



Innovative Seaweed Solution Strengthened by North East BIC



The North East SME Innovation Programme has supported Seaweed & Co. to help drive the business forward, offering funding and support to see their innovations in ingredients for food, health and nutrition develop from concept to reality.

Seaweed & Co. originally engaged the Innovation Programme to assist with their idea around the processing of seaweed to produce something truly unique and of a quality they could provide to any food company around the world.

As a result, Seaweed & Co. developed the technologies, which are now patent pending, around the processing and milling

of PureSea[®] seaweed to a powder that can be scaled into thousands of tonnes. The product is also the world's only fully traceable seaweed through DNA Authentication.

Dr Craig Rose, managing director at Seaweed & Co., said: "The aims of the project were to establish a process that is scalable and result in ingredients that are applicable to market demands, ensuring a diverse range of product uses – from nutritional supplements, to snacks, meats, sauces, soups and more.

"The project has successfully achieved the PureSea[®] range, which has distribution globally, and is supplying into some of the

largest food companies in the world. Our ingredients are used in products in every UK retailer, as well as being included in sales in the USA, Canada, across Europe, Israel and South Korea. The areas we cover are growing constantly and the investment in innovation at the early stages is really starting to pay off.

"The experience with the Innovation Programme has been overwhelmingly positive. Our innovation advisor was extremely helpful, encouraging and engaged throughout. Even after the project, they continued to ensure we had what we needed and to check in on any further support or general advice they could offer.

To find out more about the North East SME Innovation Programme, visit www.ne-bic.co.uk/supporting-innovation or call 0191 516 6035.

“It is well worth having an initial call and understanding what the Innovation Programme could do for your business. The networks that they can bring are very helpful; the Innovation Programme is linked with companies all across the region and so can connect people and ideas very effectively.”

Seaweed & Co. has now launched a new addition to the PureSea® range, a flavourless and soluble seaweed ingredient which allows for the nutritional and functional benefits of the company’s unique seaweed supply to be utilised in any food, beverage and nutrition application.

The product, PureSea® Protect, is being highlighted in the VitaFoods New Product Zone in Geneva, the largest nutrition ingredients show in Europe.

For more information on Seaweed & Co. please visit www.seaweedandco.com.

The North East SME Innovation Programme

What you need to know...

The North East SME Innovation Programme is funded through ERDF, supporting a wide range of sectors including: manufacturing, digital, renewable energy and healthcare.

The aim of the programme is to support North East SMEs who are committed to developing and implementing innovative ideas and processes. Ideas may include (but are not limited to) those which:

- Broaden a product base
- Introduce a new service
- Introduce new markets
- Change operating methods
- Make better use of technology
- Ultimately reduce long term risk and increase sustainability.

The benefits

- The potential of 40% funding for innovative projects
- Project value between £5,000 and £40,000
- Signposting to other sources of innovative support.

The programme is available to North East based B2B SMEs that have traded for 12 months or more.

Get in touch

Visit: ne-bic.co.uk/supporting-innovation

Call: 0191 516 6039

Email: innovation@ne-bic.co.uk

The North East Business and Innovation Centre (BIC) has received £820,439 of funding from the England European Regional Development Fund for the SME Innovation Programme as part of the European Structural and Investment Funds Growth Programme 2014-2020.

