

# Product profile

Fullprotein, Derovo  
Portugal



## World's first ready-to-drink egg protein supplement

Fullprotein from Derovo is the world's first ready-to-drink egg protein supplement and has been packaged in 250ml Mini Diamond Curve® cartons with Elo-Cap™ UF since August 2005. Milk, whey protein and natural fruit syrup is added to the purest pasteurized albumin (egg white) to produce a sports drink rich in proteins that provides a good source of essential amino acids to support the body during sporting activities.

### Market Information

Designed 'by athletes for athletes', Fullprotein is endorsed by the Portuguese pentathlete, Naide Gomes.

Fullprotein was created to answer the demand from fitness fans who place huge importance on the correct nutrition, being as it makes the difference between success and failure. Fullprotein represents a practical, fresh and tasty solution to fuelling the body in a healthy way and is a great source of essential amino acids.

Fullprotein is available in 1 litre Pure-Pak® cartons in strawberry flavour and 250ml Mini Diamond Curve® cartons in strawberry and vanilla flavour. It contains no added sugar, no fat and no cholesterol.

Fullprotein was repackaged in 250ml Mini Diamond Curve® cartons to add more convenience and an image that enhances the benefits of the product. Derovo selected the Mini Diamond Curve® carton because it is a revolutionary carton that is more elegant, attractive, and most of all practical, with a new screw-cap.

### Distribution

Fullprotein is distributed cold with a 45 day shelf-life across Portugal, the Azores, Madeira/Funchal - and Spain, including the Balearic Islands and the Canary Islands.

### Technical Information

The product is filled on an Elopak® E-PM30 machine using an Elo-Cap™ UF closure.

### Additional Information

The extra curved panel enabling a better grip, together with the new screw-cap, make Fullprotein an ideal pack for on-the-go

consumption in the gym. A perfect portion size at 250ml, Derovo believes that the Mini Diamond Curve® carton will help achieve the product's full potential in conquering new markets. This includes the US where in 2004, the Gold's Gym chain, (founded in 1965, close to Muscle Beach, California as the 'Mecca of bodybuilding') opted to supply Fullprotein as an innovative product for its customers.



**Diamond**  
CURVE

[www.fullprotein.com](http://www.fullprotein.com)

[www.ddo-ovoprodutos.com](http://www.ddo-ovoprodutos.com)

[www.elopak.com](http://www.elopak.com)