

Willows Ingredients Expands Gelatine Portfolio with Exclusive Gelprime Partnership.

Ashford, Ireland, November 2025 Willows Ingredients is proud to announce an exclusive partnership with Gelprime. This strategic collaboration strengthens Willows' position as a trusted supplier to the UK and European markets, enhancing its portfolio with a premium range of gelatine solutions designed for food, nutrition, and pharmaceutical applications.

The global gelatine market continues to grow robustly, driven by its remarkable versatility and functionality. From its use as a gelling agent, stabiliser, and texturiser in foods and confectionery to its role in pharmaceutical capsules and cosmetic formulations, gelatine remains an essential ingredient across diverse industries. With demand on the rise, manufacturers and formulators are increasingly seeking reliable supply partners who can deliver consistent quality and performance.

A Shared Commitment to Quality and Sustainability

Gelprime has earned its reputation for excellence through its focus on high-quality bovine gelatine production, stringent quality control systems, complete hide traceability from farm to application, and sustainable sourcing practices. The company's advanced, fully automated production lines and rigorous traceability standards ensure product integrity from raw material to finished goods.

By partnering exclusively with Gelprime, Willows Ingredients aligns with a like-minded partner that shares its dedication to quality, reliability, and responsible production. This partnership enables Willows to meet growing market demand while ensuring its customers benefit from exceptional consistency, technical expertise, and supply security.

"At Willows Ingredients, we are always looking to strengthen our partnerships with manufacturers who share our values and our vision for sustainable growth," said David Scrivens, Co-Founder and MD of Willows Ingredients ***"Our collaboration with Gelprime ensures we can offer customers across the UK and Europe access to premium ingredients backed by traceable, sustainable production and world-class technical support."***



*Vinicius Vanzella, CEO of Gelprime, said “**Gelprime was founded thinking long-term, as this is one of the core principles guiding the group. Joining forces with Willows Ingredients is a materialisation of this principle. Our purpose is to serve customers with the highest quality of ingredients, allied with the robust customer service and expertise of Willows Ingredients**”*

This exclusive partnership represents a significant step forward for Willows Ingredients as it continues to expand its product portfolio and reinforce its reputation as a reliable, quality-driven supply partner.

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About Willows Ingredients

With nearly two decades of experience, Willows Ingredients has established strong, long-term partnerships with trusted manufacturers worldwide. Serving the human health, nutrition, and food industries, Willows combines global reach with local expertise to deliver high-quality ingredients and tailored customer support.

www.willowsingredients.com

About Gelprime

Gelprime is a specialist producer of premium bovine gelatine and hydrolysed collagen, supplying the food and pharmaceutical industries with high-quality, sustainably sourced ingredients. As part of the VIVA Group, Gelprime benefits from an integrated supply chain that ensures full traceability and control from raw materials to finished products. Recently, Gelprime strengthened its position through a strategic partnership with MBRF, which acquired a 50% share in the company. This collaboration with the global giant MBRF enhances Gelprime’s access to resources, innovation, and market reach, reinforcing its ability to deliver consistent quality, security of supply, and technical excellence to customers worldwide. To learn more about Gelprime and its wider portfolio, visit <https://gelprime.com.br/en/home-en/>

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