



Oterra signs partnership with Seprify to bring natural white color replacement for titanium dioxide to food and beverage industry

Hørsholm, Denmark / Marly, Switzerland, Nov. 11, 2025 – [Oterra](#), a leading supplier of natural colors and color solutions for the food and beverage industry, and Swiss innovator [Seprify](#) today announced a strategic commercial partnership to market a plant-based white coloring that can replace titanium dioxide (TiO₂) in food and beverage applications.

By integrating Seprify's patented cellulose-based technology, Oterra will be able to offer customers a clean-label and renewable alternative that matches the opacity, brightness and whitening effect of titanium dioxide while significantly reducing environmental impact.

The partnership combines Oterra's global market reach and application expertise with Seprify's deep materials science and process innovation. The two companies have collaborated for more than two years, testing across more than 15 food categories — from bakery icings, confectionery coatings and sauces to plant-based dairy and meat, and powdered beverages.

Seprify's proprietary extraction technology produces particles inspired by natural structures that scatter light in a particular way to create a bright white surface.

"Oterra has developed one of the largest portfolios of natural colors in response to growing consumer demand for alternatives to artificial colors. While we have good, natural raw materials to replace titanium dioxide in selected applications, this new source of white gives us better options for a broader range of food and beverage applications," said **Luc Ganivet, Chief Innovation Officer, Oterra**.

"The sustainability profile of the technology means that Oterra can also get closer to its goals of reducing the amount of carbon dioxide released. Together with Seprify, we're ensuring that performance, safety, and sustainability go hand in hand for the next generation of food formulations."

The advantages of the titanium dioxide alternative are:

- Easy and fast dispersion
- Excellent whitening properties
- Light, heat and pH stable
- Lower dosages than other alternatives
- Neutral flavor and odor

The new white is produced from microcrystalline cellulose sourced from FSC-certified virgin wood pulp. The wood pulp used is 100% renewable. It is estimated that it creates 80% lower CO₂ emissions¹ versus titanium dioxide. It is also nano-compliant and food safe.

“Oterra’s scale and formulation expertise make them the ideal partner to bring our cellulose innovation into mainstream food applications,” said **Dr. Lukas Schertel, CEO and co-founder of Seprify**. “Together, we’re proving that natural materials can deliver the same whitening performance as titanium dioxide while cutting CO₂ and meeting new legislative demands. It’s a major step toward making sustainable ingredients the default choice for global food brands.”

“This partnership marks the next chapter in Seprify’s growth — translating scientific validation into commercial momentum,” said **Oliver Polcher, Chief Business Officer and co-founder of Seprify**. “By combining Oterra’s global reach with our scalable cellulose platform, we’re accelerating market adoption and building the commercial infrastructure for Seprify’s next growth phase. It’s a clear signal that sustainable ingredients can compete — and win — at industrial scale.”

As a registered form of microcrystalline cellulose (MCC), it can be used across food and beverage categories in compliance with EU and US regulations.

The new white is available for customer trials now, with studies already underway across key regions. Beyond food, the partnership also signals wider opportunities for sustainable color and opacity systems in adjacent markets, reinforcing both companies’ commitment to responsible innovation and materials circularity.

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¹ Source: Hao et. al, *A decision support framework for upscaling sustainable bio-based technologies: integration of digital twins and life cycle assessment*, ChemRxiv, 9 June 2025, <https://doi.org/10.26434/chemrxiv-2025-ppcfk-v2> - awaiting peer review



Notes to editors

To download high-res images and learn more about Seprify, please visit [this](#) link. For Oterra, please go [here](#)

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About Seprify

[Seprify](#) is a Swiss materials innovator transforming cellulose, the world's most abundant biopolymer, into high-performance, plant-based functional ingredients. Its nature-inspired technology delivers safe, biodegradable alternatives to conventional whiteners and texturisers, enabling brands to reduce reliance on titanium dioxide and fossil-based polymers while maintaining performance. Seprify's sustainable material platform supports a wide range of industries, including Cosmetics & Personal Care (with a 100% natural UV booster for skin and suncare), Food & Beverages, Pet Food, Pharma & Nutraceuticals, Coatings, Paints & Inks with additional engineered applications currently in development.

Application-ready product families - SilvaLuma™, SilvaAlba™, and SilvaFolia™ - are supplied in powder or liquid formats to fit diverse formulations. By combining bio-based materials science with scalable, energy-efficient processing, Seprify helps manufacturers create cleaner, more sustainable products without trade-offs.

About Oterra

[Oterra](#) is one of the largest providers of naturally sourced colors worldwide. Since our first color launch in 1876, we've utilized the power of nature's true colors and championed that natural is best. We continue to share our unrivalled expertise in colors for food, beverage, dietary supplements and pet food to help manufacturers bring appealing products to consumers around the world. And we continue to empower our partners to meet demand for safe, sustainable and natural food on our journey together towards natural.