



**PIP INTERNATIONAL:
REVOLUTIONIZING THE
PLANT-BASED PROTEIN
INDUSTRY WITH
INNOVATION AND
SUSTAINABILITY**

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PIP INTERNATIONAL: REVOLUTIONIZING THE PLANT-BASED PROTEIN INDUSTRY WITH INNOVATION AND SUSTAINABILITY

In the heart of Southern Alberta, Canada, PIP International is making waves in the plant-based protein industry with its revolutionary approach to pea protein production. With a vision rooted in sustainability and a commitment to delivering the best-tasting, most affordable, and environmentally responsible pea protein isolate, PIP International has become a disruptor in the market.

Innovative Processing for Unparalleled Taste and Functionality

At the core of PIP's success is its commitment to solving the longstanding issues associated with pea protein – its bitter taste, yellow colour, and low performance. By adopting a groundbreaking method that prioritizes protein extraction without compromising its quality, PIP has successfully created UP. P™, the Ultimate Pea Protein. Unlike traditional extraction processes, PIP's method results in a clean-tasting, premium protein with high functionality, making it a versatile ingredient for various plant-based products.

The company's focus on the development of an innovative agri-processing facility further distinguishes PIP from its competitors. By combining disruptive technologies from diverse industries, PIP



has achieved not only cost efficiency but also a significantly reduced environmental impact.

Sustainability at the Core

PIP also stands out in its unwavering commitment to sustainability. The company leads with sustainability, incorporating over a dozen innovations from across industries into its facility. With 17 unique sustainability innovations, PIP operates with 30% less water than standard processes, emphasizing the importance of minimizing environmental impact. By using less water, PIP has less water to heat and therefore uses less power to do this from the outset.

PIP's approach to by-products sets a new standard. Starch and fiber, extracted during the protein production process, are utilized to create recyclable plant-based packaging products. This internally controlled eco-system ensures that nothing leaves the facility until it's fully processed, contributing to resource



efficiency and waste reduction. This commitment extends beyond production, with approvals in place for their 'Total Energy System' which will start by expanding in early 2024 from their current 188kw rooftop solar system to over 1MW of on-site power generation. In addition, PIP will be the first in Canada to implement a thermal battery for green thermal energy storage and using the thermal energy for electricity generation. PIP is redefining industry standards by not just looking at the process but by incorporating innovative building technologies. For example, replacing existing emission producing equipment, with electrified and closed loop systems that present tight monitoring and controls to reduce PIP's emissions to zero. The goal is to use the grid and the natural gas boiler as back-ups only whether it is for the process, people or property.

Inspiring Leadership and a Vision for the Future

CEO, Christine Lewington, the driving force behind PIP International, provides inspiring leadership. Her commitment to making the world a better place is

evident in the company's dedication to finding a way to provide free, accessible, clean drinking water globally. Through the development of innovative technologies, PIP is set to fulfill this altruistic vision, aligning business success with a positive impact on communities worldwide. The company's ethos reflects Christine's belief that simplicity and sustainability go hand in hand. PIP aims to inspire others to embrace sustainable choices, demonstrating that every conscious decision towards sustainability is a step towards preserving the planet for future generations.

PIP International is not just a company; it's a movement towards a more sustainable, tastier, and healthier future. With groundbreaking innovations, a commitment to sustainability, and inspiring leadership, PIP is poised to revolutionize the plant-based protein industry, offering a solution to the global protein crisis while maintaining a steadfast dedication to environmental responsibility and community impact.



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