

MEDIA RELEASE



For Immediate Release

1 August 2022

MAXCARE LAUNCH NEW PRODUCTS INTO NEW ZEALAND MARKET

“To be the trusted advisor in Infant Animal Nutrition”. This is what Philip Spies, MaxCare New Zealand Sales Manager stated when asked about who MaxCare want to be. “We want to be the preferred partner and the company that people turn to for all their infant animal needs”.

This view has led MaxCare to the next chapter in their story. MaxCare was established around a core business of milk replacers for infant animals with the focus being on calves reared in dairy systems.

Since launching in New Zealand in 2018, the brand has developed national distribution through our exclusive partners PGG Wrightson and with this has come the demand for a more extensive range of products to service a broader market with MaxCare products.

MaxCare will release three new products into their portfolio on 1st August 2022 with a commitment to continue adding new products in the coming years.

“We are really excited about this next phase in our business. This will allow us to offer our existing customers a wider range of product solutions and open up new opportunities with farms who traditionally haven't used milk replacers.” Philip said that MaxCare had worked closely with their technical supply partners across Australia, North America and Europe to develop this new product range:

1. **MaxCare Electrolyte PREMIUM** is a scientifically formulated electrolyte with comprehensive hydration properties and buffering capacity.
2. **MaxCare Probiotic Paste PREMIUM** is a supplement for calves. A scientifically formulated probiotic containing a source of viable, naturally occurring microorganisms to support gut health.
3. **MaxCare Whole Milk Additive PREMIUM** is a comprehensive blend of vitamins, minerals, probiotics and in feed solutions to bolster the performance of animals fed with whole milk.

These MaxCare products have been designed and sourced by our growing technical support team who have worked to find the best possible products to suit the market requirements.

“The overwhelming feedback we get from our customers is on the exceptional level of customer service they receive from our sales and customer service team. The exciting thing about this new range is that we get to expose a broader audience to that service.”

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www.maxumanimal.com

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About MaxCare: MaxCare specialise in infant animal nutrition. The MaxCare range of milk replacers has been specifically formulated using high quality ingredients to ensure optimum health and nutrition in infant animals. MaxCare products are available in Australia and New Zealand.

For more information on MaxCare products please contact:

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