

# Intraview

nr. 4 • September 2019

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# Introduction

## Foreword by Mark

It's my honour to write the foreword for this edition of Intraview. Reading the last few editions of Intraview gave me a sense of pride and excitement as we are all engaged in a constant momentum to grow and secure our global market position.

To do so we need to cooperate closely and share the knowledge we have. That is exactly what we do during international exhibitions such as VIV Asia, which was organised recently. Our stand at VIV Asia in Bangkok was an ideal platform for our distributors to invite other companies to discuss future partnerships connect the right people and examine the strategies of other distributors and take the best ideas back home to be even more successful.



I already have quite some experience working for Intracare and, as some of you maybe know, I am involved in purchasing and sales. From the sales side I know how critical end users are and there should be absolutely no concessions in the quality of the products. Therefore, the selection of suppliers is very important, and we carefully select the best partners in the market to cooperate with. Partners who are also capable of serving the demands of Intracare because the company is growing so fast. Even though we work with the best suppliers, we still perform our own quality controls. In our laboratory we analyse all incoming and outgoing goods which gives us the guarantee that we have full control over quality aspects.

From a sales perspective, I know we have to be well-prepared as I see the potential growth we will experience in the coming years. Pressing global challenges where our products will have a direct contribution include reducing the use of antibiotics as topical treatments and growth promoters, tackling highly susceptible viruses such as ASF and Avian Influenza and optimising biosecurity in general. Product line extension and automation will continue to develop quickly, so we must innovate with our products and adapt them for applications in this new environment. One example is the Intra Hoof-fit spray for robots. Our R&D department is in constant motion to innovate and keep our products current and in line with the market. We believe that investment in future innovation is essential.

We lacked the capacity to fulfil the potential growth we have in mind with the team we had – as the work was simply overwhelming! Therefore I am glad we have received some help in achieving the goals we have set from various new colleagues who started this year. A worldwide trend is the on-going upscaling of farms, which implies that farmers will transition more and more into the role of managers and most of the time they will even be surrounded by a team of specialists. Supporting them and providing the necessary technical support also requires specialism. Having existing and new colleagues with the capacity to do so gives us a bright future ahead.

We are ready to proceed with all the plans we have for the future. Are you?

I hope you will enjoy reading this edition of Intraview!

See you soon!

Mark



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# New building is completed

*Intracare's new laboratory and R&D facilities were completed last year and have been operational since December 2018. Compared with the old laboratory, the size of the new lab has doubled to approximately 300 m<sup>2</sup>. This expansive amount of space is necessary for further growth and innovation. Our team is very proud of their achievement in getting the new facility fully operational within a very short time.*

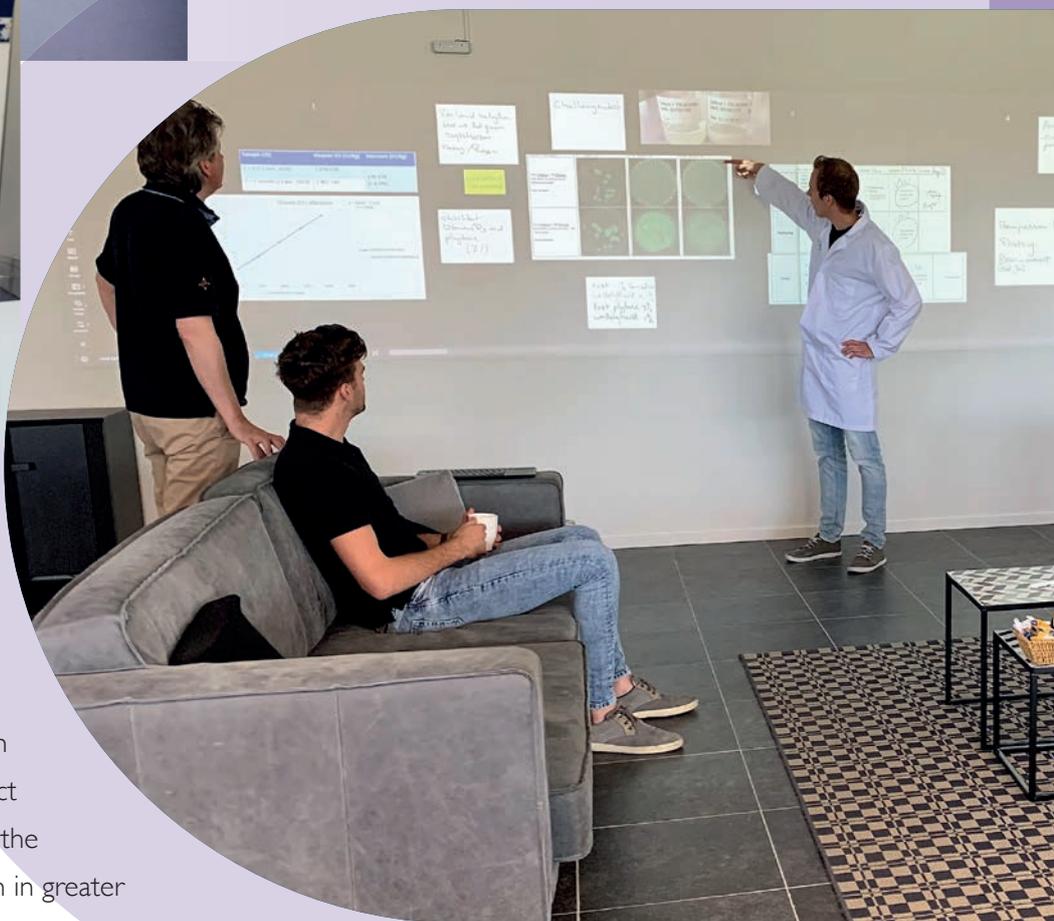


Nowadays customers are placing more and higher quality demands. To enable us to keep pace with the guidelines, developing our laboratory is a continuous process. The laboratory at Intracare is sub-divided into the chemistry/pharmacology laboratory and the microbiology laboratory.



Our microbiological department has seen explosive growth and the new laboratory offers more space for equipment and personnel. This enables Intracare to analyse more samples from and for customers, as well as being able to work on more R&D and customer-specific projects. All in all the changes have resulted in a higher throughput and quality of our reports for competitive product analysis, pathogen determination, quality control of our raw materials and products, projects for new product development and customer-specific questions.

This new laboratory gives us more space and opportunities to grow even further and reach higher levels of quality. Thanks to this capacity and the expertise present in our laboratory, we can stay one step ahead of our competitors and yield more detailed answers and advice for the specific areas our customers have queries about.



At Intracare's new laboratory, high investments have been made in new, state of the art equipment such as MP-AES and qPCR. These new tools mean we can perform more analysis for R&D activities, product development and for customers, while the new facility allows more tests to be run in greater detail. This leads to better advice and answers to our customers' questions, as well as providing data for a more accurate and reliable quality assurance system.



# ARTAT Enterprise

## Riyadh, Saudi Arabia



### I. How and when did cooperation between your company and Intracare start?

As a provider of numerous health and nutrition products for the dairy and poultry sectors in the Middle East, we had been approached many times by our customers for help in dealing with the challenges they face in controlling pathogens that threaten the hygiene and biosecurity of their companies. These issues were caused by pathogens becoming resistant to traditional cleaning agents and disinfectants. We formed a small committee to start searching for a reliable provider of these solutions and after few months, we decided to go with Intracare and approach them as they appeared to be a great fit to our needs.

The next thing we did was arrange a visit to Intracare to assess their capabilities and facilities first hand, and see how they managed the technical staff. In 2011, we flew to the Netherlands with our experts to do our own inspection. We were extremely pleased with what we saw!

Afterwards we started our cooperation by introducing our sales and technical people to Intracare's unique solutions, which was an extremely beneficial process. When we visited our customers, the products were received positively. Customers were encouraged to use the solutions, especially Intra Hydrocare, which was the best known Intracare product at the time. Everything proceeded very smoothly, helped by amazing and superb technical and commercial support. Currently, our customers are very happy with the high and consistent quality provided by Intracare, and this is why they have remained loyal, regular customers for many years.

## 2. What is the secret behind your company's success with Intracare products in your local market?

It's very simple, right from the start ARTAT decided only to deliver and sell high quality products that are backed up by expert, quality technical support. That is exactly the level of support we receive from Intracare. In addition, the solutions really fit the needs of our customers and deliver them immense value .

## 3. How did your competitors respond when you entered the market with Intracare products and how did you beat them?

Of course, our market is highly competitive. Some of our competitors have high service and quality levels and when we entered the market, they responded aggressively. But with the support of Intracare and the incredible results from all the solutions, not to mention the amazing ability of Intracare to customise some solutions making them a unique fit exclusive to our market, we were able to overcome and beat the competition. At this moment we see many opportunities ahead, so we are very excited about achieving new goals in the near future.

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

In our dealings with Intracare, they have always been one of those amazing companies with a proactive and innovative approach that leads to a regular flow of new, high quality solutions that give great results. So, I'm sure by continuing to do what they've been doing for the past 15 years or more, we can keep on achieving great results together.

## 5. Do you have a golden tip for other Intracare distributors?

I believe that fully understanding the products, their features and functionality and their intended applications, as well as a consistent follow up with customers to help them realise the benefits compared with other solutions are some of the most important elements of success. Especially in view of the extreme competitiveness in this market segment.



## 6. What is your favorite Intracare product?

Of course, all their products are close to our hearts as they deliver great value. That makes it a difficult question to answer but if I have to name one, then by a slight margin it's Intra Hydrocare, because of the great reputation it has gained. It always comes out top as a door opener for a lot of customers thanks to its multiple applications.

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

We see great things ahead in our future, growing our business together and delivering top value to our customers. By maintaining our closeness and open communication channels we can achieve even greater success.

## Company information

- **Company name:** ARTAT Enterprise
- **Company founded on:** 1-11-2004
- **Number of employees:** 45
- **Company location:** Riyadh, Saudi Arabia



Reducing antibiotics starts with a hygienic environment

## The outperformance of Intra Multi-Des GA on residual action and deep penetration

Is your disinfectant active for days and able to penetrate deep into all corners, holes and cracks?



Cheng Lee DVM



Daisy Roijackers M.Sc



Mark van Zoggel



Marc Spackler M.Sc

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### Introduction

*For every farmer it is important to be assured that after disinfection of the farm house, the disinfectant remains active and growth of pathogens is prevented. Furthermore a disinfectant must also reach the cracks of rough surfaces to make sure that all “hidden spots” are treated. This article confirms the outperformance of Intra Multi-Des GA compared to a known powder disinfectant on residual action and penetration properties.*

## Residual action

Residual action is the ability of a disinfectant to continue its disinfecting activity even after drying off on its target surface. This is especially important for areas in hot and dry climates as the disinfectant dries off faster than average (at 40°C 2/3 is dried off within 3 minutes!), therefore reducing the contact time of the product. It is also more advantageous for a disinfectant to have residual action as this can help in preventing recontamination.

A stamp test was conducted to evaluate the residual action of two products: Intra Multi-Des GA and a control: a known powder disinfectant containing pentakalium bis(peroxymonosulfaat)bis(sulfaat).

The bacterial plates were prepared using a Tryptic Soy Agar (TSA) plate inoculated with *Pseudomonas aeruginosa* (extremely resistant bacteria). After inoculation, the plates were dried in the biosafety cabinet for 24 hrs. The steel surface with the dried up disinfectants (0.5%) was stamped onto the agar surface for 2 seconds. All plates were then incubated for resp. 24; 48; 72 and 144 hours at 32.5°C to evaluate the continual activity of the disinfectant.

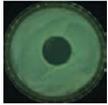
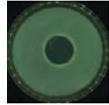
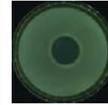
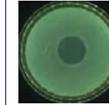
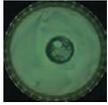
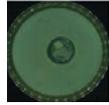
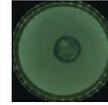
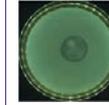
Product	After 24 hours	After 48 hours	After 72 hours	After 144 hours
Intra Multi-Des GA				
Control Powder disinfectant				

Figure 1. TSA plates after 24, 48, 72 and 144 hours incubation time to test the residual effect of Intra Multi-Des GA and the control.

Figure 1 shows that Intra Multi Des GA remains active on all time points (no *P. aeruginosa* growth on the spot), while the control product has lost its disinfecting ability already within the first 24 hours (clear bacterial growth within the area which was stamped). Intra Multi Des GA stays active and prevents bacterial growth (zone of inhibition) for at least 3 days whereas the control failed to do so within 24 hrs.

Intra Multi Des GA shows very good residual activity even in its dry form, whereas the control loses most its disinfecting abilities from the start.

## Penetration power

Upon spraying / fogging a disinfectant, a micronized droplet size is of eminent importance to reach all corners and cracks of the surface to be treated.

A super fine droplet size stays longer dispersed in the room, which creates a longer and more contact time. The moment the droplet reaches the surface, it is important that it flows homogeneously across, to reach a bigger surface per droplet. Furthermore, on rough surfaces, the disinfectant must flow freely into the cracks to reach all hidden spots. The pictures in figure 3 show that a bigger surface and deeper penetration is reached with Intra Multi-Des GA compared to glutaraldehyde and the control.



Figure 3. The droplet dispersion and penetration properties of 1% Intra Multi-Des GA, 1% glutaraldehyde and 1% of the control.

To reach these important characteristics, the surface tension for Intra Multi-Des GA is adjusted to guarantee an optimal micronized droplet dispersion, wettability and a deep penetration. Even if it's dried up, it retains its functionality.





# Fantastic VIV Asia

See you at  
the next  
exhibitions

**Space France**  
10-13 September 2019, Rennes

**Ildex Indonesia**  
18-20 September 2019, Jakarta

**OVUM 2019 Lima**  
8-11 October 2019, Peru

**Cremona Livestock**  
23-26 October 2019, Italy

*It was quite a while ago, but we still look back on VIV Asia, which was organised in Bangkok in March of this year, with a big smile. This year too, we pulled out all the stops to highlight our strong position on the Asian market. We are noticing the rapid professionalisation of the Asian market - a trend that is the ideal match with Intracare. Our Hygiene line, in particular, is a perfect example of the enormous added value of Intracare in controlling current infectious diseases. The battle to manage African Swine Fever is a hot issue at the moment and integrations and farmers are experiencing the numerous benefits of products like Intra Multi-Des GA.*

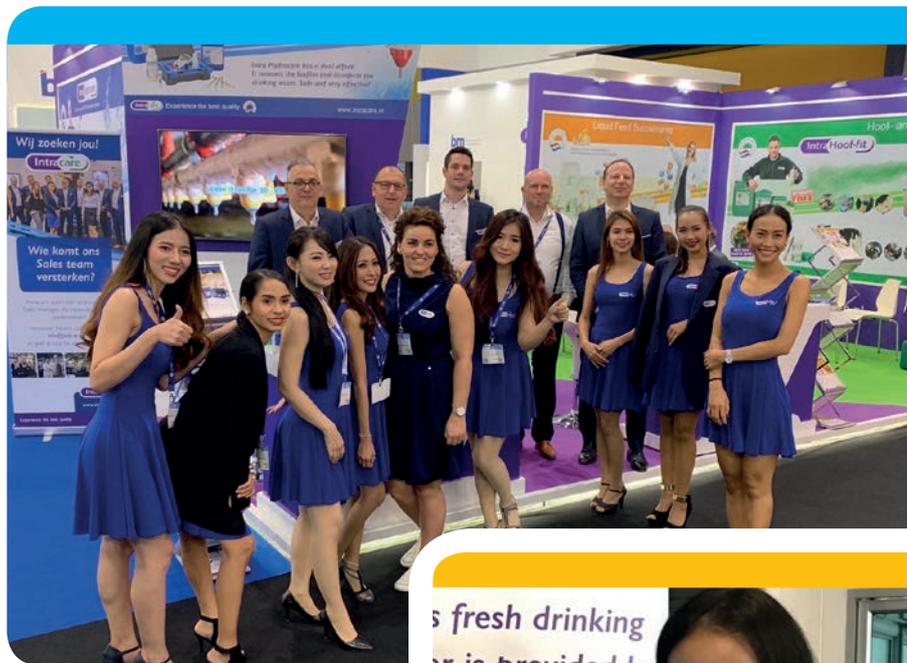
### Drinking water action

To emphasise the importance of clean drinking water in intensive livestock farming, we treated all the visitors to VIV Asia to fresh drinking water when they entered the event. To perform this feat, we once again used the services of a promotional team that handed out a total of 50,000 bottles of drinking water in three days. A very welcome refreshment for the many visitors who braved the heat of Bangkok to visit the trade fair.



### Behn Meyer

At this edition of the trade fair, we cooperated with our partner Behn Meyer. Intracare has worked intensively with Behn Meyer for some time. Thanks to their extensive network in Southeast Asia, some great interaction was created between both companies at the event.



### VIV MEA

Intracare will have a prominent presence again at the next edition of VIV in Abu Dhabi. You are very welcome to visit our stand!



**VIV MEA**  
9-11 March 2020, Abu Dhabi

**Ildex Vietnam**  
18-20 March 2020, Ho Chi Min City

**Eurotier**  
17-20 November 2020, Hannover





# Spot treatment, not pit treatment: Evaluating claw contact time of Intra Hoof-fit Spray under field conditions

## Introduction

Dairy farmers traditionally use footbaths to prevent hoof problems. However, the efficacy of footbaths is debatable as it depends on the transfer of the topical antibacterial agent to the foot and its contact time with the claw and adjacent skin (Cook et al., 2012). After a certain number of passages, footbaths become heavily soiled and polluted by manure. Because lame cows have the slowest walking speed, they will often pass through a polluted footbath. Additionally, a large part of the footbath content is spilled out of the bath and therefore does not reach the correct spot on the feet of the cows. Eventually, the remaining chemical in the footbath is poured into the pit, which may contribute to ecotoxicological problems (Holzhauer et al., 2012).



*Daisy Roijackers M.Sc*

## Hoof-fit Spay

Intracare has developed a new, ready-to-use spray product: Intra Hoof-fit Spray. With Intra Hoof-fit Spray, every cow is treated with the same quantity of fresh product, regardless of their walking speed. The product can be used to prevent hoof problems and is based on equal parts of chelated copper and chelated zinc. This makes it 100% safe to use for the cows as well as the farmer. It can be applied using e.g. a low-pressure sprayer, an automatic or robot sprayer and has a very strong adhesive power to the claws providing a long contact time. This was evaluated in this trial under field conditions.

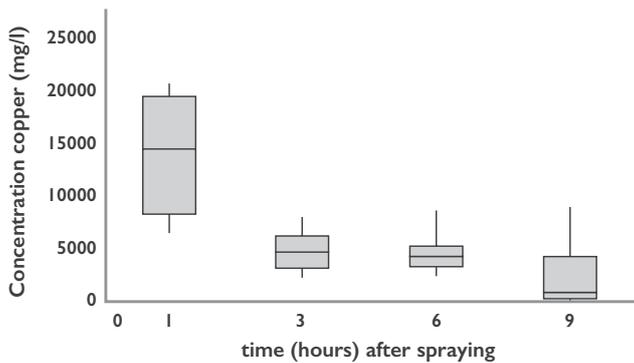
## Materials and methods

This trial was performed on a Dutch dairy farm with 92 dairy cows. The disinfection protocol of this dairy farm did not include footbathing. The feet of six dairy cows were sprayed ( $t=0$ ) for two seconds using a low-pressure sprayer, while the animals were secured to the feeding fence. Swabs from the feet were taken at three time points ( $t=1$ ,  $t=3$  and  $t=6$  hours) while the animals were in a claw trimming box, and the final swabs were taken at the fourth time point ( $t=9$  hours) in the milking parlour. In between measuring moments, the cows were able to express their natural behaviour under

regular farm conditions in the barn. Swabs were taken from the hind feet of the cows and the presence of copper was measured using a 4210 MP Atomic Emission Spectroscopy (AES) from Agilent Technologies.

## Results

In all samples at all measurement points, copper was present on the feet of the cattle. The results from the AES analysis are shown as boxplots in figure 1.



**Figure 1.** The concentration of copper (mg/l) present on the feet of six dairy cows at four different time points shown in boxplots. The boxplots show the minimum, 25% percentile, median, 75% percentile and maximum values.

## Discussion and conclusions

The results show that at four different time points, copper was still present on all feet. Even though the concentration decreased as expected because the cows were housed under regular farm conditions, it was still clearly present after three and six hours, at which the median of the boxplots was similar. However, even nine hours after treatment with Intra Hoof-fit Spray, copper was still present on the feet of all the cows. The copper concentrations measured with the AES were influenced by multiple factors, including taking the swabs (taking swabs in the milking parlour was more challenging than in the claw trimming box, over time the feet got dirtier, and more manure was present on the swab), the behaviour the cow expressed in-between measuring points (lying down, manure over the feet in the claw trimming box) and the anatomy of the cow. These factors highlight that this trial was performed under field conditions and thereby represents the situation found in practice. Because copper and zinc are present in equal concentrations in the product, identical concentrations of zinc are expected to be present on the feet of the cattle at the different time points. The long contact time allows the copper to disinfect and protect the

feet from new pathogenic bacteria, while simultaneously zinc stimulates skin regeneration.

This field trial demonstrates that a long contact time can be achieved by spraying the feet of cattle with Intra Hoof-fit Spray, which adheres firmly to the hooves. This allows the feet to be disinfected and protected and skin regeneration is stimulated. Overall, less product is required when feet are sprayed individually compared with footbathing and no excess product is poured into the pit, which is beneficial both from a financial and ecotoxicological perspective.

## Cheaper than formalin!

Research has shown that a footbath is only effective for up to 100 to 120 passages. This means that a 200 litre footbath can be effectively used for 100 to 120 cows. To prepare a 5% formalin footbath, 10 litres of formalin is needed. Per cow, 80 to 100 ml formalin is used. With Intra Hoof-fit Spray, the same quantity of 10 litres can be used to spray 800 to 1000 hooves (400 to 500 cows). In other words, five times more cows can be treated with Intra Hoof-fit Spray compared with formalin or many other products on the market. In addition, the frequency of use of Intra Hoof-fit Spray is much lower than formalin.

## Acknowledgements

We would like to thank the dairy farmer and his family for their hospitality during our trial and Piet Kloosterman for his expertise and assistance in this trial.

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# The Intra Clean Quick Scan second edition



*In recent years, many people have experienced the benefits of the Intra Clean Quick Scan. A handy, portable kit that determines the quantity of ATP in drinking water within seconds. This ATP value then gives a good indication of the microbial quality of drinking water or a surface. The new portable portable laboratory has now become a highly sought-after tool among our resellers and larger-scale end-users worldwide. The Intra Clean Quick Scan kit is an important tool to determine effectiveness, particularly of the products in our hygiene line. It enables the hygiene status to be monitored before, but also after, a treatment, without having to rely on expensive laboratories, which often needs a long time before the results are known.*

# Ready for the introduction of the Portable Laboratory 02



The first kits have already been on the market for several years. We are now launching an updated version. In addition to a new ATP meter, the kit also includes handy indicator strips, which can be used to measure several important values in the water in just a few seconds. The chlorine and peracetic acid content of the water can now also be measured. The digital pH meter has also been replaced by handy, accurate pH strips. This prevents possible error messages when calibrating the pH meter.

We expect that the introduction of this new kit will boost on the spot inspection of drinking water and livestock housing. This will improve hygiene, and as a consequence, the performance results.





# Nick Das Manages our new laboratory

*I am very pleased to write this piece for this edition of Intraview. My name is Nick Das, Laboratory Manager at Intracare. I am responsible for the daily activities, projects and reports in the laboratory. As we speak, I have been working at Intracare for two and a half years. I started working here in 2017 and, as they say, time flies when you enjoy your work.*

Before joining this great team, I worked at a laboratory where new molecules were synthesised from biobased sources. These molecules were then used for the production of biobased products. At the time, I wanted to do more specific work for customers, so I decided to switch to Intracare.

Over time, Intracare's laboratory has expanded in a fantastic way. Our laboratory contains state of the art equipment which can be used to analyse all aspects important to our work. Together with my amazing lab team, we ensure that all raw materials and Intracare's products are analysed with great precision. The quality of our products is considered to be a vital component of Intracare, and it is only by extensive testing that we can ensure the correct quality of our products. This requires continual investment in the laboratory and new developments are a regular occurrence.

What attracts me most about laboratory work is that you are kept busy all the time working with a team. I always compare it to a puzzle that needs to be solved. There are various options open to achieve results and they need to be translated into a conclusion. Solving those puzzles is the key to success and growth. Those factors not only make us happy, but our customers too! We can come up with the answers to more specific and detailed questions and compete more complex projects. The end result is a detailed report of the requested analysis, which helps the customer to continue with reliable information.

If I look at the future of Intracare's laboratory, I am convinced it will continue to develop and expand. We will invest in new equipment. On the wish list is upgrading our microbiological laboratory to NL-3 level. This means we can work with pathogenic bacteria and viruses.

A continuous process within the laboratory is developing new analytical methods and optimising them to generate more accurate analysis. We also monitor our equipment closely to ensure there is no down time in our processes. All this work is done by our laboratory team, which is a huge challenge. I have great respect for them, because we constantly need to switch flexibly between our daily jobs, maintenance of our equipment and project work. Time does not stand still, but we always find a good solution to complete our work on time.

The explosive growth of Intracare has quite some consequences for our laboratory. More orders will result in more QC work. In addition, the market for products for the intensive livestock sector is expanding rapidly. Due to these trends, the demand for these products is rising and new types of products are also being developed. Project-wise, this means many new kinds of analysis. And that gives us the challenge of developing new analytical methods to answer the new questions. But our current lab team is perfectly capable of succeeding in this challenge and is ready to grow in the future.



If you have any questions about our QC department, please feel free to ask us! We are happy to explain all the ins and outs to you. We hope to see you all very soon at our laboratory for a personal chat.



# Intracare's *New faces*

Intracare proudly presents some new members of our team. New talents and new energy to support our customers worldwide who will contribute new ideas to make the business grow. You are certain to get to know them via email or on a visit to our company. Under here a selection of new members of the Intracare family which will have contact with customers on a regular base:

## Jorn de Koning

My name is Jorn de Koning and I am 28 years old. About four years ago I graduated from Avans University of Applied Sciences in Den Bosch with a bachelor's degree in chemistry. After my graduation, I worked as an analytical chemist in the food industry.

At Intracare I will support the R&D department as a Regulatory Affairs Associate. I like Intracare's vision of producing antibiotic-free veterinary medicine and the open and dynamic culture. In my spare time I like playing football and enjoy travelling around the world.

I am really looking forward to this new challenge!



## Bart Adriaans

My name is Bart Adriaans. I started working for Intracare as a Financial Controller on 1 April. I have two children -Saar and Gijs - and live happily with my wife in a small village called De Mortel close to Veghel.

As well as reading in my spare time, I like to play tennis and play sporty games with the kids.

I really like working for Intracare. Right from the start at my first job interview, I felt a warm welcome and enjoy the spirit that's around.

Before I started working for Intracare, I worked for Philips in Eindhoven in various finance related jobs for several years. During those 19 years, I developed into a broadly-oriented business controller with experience in the field of Supply Chain and Research & Development.

For the last two years at Philips, I was a controller of various start-up organisations. The small teams and especially the focused team spirit I saw at these organisations inspired me to look for another opportunity outside Philips where that same attitude was present.

Next to the great atmosphere, I really enjoy working for Intracare because it is an innovative and quickly growing company with a pragmatic approach where individuals can make the difference.



## Symon de Jong

My name is Symon de Jong (48) and I recently joined the commercial team at Intracare in the role of Sales Manager. I have more than 22 years of international sales experience in the food & feed industry and worked for companies in the dairy, meat and agri-business. In my last position I was responsible for the global sales of young animal nutrition at FrieslandCampina Nutrifeed. I have chosen to work for Intracare because it's an innovative company with a clear mission to reduce the use of antibiotics in livestock farming.

In my spare time I like running and watching my kids play hockey.

## Dirk Florie

My name is Dirk Florie, I am 22 years old and I have worked as a Logistics Assistant at Intracare since 2 January. My job is to Assist the Logistics Manager with his tasks.

I studied business administration at ROC de Leijgraaf in Veghel and at the same time I worked at a local, Spanish style eatery Señor PP as a chef. I still work there on Saturdays. The logistics department is new for me, because it has nothing to do with my studies in business administration. But, I like new challenges and I am enthusiastic about arranging transport for our customers.

It is a pleasure to work at a company like Intracare, because it is a small company that does great things for farmers and their animals all over the world.



## Lonneke Jansen

My name is Lonneke Jansen (27) and I have worked at Intracare in the role of Product Manager since 2 July. After completing my master's degree in Animal Science at Wageningen University, I started working for Trouw Nutrition as a Global Product Manager in the Feed Additive department. Here I was responsible for some of the products in the swine and poultry Gut Health portfolio. Giving product training, technical support to sales, coordination of trials and setting marketing strategies were some of my main responsibilities.

Intracare is a pioneering and rapidly growing company with the ambition to reduce the need for antibiotics in animal production, one of the reasons why I chose to work for Intracare.

I live happily with my partner in Keldonk, a very small village near to Veghel. Music is my passion and most of my spare time is devoted to that!

## Akhir Pebriansyah

I am Akhir Pebriansyah (30), but simply call me Brian from Indonesia! I graduated from the Czech University of Life Sciences Prague with a PhD in Animal Nutrition in Tropics and Subtropics and worked at the Animal Sciences and Research Centre Prague.

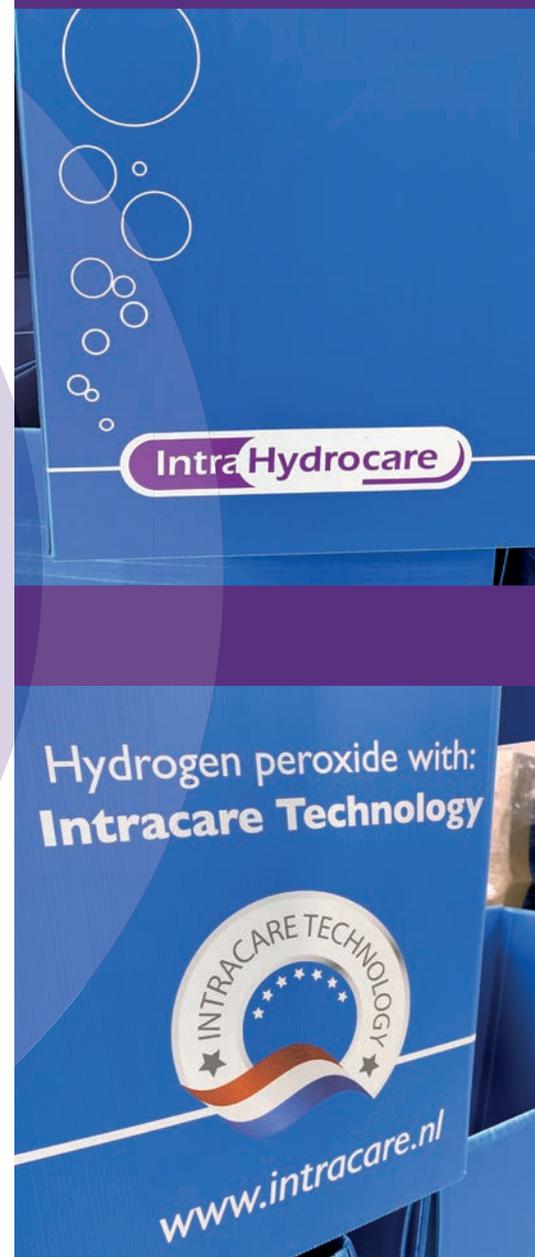
For me, Intracare is a great company to work for. During my month in the Netherlands I learnt and absorbed all the information at Intracare and am gaining a lot of experience with Intracare products, as well as visiting customers with various sales managers.

My responsibility is to visit and strengthen the position of Behn Meyer in Southeast Asia, support current and potential customers as well in the region and explain to end-users how to apply Intracare products together with Behn Meyer in Southeast Asia.

My main target will be to make the position of Intracare in this region as significant as it currently is in Europe. Many farmers in SEA are eager to learn how to work with Intracare products, and reducing the use of antibiotics is also becoming a more important topic there too.



# New pallet packaging Intra Hydrocare



*Packaging forms an essential component of Intracare's products. Our aim is to always make working with our products as safe and easy as possible for farmers. We have now improved the quality of the outer cover packaging of Intra Hydrocare. Every pallet of Intra Hydrocare that is exported is protected by an outer cover to prevent damage to the products during transport and storage. We have recently changed the material used to make outer covers for Intra Hydrocare. Previously we used cardboard outer covers. We have now switched to using polyethylene made from recycled material.*

This new material has two major advantages:

- It provides greater protection of the packaging. The material does not absorb any moisture and retains its stability in all situations (transport and storage).
- Unlike cardboard, the new outer cannot react with Intra Hydrocare if any leaks should occur. Cardboard is organic material and theoretically can react with Intra Hydrocare. This does not apply to the new material, so it is therefore much safer.

The packaging is easy to recognise thanks to its bright blue colour and Intracare logo print. This also benefits recognisability and product promotion. Important considerations for a product where we pay attention to all the details.

# Kilos or litres

## Intracare delivers more value per liter

Does it matter whether the label states kilos or litres? YES, IT MATTERS A LOT! Many people are not really concerned about whether a product label states the contents as a volume or a weight. However, there is a definite difference between the weight of a product and the volume. Intracare has always chosen to state the volume of the product on the label of the packaging. This is a conscious decision as, in almost all cases, the recommended dose of the product is shown as a volume and seldom as a weight. Partly because Intracare aims to produce and transport products in the most concentrated form possible, the weight of our products is almost always higher than the volume.

Intracare is considering indicating both the volume and the weight of the product on the label in future. This will enable easier comparison with products from the competitors, which only state the weight on the packaging. For example: 10 l of Intra Hoof-fit Liquid weighs no less than 12.9 kg. So if a competitor offers a product that weighs 11.5 kg, that is considerably less than 10 l of Intra Hoof-fit Liquid.

Product	Volume	Weight
Intra Hydrocare	10 L	11.9 kg
Intra Hoof-fit Liquid	10 L	12.9 kg
Intra Hoof-fit Gel	330 ml	430 g
Intra Nutri-Mix	10 L	11.8 kg
Intra Calferol	10 L	11.0 kg





# Intracare awarded NSF International Certification for Intra Hydrocare



*Intracare, a leading innovative company in the intensive livestock industry, has been awarded certification to NSF/ANSI 60, the American National Standard for Drinking Water Treatment Chemicals.*

NSF International led the development of the American National Standards for all chemicals used to treat drinking water and materials/products that come into contact with drinking water. Today, government agencies around the world utilise NSF International standards to verify the safety and performance of water treatment chemicals, pipes and plumbing components and to ensure these products do not leach harmful levels of contaminants into drinking water.

To earn NSF/ANSI 60 certification, Intra Hydrocare was subject to rigorous testing and evaluation to verify that the product met requirements for use in treating animal drinking water. NSF International also audited the manufacturing facility to verify compliance with the standard requirements.

Intra Hydrocare and related marketing materials can now bear the NSF/ANSI 60 mark and are listed on NSF International's website. NSF International works closely with state, local and national regulatory authorities to gain recognition and acceptance for the NSF mark.



*Director Jan van Geest,*  
**“This is another milestone for us and the product Intra Hydrocare. This certification demonstrates that Intra Hydrocare can be used to disinfect human drinking water and is safe.”**

## **About NSF International:**

NSF International is an independent, global organisation that establishes standards and protocols, and tests and certifies products for the food, water and consumer goods industries to minimise adverse health effects and protect the environment. Founded in 1944, NSF is a Pan American Health Organization/World Health Organization Collaborating Center on Food Safety, Water Quality and Indoor Environment.

Developed by a team of scientists, industry experts and key industry stakeholders, NSF/ANSI 60 addresses the health effects implications of treatment chemicals and related impurities, and covers a broad range of water treatment chemicals including corrosion and scale control chemicals; pH adjustment, softening, precipitation and sequestering chemicals; coagulation and flocculation chemicals; well-drilling products; disinfection and oxidation chemicals; and miscellaneous and specialty chemicals.



# New logo for organic certification compliance

*“The logo to indicate products that comply with the EU’s organic farming Legislation.”*

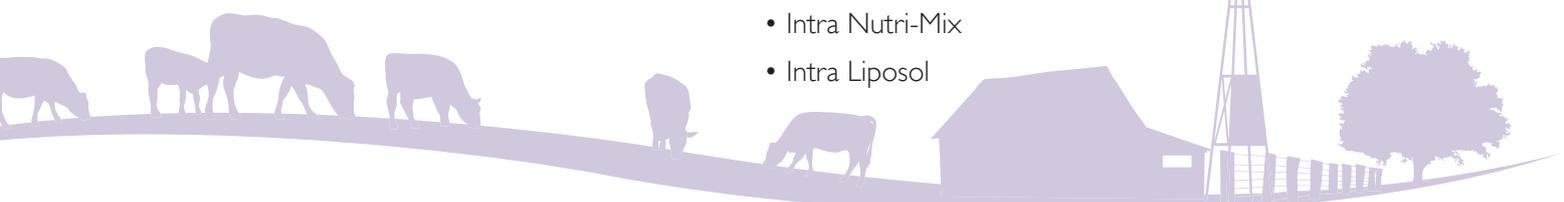
*The importance of organic farming is continuing to grow. Many products developed by Intracare in the past already meets current EU legislation.*

*This logo will be used in external communications relating to our products such as labels, leaflets, internet and presentations.*

The logo indicates that each ingredient meets the requirements stipulated in European Regulation EC 834/2007. In this guideline, each specific ingredient that is stated, for example vitamins and minerals, may be used for organic farming.

The following products will get the Organic farming label:

- Intra Hydrocare
- Intra Calferol
- Intra Mineral Vit. E & Selenium,
- Intra Aerosol
- Intra Aqua Acid Mineral
- Intra Nutri-Mix
- Intra Liposol



For people who like to receive a declaration that these products are Organic farming approved, please contact our R&D department: [cvulders@intracare.nl](mailto:cvulders@intracare.nl)

# Intra Calferol

IMPROVED FORMULATION

## Intra Calferol improved with phosphorus releaser

*Intracare strives to innovate and hence we have improved the formulation of Intra Calferol. We found a solution to combine Vitamin D3, chelated calcium and magnesium with a phosphorus releaser. What seems to be impossible in the past, is now reality with the new and improved Intra Calferol.*

IMPROVED FORMULATION

Calcium and phosphorus are essential nutrients involved in many biological processes. Both of these minerals play roles in the skeleton, metabolic balance, blood clotting, enzyme activation, neuromuscular function, nucleic acids and many more functions and processes of the living system. The rapid growth rate of modern day poultry calls for an increase of supplementation of these essential nutrients for support of growth and health, all the while trying to maximise and achieve its full genetic potential.

Thus, there are many products on the market these days which attempt to fill the niche of supplementation of these nutrients, of course in conjunction with the important calcium related vitamin, Vitamin D3. This vitamin, like all others, can be volatile and subject to oxidation and breakdown in non-optimal conditions. One would think that having a product with a trio of ingredients such as calcium, phosphorus and Vitamin D3 would be a product that can be an all-in-one supplement, but many forget that the effectivity of the ingredients also depend on the stability of them. To keep calcium phosphate in a liquid form, one has to acidify its environment and thus cause faster Vitamin D3 breakdown.

The choice was thus made to only combine chelated calcium and Vitamin D3 together for one of our very successful products, Intra Calferol. Nevertheless, the search was still on for a product that could somehow combine all three ingredients together all the while staying stable and active. We have thus now found a solution all the while maintaining the pH neutrality of the product. Our new and improved version of Intra Calferol contains a stabilized phosphorus releaser, and therefore not only contains the key to the maintenance of calcium homeostasis (Vitamin D3), but also highly bioavailable calcium and magnesium, as well as releasing phosphate reserves from feed to make it readily bioavailable to the animal.

We will contact all our customers individually. However, if you are interested in this improved Intra Calferol, please let us know and we will arrange for an introduction.



# Intra Hydrocare production clean room

*Intra Hydrocare is a rapidly growing product within Intracare's range. The production process demands a lot of attention and precision. The completion of this new area means we now have a dedicated production hall for Intra Hydrocare. This hall is practically dust-free and provides a clean environment where Intra Hydrocare can be produced in its purest form. This is an absolute necessity as even the slightest pollution in hydrogen peroxide can give a reaction. Three hyper-modern filling lines have also been installed so that production and filling can be completed rapidly.*

These new facilities allow us to provide our customers with better service and plenty of information. You are always welcome to come and visit our production facilities in Veghel. Why not bring your customers along for an interesting and informative visit?

## Some interesting facts and figures for our new Intra Hydrocare clean room:

- 1 line for 5 and 10 liter cans
- 1 line for 20 liter cans
- 1 line for 1 liter bottles
- Capacity per line: 2,000 liters per hour
- Extra storage capacity of our new expanded facility: 70,000 l Intra Hydrocare





 [info@intracare.nl](mailto:info@intracare.nl)

 [www.intracare.nl](http://www.intracare.nl)