

product list

Health & Nutrition

Craft® Line Extracts

iprona's Craft® line offers high quality extracts standardized to polyphenols and anthocyanins from a variety of European fruits such as elderberry, blackcurrant, aronia, tart cherry and bilberry. They are versatile and can be used to enhance dietary supplements, OTC products, functional foods and beverages.

Our Craft product line stands out through the integration of our proprietary IPT (**Iprona Polyphenol Technology**), ensuring high-potency extracts by preserving the natural polyphenol profile of fruits without solvents.

This commitment is matched by our dedication to European traceability, guaranteeing that each ingredient is of the highest quality and ethically sourced within Europe. The efficacy and health benefits of ElderCraft®, CurrantCraft® and CherryCraft® are clinically proven, offering our customers scientifically validated solutions for health and wellness.

These elements define our Craft line, offering unmatched quality and authenticated effectiveness.

IPT Technology – European traceability – Solvent free

Craft® Line Extracts

Brand	Botanical origin	Standardisation	Benefit	OA	CF
ElderCraft® European Black elderberry extract					
15%	<i>Sambucus nigra</i> (L.) fruit	≥ 15% anthocyanins ≥ 18.6% polyphenols ≈ 10.8g elderberry fiber	immune support, anti-viral, prebiotic	●	●
14%	<i>Sambucus nigra</i> (L.) fruit	≥ 14% anthocyanins ≥ 18% polyphenols ≈ 10.6g elderberry fiber	immune support, anti-viral, prebiotic	●	
10%	<i>Sambucus nigra</i> (L.) fruit	≥ 10% anthocyanins ≥ 13.6% polyphenols ≈ 7.7g elderberry fiber	immune support, anti-viral, prebiotic	●	
7%	<i>Sambucus nigra</i> (L.) fruit	≥ 7% anthocyanins ≥ 8.4% polyphenols ≈ 5.2g elderberry fiber	immune support, anti-viral, prebiotic	●	
4%	<i>Sambucus nigra</i> (L.) fruit	≥ 4% anthocyanins ≥ 5.4% polyphenols ≈ 3.1g elderberry fiber	immune support, anti-viral, prebiotic	●	
3.2% Liquid	<i>Sambucus nigra</i> (L.) fruit	≥ 3.2% anthocyanins ≥ 4.2% polyphenols ≈ 2.7g elderberry fiber	immune support, anti-viral, prebiotic	●	●
CurrantCraft® European Black currant extract					
11%	<i>Ribes nigrum</i> (L.) fruit	≥ 11% anthocyanins ≥ 13.5% polyphenols ≈ 20.6g black currant fiber	eye health, cognition, cardiovascular health		
8%	<i>Ribes nigrum</i> (L.) fruit	≥ 8% anthocyanins ≥ 13.5% polyphenols ≈ 15.4g black currant fiber	eye health, cognition, cardiovascular health		
2% Liquid	<i>Ribes nigrum</i> (L.) fruit	≥ 2% anthocyanins ≥ 2.5% polyphenols ≈ 3.9g black currant fiber	eye health, cognition, cardiovascular health		●
AroniaCraft® European Aronia extract					
9%	<i>Aronia melanocarpa</i> (Elliot) fruit	≥ 7% anthocyanins ≥ 9% polyphenols	cardiovascular health, metabolic syndrome		
6%	<i>Aronia melanocarpa</i> (Elliot) fruit	≥ 5% anthocyanins ≥ 6% polyphenols	cardiovascular health, metabolic syndrome	●	
5% Liquid	<i>Aronia melanocarpa</i> (Elliot) fruit	≥ 3.45% anthocyanins ≥ 5% polyphenols	cardiovascular health, metabolic syndrome		●
CherryCraft® European Tart Cherry extract					
14%	<i>Prunus cerasus</i> (L.) fruit	≥ 3% anthocyanins ≥ 14% polyphenols	anti-inflammatory, sport recovery, sleep		
9%	<i>Prunus cerasus</i> (L.) fruit	≥ 2% anthocyanins ≥ 9% polyphenols	anti-inflammatory, sport recovery, sleep		
4.5% Liquid	<i>Prunus cerasus</i> (L.) fruit	≥ 1% anthocyanins ≥ 4.5% polyphenols	anti-inflammatory, sport recovery, sleep		●
BilCraft® European Bilberry extract					
10%	<i>Vaccinium myrtillus</i> (L.) fruit	≥ 10% anthocyanins ≥ 14% polyphenols	eye health, cardiovascular health	●	
PomCraft® European Pomegranate extract					
9%	<i>Punica granatum</i> (L.) Fruit Peel	≥ 7% ellagic acid ≥ 30% polyphenols	mens health, cardiovascular health	●	

OA: organic available CF: carrier free available

Best standardised
European Quality.

 universität
innsbruck



Northumbria
University
NEWCASTLE



Kosher Natural Color
Kosher Clear Concentrates
Kosher Cloudy Concentrates
Kosher Powders



Halal Certification Services



craft-ingredients.info