



INNOVATING FOR YOU. WITH YOU.



# FUTURALS



100% safe and clean label colors

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The world is rapidly moving to clean label food products having natural ingredients and are made without any additives. Assimilating this trend with commitment and focus, Roha has pursued R&D and technology to develop Futurals – a range of coloring foodstuffs sourced from natural raw material and can be labeled as the name of fruit or vegetable juice or extract.

Produced exclusively via physical processes, there is absolutely no chemical intervention. The vibrancy of these colors is evident across a wide range of applications in the food & beverages, nutrition industry. The food colors are available as powders, liquid, and water or oil soluble versions depending on the source. The final product is carefully calibrated to replicate the exact properties and ratios of color and sensory balance as in the original source.

## FUTURALS PRO

Futurals Pro is a superior and more advanced range of coloring foodstuffs. It is ultra clean with no preservatives used, while still maintaining the required shelf life and stability expected.

## CUSTOMIZED COLOR SOLUTIONS

The Futurals and Futurals Pro ranges can also be offered as customized solutions. ROHA prides itself on working closely with its customers. Be it in our state-of-the-art food technology labs or at the customer's production facility, we are on hand to develop and improve your color solutions.



## FUTURALS EXTRACTS

Futurals extracts are sourced from spices, herbs, vegetables, and edible flowers and are available in liquid or powder form. In line with the 'clean-label' philosophy, these extracts retain the natural goodness without compromising the vibrancy and stability of the final color output. As a result, they are utilized in a wide range of applications.

## FUTURALS CONCENTRATES

Futurals concentrates are extracted from fruits and vegetables, processed and packaged with an emphasis to deliver the purest form of juice/concentrate. Available in water-soluble powder and liquid forms, we can assure a great degree of consistency, freshness, and authenticity.

## GLOBAL APPROACH

ROHA is a global manufacturer and provider of food ingredients to customers across the globe. Futurals are manufactured as per the European guidelines for coloring foodstuff and are overseen by our European regulatory experts. We also manufacture these products complying with the specific local regulations and comply with all ingredient restrictions.

Working in partnership with customers and strategic supply chain networks, ROHA is committed to innovation and meeting the rapidly changing requirements of the various industry sectors that it serves, with a highly flexible, responsive and competitive approach.





## CONSISTENCY

Futurals products are manufactured from high-quality sources only. Vigilant quality controls guarantee authenticity and colors that are consistent and impart excellent visual appeal and color uniformity to food and beverages.

## GMO-FREE

All Futurals products carry the GMO-Free guarantee, meaning that the raw materials and ingredients used for the production of Futurals products are GMO-free.

## CERTIFICATION

ROHA's food division has been certified by leading regulatory bodies like ISO, Kosher, Halal, FAMIQS, BRC, Food Safety, ISO 22000 & Organic Certification and Industrial dyes and pigments division is certified by EU REACH Registration.

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# ROHA: INNOVATING WITH YOU. FOR YOU.



ROHA is a leading global manufacturer and distributor of synthetic, natural, clean label food colors, dehydrated ingredients and industrial dyes and pigments. ROHA is a part of the JJT Group which is a force that positively transforms the lives around it.

Established in the year 1972 in Maharashtra, India, ROHA is constantly evolving to serve its clients by co-creating new and innovative solutions that anticipate future requirements and developments. At the core of such innovation are 14 manufacturing facilities and 14 application labs spread across the world. Headquartered in India, ROHA's international network extends to 22 countries having robust technology, logistics, regulatory, and manufacturing teams.

At ROHA we constantly look at innovations to better ourselves and keep up with the latest trends and technologies. We believe in **TEAM, INNOVATE, CREATE** and **REACH** philosophy that transforms the way we work, the way we see and use ingredients, and the value we will bring to clients.

**TEAM** - With an already amazing team at ROHA, we always try to synergise within and across the teams to develop a strong working environment.

**INNOVATE** - Innovation goes from colors to processes with the help of extensive new-age technologies in order to deliver the best value.

**CREATE** - With over 200 natural & synthetic colors, industrial hues and array of extracts and dehydrated ingredients we constantly being raised in response to consumer demands to meet the competitive nature of the marketplace.

**REACH** - Our interactions do not end where geographical borders do. We have strategically placed offices on every continent to be able to serve you anywhere.





## GLOBAL PRESENCE

Offices in  
22 Countries

Manufacturing Units  
in 14 Countries

Application Labs  
in 14 Countries

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## OUR BRANDS

