

WHY BAKERIES ARE PARTING WAYS WITH **POWDER GLAZE**

Powder glazes have been a longstanding part of the industrial baking playbook. But today's production realities, from labor shortages to food safety expectations and clean-label demand, have exposed the limitations of the old format. Familiar doesn't always equal efficient, and for many industrial bakeries, powder glazes now add more friction than value: exactly what you don't want on long production runs.

POWDER IS SUCH A DRAG.

Raise your hand if you love extra prep steps and downtime. We thought so. Powder glazes require hydration, mixing and resting before they ever touch a product. Within each of those steps is the potential for variability, operator error and risk. Once water enters the picture, you're working against the clock. Shelf stability shrinks, usability windows close and teams are forced to either rush through application or waste product. Add in sanitation concerns and greater labor needs, and powder prep becomes a multi-step process that many plants don't have the bandwidth to support. It's no wonder industrial bakers are giving powder glazes the side eye.

ULTRA-HIGH TEMPERATURE, ULTRA-LOW HASSLE.

UHT (Ultra-High Temperature) is the new gold standard of baking finishes. Powder glazes are high maintenance, requiring high shear equipment and special attention to water quality. But UHT glazes arrive ready to use, so your team can keep cruising. No mixing, no rest time, no tanks and no prep. Because they're processed using ultra-high

temperature technology, they deliver commercial sterility. We're talking dramatically reduced micro risk compared to hydrated powders and pasteurized glazes. The result? Enhanced safety, longer shelf life and no discard windows.

BECAUSE LOOKS MATTER.

Inconsistency is a mortal enemy of industrial bakers. Premium products require viscosity, shine and color that stays on point.

UHT earns top scores for predictable sprayability and rheology, uniform color and dependable shine across even the longest production runs.

That high-gloss finish will look the same on the line as it will on the shelf. In contrast, powder applications can form lumps, leading to dull or uneven finishes and color, especially when handling conditions vary. UHT glazes are designed to perform predictably under industrial conditions, so products leave the line looking their best.

POWDER

Requires Hydration

Dull Look

Higher Food Safety Risk

**Needs Special Equipment
and Monitoring**

UHT

Ready to Use

Consistent, Long-Lasting Finish

Shelf-Stable

No Preservatives





BIG CHANGE. LESS RISK.

UHT technology is becoming a next-generation industry standard. Still, moving away from powders can feel like a big step. Take our hand—we'll do this together. Our new, U.S.-based UHT facility is your local, reliable source for Sunset Glaze and snappy customer responsiveness. By working with us directly in an industrial setting at the pilot bakery, our customers can move from concept to execution faster and with greater confidence. We'll spot issues early on and validate solutions before rollout. You can launch sooner, with fewer surprises.

SO FRESH AND SO CLEAN (LABEL).

When you add up all the delays, inconsistencies, risk and waste associated with powder glazes, it's clear why bakers are embracing UHT glazes. This technology also helps your labels clean up their act and meet consumers' demands for transparency. Because you're working with a stabilized formulation, you can keep ingredient statements short and sweet.

Furthermore, UHT glazes produce the shine, color and uniform finish that, according to online surveys, consumers associate with "freshness" and "quality."

With the right technology, bakeries can meet both aesthetic and formulation goals.

TAKE UHT FOR A SPIN.

Seeing is believing, and even the best technology needs real-world validation.

Designed to replicate actual production conditions, the Puratos Industrial Pilot Bakery lets customers test our flagship UHT egg wash alternative, Sunset Glaze, on true industrial equipment, including conveyors, spray systems, ovens and automated lines.

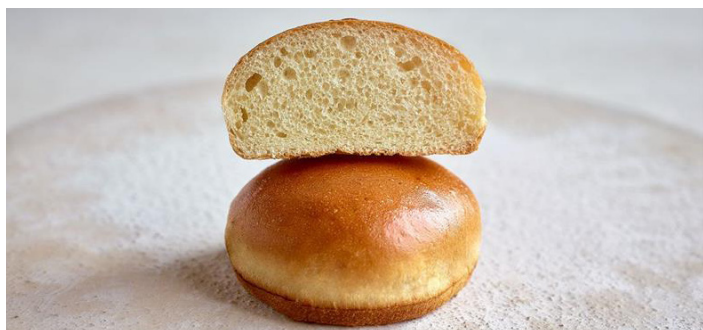
Customers can see finish, shine, viscosity and performance first-hand, the way it would work on their own lines—without disrupting those lines back home. They can troubleshoot spray patterns, adjust flow rates and fine-tune line settings before full-scale implementation. This side-by-side partnership means our customers can move from concept to commercialization at top speed with full confidence, accelerating timelines and maximizing success.

SUNSET GLAZE

- Produced with UHT
- Shelf-stable
- Egg- and dairy-free
- Unsweetened
- Can be diluted with water
- Dry touch once baked

INNOVATION AT SCALE.

Look around: Very few suppliers offer both next-generation UHT glaze technology and industrial-scale testing under one roof. That combination makes innovation practical, scalable and launch-ready. With our investment in domestic UHT glaze production, pilot bakery and unmatched technical expertise, Puratos is leading the shift toward next-generation glaze solutions. It's more than a product upgrade. It's a smarter, more resilient approach to bakery finishing, designed to face the realities of modern industrial baking.



DISCOVER MORE REASONS TO LOVE PURATOS SUNSET GLAZE AND UHT TECHNOLOGY.

Find out how testing at our [Industrial Pilot Bakery](#) can zip you through your innovation journey, setting you up for a successful launch.