & Vegan







