



Citrusvil

# Innovation and Continuous Improvement at the Heart of Industrial Processes

*At Citrusvil, we promote research and innovation by creating new products, streamlining processes and strengthening customer relations.*

**A**t Citrusvil's laboratories, ideas and new methods are tested to improve products and their applications in order to meet the expectations of the global market.

In this respect, the Research and Development (R&D) Department is responsible for addressing customer needs, transforming them into opportunities to optimize costs, improve processes and offer products with quality standards aligned with the dynamic requirements of the industry.

*"Citrusvil's R&D team is a multidisciplinary group that is distributed among the different operating units, laboratories and the commercial team and works every day in the search for solutions that our customers demand," explained Federico*

*Sosa, Head of the Research and Development Department.*





## Process streamlining

In 2024, in order to improve the efficiency and effectiveness of our processes, the R&D Department expanded its duties to control, streamline and standardize production processes. One of the most outstanding achievements was the standardization of the pulp cell production process, which allowed for a sustained increase in efficiency.

*“The constant analysis of the processes ensures that we continue making progress in our commitment to operational excellence,” added Sosa.*

## Customer service, the central focus

The R&D Department works to develop new products, improve processes and strengthen our customers' trust through a comprehensive approach where customer dialogue and active listening become the starting point for the creation of innovative solutions.

*“We aim to be a technical reference for our customers' queries, with the main objective of obtaining inputs to work on different developments, achieving interaction with users, offering our products and enhancing their applications.” explained Federico.*

### This approach allows us to:

- Understand customer needs in order to respond more effectively in terms of production.
- Provide personalized support by knowing the feedback on our service.
- Create stronger relations among the technical teams.

## Quality control at our laboratory

Quality and food safety are pillars at Citrusvil. In 2024, we intensified quality control and pulp safety at our laboratories with more than 200 analyses per day, from physicochemical tests to sensory tests.

*“We control every stage, from product to packaging, ensuring that every detail meets the most demanding requirements to fully satisfy our customers' demands.” explained Beatriz Pérez Camaño, Head of Plant B Laboratory.*

## Commitment to continuous improvement

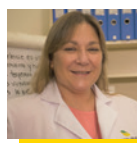
Through a comprehensive approach that combines innovation, technology and customer service, Citrusvil strengthens its position in the global industry.

Each solution developed contributes to the success of both the customer and the company, confirming our role as strategic partners.



**Federico Sosa**

Head of the Research and Development Department



**Beatriz Pérez Camaño**

Head of Plant B Laboratory