FOOD & BEVERAGES POSITIONING AND VALUE PROPOSITION TRANSLATED – **CHINESE**

Messaging grid for **adverts & banners**

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| Just another pinch of consistent quality and a dash of sustainability could transform your business | 加一些稳定品质，和少量可持续性，就能提振您的业务。 |
| Higher yield | 更高产量 |
| More savings | 更多节余 |
| Consistent quality | 稳定性能 |
| Just to name a few things that we can achieve together | 而这只是我们共赢成就中的一部分 |
| Get efficient | 赢取效率 |
| Get savvy | 深谙此道 |
| Get ahead | 领先一步 |
| Higher volume | 提升销量？？？ |
| Goods that stay good for longer | 产品保鲜更持久 |
| Stronger, more extensible dough | 面团更强劲、弹性 |
| Ondea® Pro helps you brew more quality-beer from a wider choice of raw materials | Ondea® Pro 助您用更广泛的原料酿造出更优质的啤酒 |
| Flour mills use Novozymes to react quickly to raw material variations to ensure consistent quality | 面粉厂使用诺维信的酶制剂，对原料的变化迅速做出反应，以确保稳定的品质 |
| Baking improvers use out solutions to ensure soft, elastic bread with an important tender mouthfeel – up to two months after production | 烘焙改良剂？？？使用我们的配方来确保面包在出炉两个月以内，一直保持松软、弹性，提供幼滑鲜嫩的口感。 |
| Transforming quality and sustainability. Together. | 我们和您一起，提升品质和可持续性。 |
| Staying ahead of the dynamic food and beverage market requires the best technology and expertise to become even more flexible, efficient and profitable | 在瞬息万变的食品和饮料市场上保持领先，需要尖端的科技实力和专业知识，以随时应变、保证效率和利润。 |
| Let’s transform the quality and sustainability of your business. Together. | 让我们携手，共同提升您的业务质量和可持续性发展。 |
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Benefit sheet (+ headline)

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| Staying ahead of the dynamic food and beverage markets requires the best technology to become even more flexible, efficient and profitable | 保持领先食品及饮料的活力需要良的技术，这样才能更加灵活、有效并且有盈余地占领市场的主导地位 |
| That’s how we transform the quality and sustainability of your business together | 那就是我们如何统一改变您的业务的质量和可持续发展 |
| With Pectinex ® and our expertise, Novozymes can support you on that journey | 鉴于 Pectinex ® 以及我们的专业知识，诺维信可以协助您完成您的征程 |