食品饮料产品和价值定位翻译－中文

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

广告和标语表

Messaging grid for **adverts & banners**

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| Just another pinch of consistent quality and a dash of sustainability could transform your business | 只需再有稳定的质量和持续发展性，就能改进您的业务。 |
| Higher yield | 高产出 |
| More savings | 多节余 |
| Consistent quality | 稳定的质量 |
| Just to name a few things that we can achieve together | 来列举几项我们可以共同创造的奇迹吧 |
| Get efficient | 有效 |
| Get savvy | 敏锐 |
| Get ahead | 超前 |
| Higher volume | 大量 |
| Goods that stay good for longer | 产品保鲜更持久 |
| Stronger, more extensible dough | 更强劲、更富有弹性的面团 |
| Ondea® Pro helps you brew more quality-beer from a wider choice of raw materials | Ondea® Pro 助您用各种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可加速原料的反应，确保稳定的质量 |
| Baking improvers use out solutions to ensure soft, elastic bread with an important tender mouthfeel – up to two months after production | 使用我们的配方烘焙可以确保面包在出炉两个月以内，一直保持柔软、富有弹性，提供酥软的口感。 |
| Transforming quality and sustainability. Together. | 让我们一起提升质量，持续发展！ |
| 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，使我们更灵活、有效且盈利。需要最好的技术和专业知识， |
| Let’s transform the quality and sustainability of your business. Together. | 让我们携手为提升质量和持续发展而努力。 |
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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 | 在瞬息万变的食品和饮料市场上保持领先，使我们更灵活、有效且盈利，需要最好的技术和专业知识， |
| That’s how we transform the quality and sustainability of your business together | 我们一起来提升您的产品质量，保障您的业务持续发展 |
| With Pectinex ® and our expertise, Novozymes can support you on that journey | 拥有 Pectinex ® 和我们的专业知识，诺维信可以帮助您完成您的使命。 |