

# Co-Development is Innovation

AAK has a strong heritage and a dedication to vegetable oils and fats that fit traditional applications, replacing milk fat partly or fully. We also develop new solutions, that are specifically designed to meet the needs within Plant-based Dairy in close cooperation with each single customer. Together we find unique solutions, that enable your products to meet the consumer demands.



By **Martin Persson**  
Commercial  
Product Manager  
Dairy, AAK

To stand out in an increasingly competitive market you need a partner who understands the market dynamics and that can work in close collaboration to enable best-in-class consumer products.

## True Co-Development

At AAK, we understand how important it is to have a partner that can collaborate across the value chain. From idea generation to launch, our valuable expertise and knowledge can help customers seize new opportunities and overcome challenges in the market. Using our Co-Development approach, we work alongside our customers to explore every opportunity together – every step of the way. We apply our skills and capabilities in different stages across the value chain to understand our customers' businesses and help them make the most of their products. By creating maximum value for our customers and their businesses, we, together, achieve long-lasting results; today and for years to come.

## How can we support Co-Development in practice?

By spending time in the market – understanding its dynamics and listening to our customers – we get a detailed understanding of what our customers' needs are. By closely listening to these needs and not entering a solution mode too soon, the time to address the real needs is time well spent to fully understand the customer and the true market need. When there is a mutual



## The 5 value-adding stages of our Co-Development approach

**Ideate:** We ideate market-driven solutions together with our customer's, maximizing the product's potential

**Create:** We create customized solutions, meeting customer's specific needs

**Prove:** We test the solution and prove it in our customer's product, ensuring the right functionality before production begins

**Implement:** We offer guidance, all the way from pilot testing to full-scale production, ensuring full support and a shorter time to market

**Launch:** We provide market knowledge, guiding the success of our customer's product launch

**We are AAK**  
– The Co-Development Company!

understanding on what the customer's needs and requirements are, AAK can concretize a product concept at one of our Innovation Centers for Dairy.

When a product specification has been found to meet the customer's needs, we support the customer during the trial period to verify and validate the solution in order for it to be ready for commercial production. This is done by having our Customer Innovation Managers, application experts within Dairy, at disposal at our customer's site.

By having a detailed project plan and dedicated resources and competencies working closely together with our customer's, AAK minimizes time-to-market and secures a successful product launch.

## Innovation Centers

At our Innovation centers we have in-house capabilities and resources to support customers throughout the Co-Development process. By applying AAK's expertise within oils & fats for the end application and customer's product knowledge, we together can



Innovation Center for Dairy located at AAK's production site in Karlshamn, Sweden

trial concepts in pilot scale and spend time in product trials, supported by lab and sensory testing at one location. Our main Innovation Center for Dairy is located in Karlshamn, Sweden and

we have regional Innovation centers in the other continents where AAK is operating.

Get in contact to discuss how AAK can support you and your business. ■

The first choice for value-adding vegetable oil solutions

The Co-Development Company

Get in contact with us  
Send an email to [dairy@aac.com](mailto:dairy@aac.com), or visit our website at [aac.com](http://aac.com).

**AAK**