

# Intraview

nr. 6 • June 2021

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Intracare

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## Introduction by Bart

*"Livestock farmers are becoming more aware of the importance of good hygiene in these times."*

This time, I have the honour of kicking off the sixth edition of Intraview. My name is Bart Adriaans and I am the financial controller at Intracare. Together with my colleague Jackeline, I take care of all the bookkeeping at Intracare and in that capacity I am also in frequent contact with customers regarding financial matters. We handle everything on the financial side of purchasing and sales, provide solid administration, are closely involved with HR management, and provide all customers as well as the sales managers with accurate information.

I've been working for Intracare for two years now and have witnessed a part of its metamorphosis from close by. Intracare is still a relatively young company and it is remarkable to see how we are still growing as an organisation. At Intracare, we are not only growing in size but also in professionalism. We improved our production and filling facilities, we are investing strongly in well-qualified staff, we're streamlining our production and administration processes, and among other things we're making sure we do better in terms of marketing. The latter is certainly necessary now that we cannot put in appearances at trade fairs as much and have to find other ways to put our products in the spotlight.

Even in these uncertain times, we are still on a steady course when it comes to growth in turnover. We see all kinds of threats around us such as the coronavirus, African Swine Fever and Avian Influenza, which have a major impact on the business we're responsible for. However, we see that these threats also create opportunities for Intracare and its customers. Livestock farmers are becoming more aware of the importance of good hygiene in these times. The people who use our products are increasingly interested in quality and realise that only top products can address and prevent serious problems.

In the meanwhile, my department continues to provide everyone with the right information. Our data helps our sales managers create a dashboard for each country. This provides insight into what we sell in each country and the potential out there. This makes it easier for us to assess where the opportunities lie and what products have growth potential. It is a great tool that we'll come back to in detail later in this issue of Intraview.

I wish everyone good luck in sales and if we can help you with any information, please don't hesitate to contact us.

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# The Intra Hygiene Inspiration Days

## Online organised by Intracare

The effects of the COVID-19 pandemic also means some serious changes to daily life for Intracare. The Intracare sales team is unable to travel around the world and visit our customers in their own countries. In short, we do not see opportunities to organise business trips yet, and it looks like there will hardly be any international exhibitions in 2021.

That means we need to find alternative ways to stay in contact with our distributors and customers, which is why we organised the Intra Hygiene Inspiration Days in three one-hour sessions.

During these online sessions, we took our distributing partners along on an inspirational digital tour of our [Intra Hygiene concept](#). What was initially meant as a home based event at our HQ in the Netherlands was revamped to be an online event due to Covid-19.

Our goal with this event was to improve our partners' knowledge, skills and customer engagement in an accessible and easy way. With elevator pitches, product deep dives, online tools, practical instruction videos, tips & tricks and some

fun, we shared short and ready-to-use information in three one-hour sessions in different time zones in different seasons last year. Distributors from all over the world joined: in total, more than 180 attendees.

In the first session on the "latest insights on pathogens and prevention", we zoomed in on the products Intra Foam Cleaner and Intra Multi-Des GA. We created valuable online tools that can be used as an effective sales instrument in every market.

In the second edition, we focused on optimal drinking water quality with Intra Hydrocare, an everyday necessity. In the last session we looked at "Skills to Sales". We showed the practical applications of our hygiene products and how to calculate the potential market in a country. We also showed an instructional video on how to clean and disinfect a farm and how to use our Quick Scan and Intra Hygiene Trolley to check it.

It was great to receive the positive feedback from our audience. If you missed these sessions, please contact your Intracare sales manager. He can share all the videos!

### CERTIFICATE

It is abundantly clear that the online Hygiene Inspiration Days have contributed to our customers learning much more about the use of our hygiene products. Extensive attention has been paid to what our hygiene products can do and how they can best be used in practice. There was valuable information for our distributors worldwide, who can now recommend our products even more specifically and apply them where necessary.

After absorbing more than 3 hours of hygiene information in three separate sessions, participants are now rewarded. Intracare has created a certificate for all participants. Proof that they participated in these online Hygiene Inspiration days and that they now have the knowledge to properly advise our hygiene products to farmers. They now have the right tools and knowledge to further help livestock farmers keep pathogens under control and thus improve their operating results. Another big step to reduce antibiotics and improve livestock farming.



# Meet our boys!

## FROM THE PRODUCTION CREW

Every company has its hidden gems. At Intracare, that is without a doubt our production department. This edition puts the spotlight on Joey Otten and his production team. Joey takes us around the department that has been at the heart of Intracare for almost 20 years.

Like a well-oiled machine, time and time again the production team makes sure that our products are produced efficiently and safely at the highest quality, and also leave our factory on time. The great diversity of products in various product groups and the associated production processes require maximum dedication and know-how to ensure the quality and speed of delivery. But where there is a lot of hard work, of course there is also time for fun and relaxation. The team is a close-knit group of young guys who interact as friends.

**Name:** Joey Otten

**Position:** Production team leader

**Age:** 30 years

### How many colleagues make up Intracare's production team?

There are 9 of us in the production team. We are currently working in shifts, because this allows us to work more hours per day.



#### How would you describe the atmosphere in the workplace?

There is a friendly working atmosphere with a good team spirit in production and of course we joke around from time to time, but we also put our nose to the grindstone when we need to. Because we work according to GMP standards, the work on the production floor is always a serious matter. Many of the lads who work here are also friends. That's nice to see and it's great that they are always there for each other. It is also good to mention that the people from the office sometimes also help out during rush hours. There is great solidarity at Intracare.

#### Is there a clear division of roles?

The division of roles is quite open. To avoid our people doing the same job too often, there is a lot of switching around. I take this into account when planning the production so the guys enjoy going to work every day.

#### What are the biggest challenges for you?

The biggest challenges we have now are related to a lack of space. Intracare's continuous growth has made this a challenge in recent years. This is largely due to Intracare's growth, which continues at a robust pace. This is positive, of course, but sometimes difficult to manage. Fortunately, there are plenty of plans to provide this extra space.

#### When does the stress kick in for you?

The biggest moments of stress are when a certain shipping

date needs to be met to get the product to the customer on time. Especially in the time of coronavirus, we often face delays in the supply chain and shipping of our products. We often work through the evenings or weekends with the entire production team to get it done. It's always a great feeling when the job is done.

**"Especially in the time of coronavirus, we often face delays in the supply chain and shipping of our products."**

#### What makes your day? What are you proud of?

It's a good feeling to know that customers are happy with the way we carefully pack each pallet. From start to finish, this is a process that is monitored so every pallet that leaves the door meets the requirements 110%. These pallets are signed off personally, which means we can be sure the customer is satisfied when they receive the products.

#### What has stayed with you the most in the past year?

That Intracare has continued to grow despite the coronavirus pandemic and production has become more efficient to handle this growth. Fortunately, we also see that Intracare is investing seriously in equipment to produce and/or pack the products. This will allow us to work more efficiently and get more work done with the same group of people.

#### Which product appeals to you most and why?

That has to be Intracare's hygiene products. It's unbelievable what we've been putting out there lately. Intra Hydrocare and Intra Multi-Des GA as well as the Intra Calferol have all exploded in sales over the past year. This is probably in part due to the fact that people are now more focused on hygiene in general. Now that we have a dedicated production area for Intra Hydrocare, we are working overtime there. It's great to see!

#### Which product poses the greatest challenge and why?

Our biggest challenges at the moment are with our Intra Hoof-fit production. Procurement of raw materials and packaging materials are a major challenge in this time of coronavirus. Delivery times are also often very long and extra attention is required for planning. Fortunately, we've also made up ground in the production of Intra Hoof-fit when it comes to automation in production and packaging.

#### Do you see each other outside of work?

Unfortunately a bit less with the current coronavirus measures, but under normal circumstances we regularly go for a beer. We enjoy each other's company and it's good for team spirit.

# NEW @ INTRACARE

## Casper van der Heijden

Casper van der Heijden recently joined Intracare's R&D department as a Microbiology Analyst.

In March last year he graduated as a Bachelor of Applied Science at the Fontys University of Applied Sciences in Eindhoven. During his studies, he learned a lot about Molecular Biology and micro-organisms such as viruses and bacteria. He also had a few internships during his studies. He worked at 's Hertogenbosch Hospital and was involved in molecular diagnostics. He worked on SNP detection in saliva/blood without DNA isolation with an isothermal PCR and qPCR.



## Rick Oudendijk

In the beginning of January, Rick Oudendijk started working for Intracare as a Sales Manager.

In the last 13 years, Rick was active in the internal food industry where he was involved in sales of dairy products, frozen potato products and frozen vegetables. He chose to work for Intracare for the open dynamic culture within the company and also because the company is growing. Rick will be active as a sales manager in different disciplines. At the moment he is still in a learning process, but he will increasingly be involved in business activities.



## Anouk Vermeulen

Hi! My name is Anouk Vermeulen (24) and I started working at Intracare on April 1st. I'll be joining the sales team as sales support. Together with Moniek I'm committed to ensure that all orders run smoothly and to answer your questions as well as possible.

I grew up with animals and I'm really happy I get to work for today's animal health at Intracare. Last august I graduated from HAS University of Applied Science and got my Bachelor of Science - Animal Husbandry. I really enjoyed my internships with livestock, small animals and horses. During my five years at HAS University I learned a lot of different things like taking care of animals, breeding animals, business models and networking. I also did a minor in marketing which I would like to use in the future within Intracare. I'm looking forward to use and expand my knowledge and get to know Intracare and its customers. In my spare time I like to train and compete with my horses. I live in a small town called Boekel with my boyfriend, which is just a few minutes away of my horses. And last but not least I also love spending time with family and friends!



## Farm concept for 50.000 broilers (example)

### What are the basic conditions?

Cleaning surface:  
20 chicks per M<sup>2</sup> → 2.500 M<sup>2</sup>  
2.500 (floor) + walls +  
part ceiling/drinking lines = 5000 M<sup>2</sup>

Drinking line:  
• 15 chicks per drinking nipple  
• every 20 cm a nipple  
50.000 / 15 \* 20 cm = 666 M

Water in system:  
• ¾ inch = 0.75 → (0.75 \* 0.75) / 2 = 0.3 L/M  
666 M \* 0.3 L/M = 200 L

Water consumption per cycle:

200 L \* 7 / 1.000 ppm = 14 L

### What is needed for 1 cycle?

Intra Chickpaper  
666 M = 1,5 box Regular  
Intra Hydrocare  
Cleaning with 3%  
• 200 L \* 1.25 (25% extra) \* 3% = 7.5 L  
Maintenance 2 times weekly 100 ppm:  
• 350.000 L \* 2 / 1.000 ppm = 30 L  
Total 37.5 L

Intra Foam Cleaner  
• 4.8 L / 1.000 ppm  
5.000 M<sup>2</sup> means 30 L

Intra Multi-Des GA  
• 1,5 \* 3L / 1.000 ppm  
5.000 M<sup>2</sup> means 10 L

## FROM CONCEPT THINKING TO COUNTRY DASHBOARD

In 2020 we organised three perfect online Intra Hygiene Inspiration sessions for all our global distribution partners. The last session in November focused on concept selling and gained the highest interest. We showed the need for Intra Hygiene products for one broiler cycle or for a farm per year with just a few basic key figures that anyone can calculate.

The advantage is that when you visit a broiler farm, you only need to ask the farmer how many broilers are raised per cycle to get a rough indication of your sales potential for Intra Chickpaper, Intra Hydrocare, Intra Multi-Des GA and Intra Foam Cleaner. If you can make this calculation quickly and easily before your visit, it supports your professionalism and provides a focus to sell the whole hygiene concept instead of a single hygiene product. Further, if you already are selling Intra Hydrocare to a farm for example, you can easily calculate the potential for other hygiene products at the same farm. Intra Chickpaper is usually the door-opener to start sales at every farm, followed by Intra Hydrocare to give the farmer a 100% guarantee of clean drinking water. These give the farmer full trust to choose the superior power of Intra Foam Cleaner as well as Europe's most concentrated disinfectant, Intra Multi-Des GA.

*"Everyone is always searching for new customers in general, but sometimes utilising the full potential with an existing customer is a very effective way to grow."*

### What does that mean for the Netherlands?

601 mln broilers & 33 mln layers annually



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Total 37.5 L





### 1 How and when did the cooperation between your company and Intracare begin?

The owner of Intracare BV, Jan Van Geest, was looking for a professional company in Italy to replace the current distributor at that time. We contacted him and we got along immediately! We placed the first order of products as Intracare Italy in October 2018, and since then we've been growing in sales month by month.

### 2 What is the "secret" that makes your company so successful with Intracare products in your local market?

It's a combination of being reliable and professional in the market and offering products that stand out compared to the competition. Today's animal production market has put a lot of pressure on the margins, so farmers don't want to keep spending money on products that do not give a reliable and consistent ROI.

I think the competition sees us as a professional company with good quality products.

### 3 How did your competition react when you entered the market with Intracare products and how did you beat them?

That depends a lot on the type of product: Intra Hoof-fit, nutrients, agriculture... Our basic idea from the beginning was to create high brand visibility by attending fairs, conferences, and getting the major influencers on board. Take for instance the Intra Hoof-fit portfolio: everybody in the world calls digital dermatitis "Mortellaro's disease" after the scientist who discovered and studied the pathology. Prof. Mortellaro is still alive and lives in Italy, so we approached him and presented the Intra Hoof-fit portfolio. He tried the products in some farms with positive results and now Prof. Mortellaro is a fan of our products! Having Prof. Mortellaro on our side helps give us a good competitive advantage.



Intracare Italy team with Mr. Jan van Geest and Prof. Mortellaro

### 4 What can Intracare improve to increase your Intracare sales?

The market is certainly increasingly discriminating between companies that are able to scientifically support their products and the "bla bla" companies. That means investing in R&D is crucial to stay in the market.

Moving to products that can be used in the feed could also be an effective strategy to increase sales volumes and to bring in big key accounts.

### 5 What would be your "golden tip" for other Intracare distributors?

Believe in the Intracare products, and don't sell them as commodities but as added-value products.

### 6 What is your favourite Intracare product?

There is no specific best product. Each Intracare product has specific unique selling points: pointing out them is the key to be successful in sales.

### 7 How do you see the future in our cooperation, what do you want to achieve and what will your strategy be?

As long as we are growing, we meet our annual goals and we will keep doing that! Our ambition is certainly to become the reference company in the market for hoof care and nutritional products. The agriculture sector is under development but we are seeding now in order to harvest in the coming future.

Our main strategy is to increase and consolidate our presence among existing customers and to make new ones.

In Italy, 70% of broiler meat production is covered by 3 companies, so diversifying our penetration into the pig and ruminant sectors is very important.

## COMPANY INFORMATION

**Name of company:** Intracare Italy srl

**Company starting date:** October 2018

**Company location:** Sarcedo (VI) Italy

**Sales Share (%) of Intracare products compared to rest of product portfolio:** 100%

**Market share of Intracare products in your country:** >6%, but growing rapidly



Intracare Italy at International Dairy Cattle Show 2019





# Future-fit farming:

## Precision animal health management through drinking water

### The top feed supplements in the Intracare portfolio

We see a big future for replacing antibiotics with high-quality feed supplements. That means thinking more in terms of nutrition than automatically dosing medication. With more customers equipped with dosing systems and other new technology every year, farms can be managed better in more detail with liquid supplements. Additional precision nutritional supplementation via drinking water is a quick strategic tool to mitigate diminished animal performance during challenging periods. Our Intra Nutrient portfolio helps farm managers achieve exactly this with product integrations.



### Intra Calferol

Broiler chickens now grow bigger and faster compared to decades ago and the laying rate in laying hens has increased by 20%. To prevent musculoskeletal and eggshell issues, it is vital to provide a good balance of important minerals and to make sure they are bioavailable. With laying hens, many farmers experience diminished eggshell quality in older birds. Differences in production practices mean that the timing and incidence of decreased egg shell quality varies per farm, making a customised approach desirable.

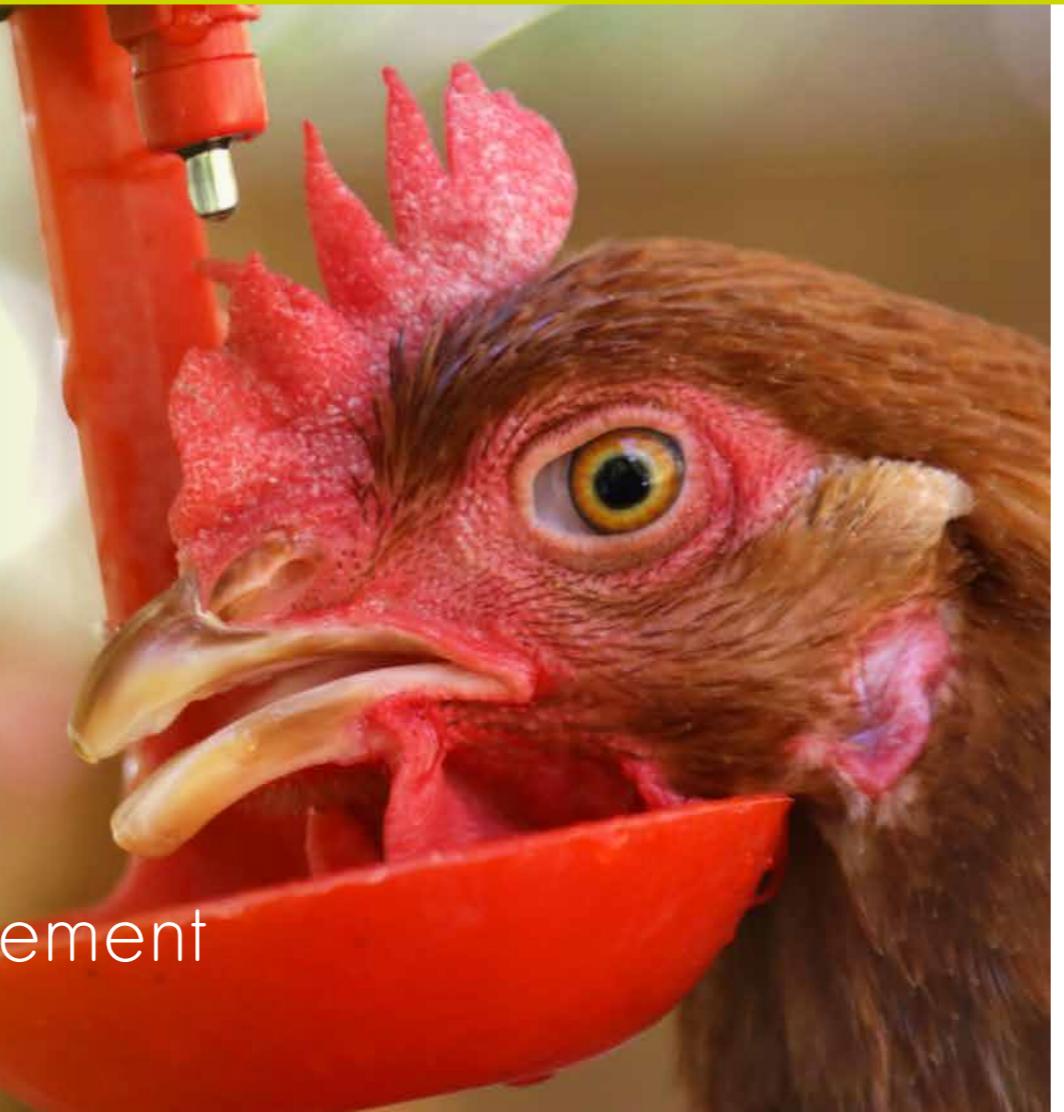
In both situations, we see that Intra Calferol can be just that extra helping hand. Intra Calferol can easily be administered via the drinking water precisely when the animals most need this extra boost of minerals and

vitamins. It is great to see Intra Calferol now being used not only to improve the performance of poultry, but also that pigs and the dairy sector are reaping the benefits of this shot of calcium.

**D<sup>3</sup>+P**

### Did you know:

The combination of calcium and phosphorus in a liquid product requires a low pH to keep it in liquid form. However, a low pH is detrimental to the stability of vitamin D3. To ensure a neutral pH of the product and still achieve the functionality of extra phosphorus supplementation, we have added a phosphorus releaser to increase the bioavailability of feed-based phosphorus to the animal. In this way, we can supplement phosphorus without sacrificing the key ingredient, vitamin D3.



### Intra Aerosol

Intra Aerosol contains exceptionally high concentrations of natural eucalyptus oil, peppermint oil and menthol crystals. With its unique blend of essential oils, Intra Aerosol provides comfort and helps ease breathing during challenging periods and has an additional cooling effect that provides thermal comfort during heat stress. The respiratory system is essential to the animal's performance. Animals spend less time eating and drinking in times of respiratory distress and discomfort. Intra Aerosol is not only important for oxygen transport, but also for removal of metabolic waste and by-products. Due to its highly efficient nature and exposure to the external environment, the respiratory system is susceptible to a range of diseases and problems which can have hidden effects on the genetic potential of high-performance livestock. affect the genetic potential of performance livestock



### Did you know:

While commercial oil-based products in drinking water often require a pre-solution step with warm water before dosing in the drinking lines, Intra Aerosol is enriched with supporting elements that make it possible to use it directly, even with cold water. This eliminates the need to use warm water to obtain a homogenous pre-mixture. Although solubility is an important factor for the application of the product in poultry and pig farms, the homogenous dispersion and behaviour of the product when it needs to be dosed continuously in either a dosing system or in a bulk water tank is not often discussed.

### A fine balance between active ingredients and supporting elements

When a group of animals require treatment, drinking water treatment is a responsible and useful option, as long as the drinking water, the system, and the products are good quality. Products in the Intra Nutrient portfolio are carefully formulated to achieve an optimal balance between solubility, stability and bioavailability. The active ingredients dissolve well and are highly available to the animal. The supporting elements in our formulations help create a homogenous mixture.





# Intracare takes serious steps forward with introduction of Intra Dysovinol.



## INTRA DYSOVINOL IS MORE EFFECTIVE THAN ANTIBIOTICS TO TREAT DYSENTERY

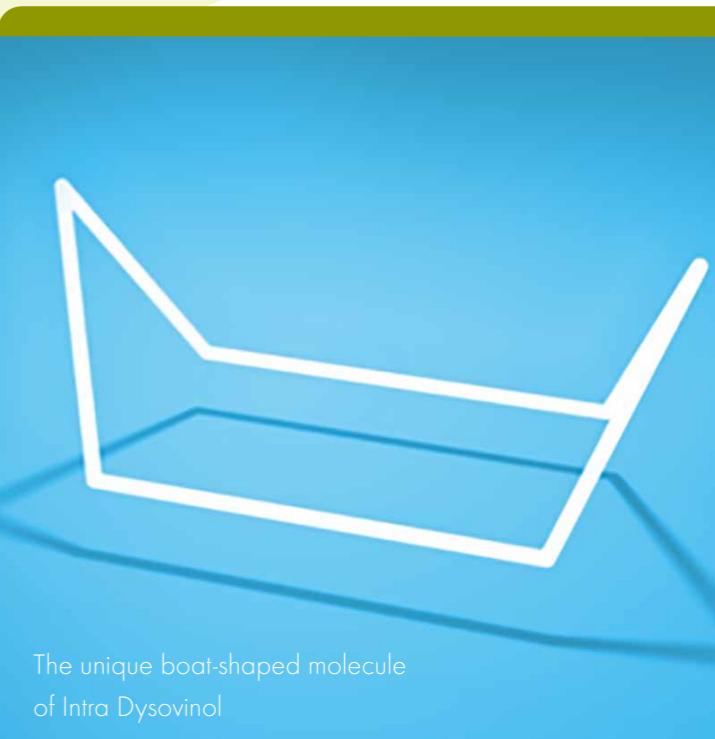
One of Intracare's important strategic pillars is the development, registration and marketing of antibiotic-free veterinary medicines. With the introduction of Intra Dysovinol, Intracare surprised friend and foe with a highly effective approach to dysentery without antibiotics.

Dysentery - diarrhoea caused by *Brachyspira* - can be treated quickly and effectively with a water-soluble zinc chelate. The diarrhoea stops after a few days. Research by the Dutch Animal Health Centre (GD Deventer) and others found that with this treatment, the pigs suffer little or no loss of growth and the further spread of the disease is stopped.

Intracare specialises in chelating all kinds of metal complexes. Intra Dysovinol contains a zinc proton bound to a special boat-shaped chelate molecule. When this molecule is used in the drinking water (or feed), it protects the intestines against the Gram-negative *Brachyspira* bacteria. Intra Dysovinol prevents this pathogen from adhering to the intestinal epithelium. In this way, this bacterium cannot cause damage in the intestines and Intra Dysovinol can even repair the damaged intestinal epithelium.

The clinical trials conducted by GD Deventer had already shown how fast and effective Intra Dysovinol was. During this test, pig farms where dysentery was a major problem were divided into various components. Some pigs were given Intra Dysovinol and the others a placebo product. It was already clear within two days which pigs had been administered this medicine. These pigs had firmer stool and grew significantly better than the other pigs.

Intra Dysovinol is now registered in several European countries and great strides are also being made in the distribution and promotion of this product outside Europe. Because Intra Dysovinol is a veterinary medicine, it can only be sold with a veterinary prescription. This requires a different market approach. In the meantime, Intra Dysovinol has also been picked up by the media. For instance, an article recently appeared in the international pig magazine Pig Progress.

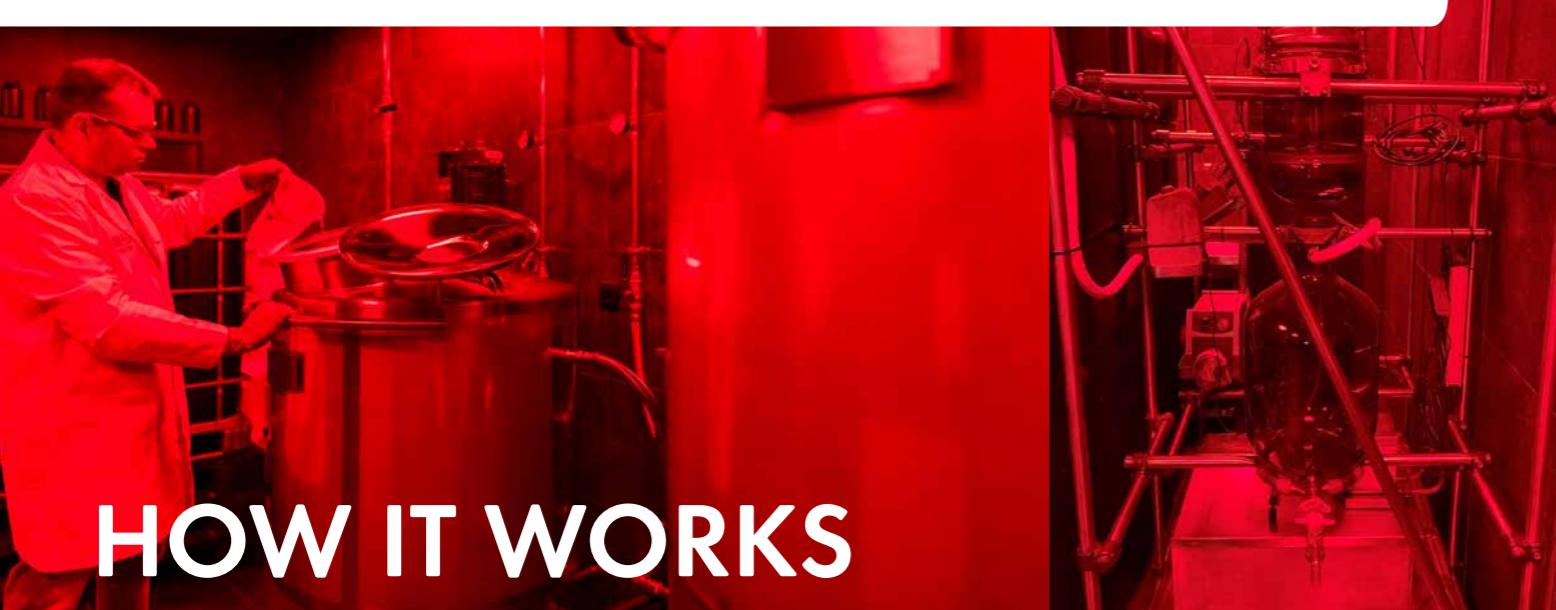


The unique boat-shaped molecule of Intra Dysovinol



Simply scan the **QR code** here to read a White Paper on the recent tests we have performed on our Intra Dysovinol.





## HOW IT WORKS

### Producing chelating minerals to stabilise hydrogen peroxide



We often get the question of what the common denominator is for all our products at Intracare. For example, what is the connection between Intra Hydrocare and Intra Hoof-fit and what do our liquid feed supplements have to do with Intra Repiderma. This question seems complicated at first, but it really isn't. All of Intracare's products contain the specially developed chelated minerals, of which each acts in its own way in our products. We can say that Intracare is a true specialist in the development and production of all types of chelated minerals. And this technology is used in many Intracare products. One such product is Intra Hydrocare.

Intra Hydrocare consists 590 g/ltr high-purity hydrogen peroxide. Without a strong stabiliser, it would react immediately and break down into water and oxygen. This is very undesirable.

Firstly, the reaction would be too strong if we applied Intra Hydrocare in the drinking system. With unstabilised hydrogen peroxide, it would immediately decompose violently if it came into contact with organic contaminants in the drinking system. In that case, the product would only be active at the beginning, but would no longer work in the middle and end of the drinking system. This is highly undesirable because most pathogens hide at the end of the drinking system. It is also very important to stabilise hydrogen peroxide properly for storage and transport. Without a strong stabiliser, the product could decompose and the packaging could be damaged.

At Intracare, we have a special room with reactors where we make our stabilisers. This is an extremely precise task that can only be done by a few companies around the world. At Intracare, we are known for having mastered this method. We can claim to produce one of the most stable hydrogen peroxides available today with a shelf life of 3 years. This is great for the experience our customers and users have with our products. This enables us to clean very large drinking water systems without sacrificing effectiveness. Because farms are producing at an increasingly larger scale, this is a hugely important advantage. We also see that we have an edge at farms operating in countries with very high temperatures. Storage and transport is not a problem for our products in these countries. Despite this extra protection, of course we do recommend storing our products at room temperature.



**IntraAerosol**



Intra Aerosol is undoubtedly the product in our range with the most fragrance. This product is rich in essential oils and peppermint extracts. It is normally used in poultry to prevent heat stress and respiratory problems.

Sample bottles have now been made to convince customers of the quality of this product. They contain 50 ml of Intra Aerosol solution. They are easy to use at trade fairs or to take along when visiting customers. Contact your Intracare sales manager if you want to use these bottles in your market. The bottles are conveniently packed in boxes of 9.

"We are used to a lot of interaction and activity in our company but because of the coronavirus, that was gone."



## Sports strengthen the bond between colleagues in times of coronavirus



Due to the virus, production work was temporarily done in two shifts. All the meetings went online and digital contact between colleagues has become the new "normal" instead of seeing each other and having lunch together! Managing Director Jan van Geest observed this situation for a moment and then made a radical decision. We will do sports during working hours so you can still meet colleagues and get or stay in shape.

He arranged a choice between golf lessons, boot camp or tennis. This way we can meet colleagues during the coronavirus time and stay fit together.

All the colleagues who chose golf even got the opportunity to obtain their GVB (golf ability license). They all participated and passed their exam which gave them the freedom for independent access to all golf courses here in the Netherlands. All aspects of golf are addressed during the course: chipping, putting, pitching and the swing, and of course the required etiquette and safety rules.

The tennis and boot camp lessons also increased our skills and endurance. We are very glad we could still have some fun and good times during the sober coronavirus lockdown!

Even the Dutch newspaper "Brabants Dagblad" noticed this unique idea and dedicated an article about it!



# Powerful prevention with Intra Hoof-fit Spray



An international European research institute, which experienced a sudden increase of hoof problems, started with Intra Hoof-fit Spray and succeeded in obtaining a significant reduction in 2 months and has already gone 12 months with only 2% of hoof problems.

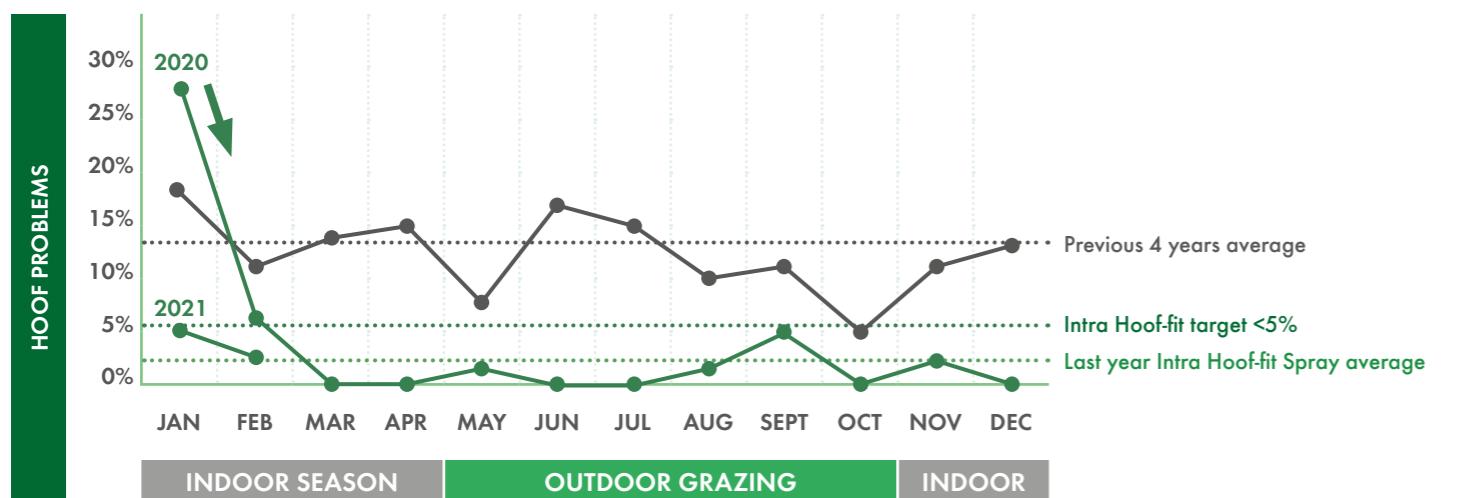


Table 1

This research institute with lactating dairy cows performs hoof checks and individual treatment of hoof problems at monthly intervals. At the start of the indoor winter season 2019/2020, an experimental hoof bathing protocol was used, which unexpectedly resulted in a sudden increase to 27% hoof problems (January 2020). This was an alarming quick increase!

In order to reverse these problems, they started a herd protocol by weekly spraying the hind legs of all animals with Intra Hoof-fit Spray (Table 1, green line). Within 2 months, the incidence dropped to 0% (March 2020) and they have already gone for 12 months with only 2% of hoof problems, which is nicely below our Intra Hoof fit target of 5% and far below the 13% average of the previous four years (grey line).

## THESE RESULTS DEMONSTRATE:

- ✓ One time a week preventive application of Intra Hoof-fit Spray is able to reduce a significant level of hoof problems within two months.
- ✓ During the twelve month follow-up, hoof problems remained around 2%, which is far below the average of 13% in the past four years.
- ✓ The great reduction in hoof problems results in lower costs and improvement of animal health.



Intra Hoof-fit Spray is a ready-to-use hoof spray innovation, based on the Hoof-fit technology of chelated minerals with a proven long-lasting adhesion on the hoof, which prevents product wastage in the manure pit. The farmer can apply fresh product on the right spot on every single hoof using a low-pressure or automatic sprayer. An additional advantage is that also the young stock and dry cows can be included into this group prevention protocol.

# Event Review: The Intra Nutrients Inspiration Days Online

Intracare recently organised the Intra Nutrients Inspiration Days. This online event was dedicated to the product Intra Calferol. In these times when travel is virtually impossible, it is still important to provide our customers with detailed information about our products. For instance, our customers revealed great interest in finding out more about Intra Calferol. This product, which supports the calcium metabolism in animals, is very popular, especially among poultry farmers. For many poultry farmers, this is the ideal product to provide chickens with an extra shot of vitamin D3, calcium and magnesium just when they need it most.

That is why these Intra Nutrients Inspiration days were all about Intra Calferol. Participants were taken into the world of Intra Calferol during a one-hour session. All the technical highlights were discussed and how Intra Calferol works was explained step by step. The participants also got a look behind the scenes at Intracare and were shown how the product is quality-tested in our laboratory. But the best part was when distributors from all over the world shared their experiences about Intra Calferol. They gave useful information directly from their practical experience, told by people who represent our products in the various countries.

We plan to organise more sessions like this.  
You'll hear from us again soon!



**ALWAYS SOMETHING TO CELEBRATE AT INTRACARE**

We have recently had plenty of reasons for celebration at Intracare. Even in the times of coronavirus, we continue to put people who deserve it in the limelight.

**Cake**

We have **Antoon van Zoggel** from the technical department who has reached retirement age and can take it a little easier. Next, his son **Frank van Zoggel** who works in the logistics department reached 10 years service with Intracare. The R&D department has also had a party recently. **Robbert van Berkel** had also been a loyal employee at Intracare for 10 years. Also reason for a small party in spite of all coronavirus measures. Our colleague **Symon de Jong** from the sales department was also put in the limelight. He turned 50, a special age that we should not let pass without marking the occasion.

**Gift**

**Smile**

# LET'S BUILD OUR BRAND TOGETHER!

**NEW:** [Intracare.nl](#)  
online brand portal



Our visual identity is transforming bit by bit. Last year we launched our new website and sales communication. The next step is the launch of our new online brand portal. A centralised spot where you can find and download all sorts of standard brand communication assets for example logos, advertisements, packshots and our brand guide with our brand policy.

Intracare is committed to building long-term relationships with its distributing partners. Building our brand together is a joint effort. Uniformity in appearance is very important to optimally communicate our brand and our products worldwide. To make this as simple and clear as possible, we have developed this brand portal.

Soon you will receive an email with your credentials to login to the online brand portal. The portal will be updated and enriched for all users.

The assets in the portal are general, English documents. Of course we service a wide variety of regions all with different languages and cultural differences. Tailormade assets in native languages will not be on the brand portal. In these cases you can contact us at [marketing@intracare.nl](mailto:marketing@intracare.nl)

## New buckets

For several years now, we have been packing our 1 litre Hydrocare bottles in plastic buckets. With this packaging, we ensure safety by transporting the goods in compliance with the ADR treaty. Previously, we always used white buckets with the necessary warning symbols. From now on, we will provide this outer packaging with a full colour print that matches the Intra Hydrocare brand experience. This emphasises the quality of our Intra Hydrocare even more. Mandatory symbols on the packaging are also displayed in the correct sizes.

For customers who receive our Intra Hydrocare as a private label, we will use a blank lid with only an image of the private label on top of this package. However, the dimensions of the bucket and lid and therefore also the number of packages per pallet remain completely unchanged. An image of this new outer packaging can be found in the attachment. Please note: this only concerns a graphic design change of the outer packaging. The packaging and label itself will of course remain unchanged.





# Logistic overseas challenges and price increase raw materials



Since the start of the Covid-19 pandemic we have sent you several export updates. We would like to give you yet another update since we feel this is, unfortunately, necessary.

## The current situation is that we are still facing serious challenges in export:

- ✓ Heavy shortage of equipment (containers) causing disruptions in nearly all trade lanes.
- ✓ Capacity (available space) remains very tight on all trade lanes.
- ✓ Container prices are sky rocketing; All carriers are reporting record high profitability.
- ✓ Carriers & agents continue to work from their home which makes for poor availability and decreased service levels.
- ✓ Strong economic recovery (especially USA) which means even more capacity is needed.
- ✓ Re-balancing of equipment and stress relief on infrastructure is expected by the end of Q3 at its earliest.

## What we expect in the months ahead of us is:

- ✓ There are no signs of demand slowing down in Q2 & Q3. Mainly USA will continue strong which keeps pressure on trade lanes ASIA - USA & USA - Europe.
- ✓ Carrier capacity remains under pressure. Carriers will focus on high paying trade lanes.
- ✓ Carriers continue to exceed scheduled transit times massively.

## Because of the above outlined issues we would like to stress once again that:

- ✓ It is of the utmost importance to take inventory and send us your orders a.s.a.p.
- ✓ We will book your orders/containers as much in advance as we possibly can to increase the chance of actual shipping and thus avoiding delays.
- ✓ Please avoid order adjustments after booking to minimize the chance of carrier rejection.

## Also from a raw materials perspective we are facing challenges:

- ✓ Strong blizzards in the USA have paralyzed production of the raw materials for plastic (jerrycans).
- ✓ Oil prices are at an all time high which creates price increases.
- ✓ Disrupted production facilities due to Covid-19 lockdowns, creating scarcity and again price increases.
- ✓ Heavy shortage of equipment (containers) causing disruptions from Asia to Europe as well.

All in all these are challenging times but we believe that if we keep working hard and keep communicating about forecasts, orders and lead times we can beat these difficult times together.

Thank you for your cooperation and understanding and please do not hesitate to contact us in case you might have any questions: rvhees@intracare.nl



Would you like to know more? [www.intracare.nl](http://www.intracare.nl)

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