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The Impulse Factory Highlights Smarter Snack Innovations and PLaaS at PLMA

Breda, The Netherlands – The Impulse Factory, a European specialist in organic and better-for-you private label snacks, will present its latest plant-based product innovations and its **PLaaS – Private Label as a Service** model at the PLMA World of Private Label International Trade Show.

This year's showcase reflects The Impulse Factory's continued focus on combining **nutrition, taste and scalability** to support retailers in developing future-proof private label snack assortments.

One of the key innovations on display is the **Organic High Protein Lentil Flips Paprika**. Made from **74.85% organic lentils**, these gluten-free and additive-free flips deliver a satisfying crunch alongside **21.5g of plant protein** and **6.7g of fibre per 100g**. With **low salt content (0.46g)** and a **Nutri-Score A**, the product demonstrates how familiar flavours can be successfully upgraded to meet modern nutritional expectations.

Also featured are **Organic Seaweed Crisps**, offering a light, crispy texture and a natural umami taste. **Plant-based, gluten-free and clean-label**, the crisps respond to growing consumer interest in mindful snacking and premium ingredients. While seaweed snacks are becoming more visible in Europe, certified organic options remain limited, creating a clear opportunity for differentiation within private label ranges.

Completing the innovation portfolio are **Fortified Lentil Rings with Vitamins**, a crunchy, plant-based snack that combines lentil protein with added vitamins. Designed for modern, active lifestyles, the product brings functional value in a familiar and accessible format, supporting private label strategies focused on smart nutrition and everyday wellness.

Alongside its product innovations, The Impulse Factory will highlight **PLaaS – Private Label as a Service**, its integrated approach to private label development. PLaaS supports retailers throughout the entire process, from **trend insight and concept creation to recipe optimisation, nutritional positioning, sourcing and scalable European production**. Built on collaboration, flexibility and long-term partnerships, PLaaS enables retailers to translate consumer trends into relevant, credible and commercially viable snack concepts.

“PLaaS reflects how we work with our partners every day,” says The Impulse Factory. “Not just as a supplier, but as a co-creation partner, helping retailers move faster while building assortments that truly resonate with today’s shoppers.”

Visitors to PLMA are invited to discover how **The Impulse Factory’s organic expertise, nutritional know-how and collaborative approach** support the development of private label snacks that meet today’s demands and anticipate tomorrow’s trends.

About The Impulse Factory

The Impulse Factory is a European private label specialist focused on organic and better-for-you snacks. With over 25 years of experience, the company partners with retailers across Europe to co-create innovative, scalable snack solutions that combine taste, nutrition and sustainability.