

# Intraview

nr. 1 • April 2016

International Conference  
on Lameness in Ruminants  
Chile Page 4

Intracare BV participated  
in the debut VIV MEA  
Abu Dhabi Page 8

*“Growing worldwide  
awareness of non-  
antibiotic treatment  
for hoof problems”*

Intracare

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

# Introduction



## Welcome to the first edition of Intraview

Intracare has always been a dynamic business, but the last year has beaten everything in terms of developments that were going on within and around the company. For example, in the past year we built a completely new factory which will enable Intracare to continue to grow and lead the field when it comes to developing novel products in the (intensive) farming sector. We now have a state-of-the-art laboratory for our R&D and quality division, a wholly new certified GMP Pharma room, an office area, and much more space for production and logistics. All with the aim of improving the quality of our production process and continuing to grow as a leading company within our sector.

2016 has only just begun and our schedule is already bulging with various activities. This magazine contains a roundup of the topics that are commanding our full attention at present. New products, new developments, with which we aim to stay a top player in this market. We also take you on a look behind the scenes and proudly show off everything we achieved last year. And we hear from a loyal Intracare customer with tips and tricks on marketing Intracare products successfully.

With this edition, we hope to bring you fully up-to-date with what is happening in Intracare. To inspire you and to give you even more energy to continue building with our brands in your market. It goes without saying that our team is always available to discuss this in more detail!

*Jan van Geest*

“To inspire you and to give you even more energy to continue building with our brands in your market.”

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## International Conference on Lameness in Ruminants Chile

In November 2015, we actively participated in the International Conference on Lameness in Chile.



## GMP pharmaceutical license

One of the major recent developments is that we are now accredited with a GMP license for pharmaceutical products.



## Intra Calferol strengthens eggshell, bones and calcium metabolism

For many integrators worldwide, Intra Calferol is THE product when it comes to improving calcium metabolism in animals.



## Intracare BV participated in the debut VIV MEA Abu Dhabi

The Middle East is an important market for Intracare. In February 2016 we participated in the VIV MEA in Abu Dhabi.



## New production facilities Intracare in Veghel. Including GMP Pharma area

The total overhaul of the Intracare factory in Veghel (Netherlands) was completed in late 2015.



## Bio-Vet Ltd Şti Turkey

A company interview with our distributor Bio-Vet Ltd Sti in Turkey!



## Intra Fact & Figures

Find out more about our latest company and product news.





# Bio-Vet Ltd Şti Turkey

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

We had a local veterinary clinic until ten years ago and worked in poultry, especially in the layer industry. At the end of 2005, an Avian Influenza outbreak occurred for the first time in Turkey and caused very bad consequences in the poultry industry. As from that moment we decided to change our path. We wanted to cooperate with a good company that was known for its high quality products worldwide. We met with Intracare during VIV Europe 2006 in Utrecht and realised that we had found the opportunity we were looking for. And now we are very pleased to be a member of the Intracare family.

## What is your “secret” - why is your company so successful with Intracare products in your local market?

Our secret is “experience + high quality products = success”. We have worked in every part of the poultry industry for many years. If you work in a live production

industry, you must be very careful, make correct decisions, use reliable products and follow innovations regarding your job. We did it and combined our experience with Intracare’s products. Using high quality products for your job always takes you forward.

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

We have many competitor companies and products in our market. It was the same in the past as well. When we entered the market with Intracare products, we used them firstly in poultry houses where we gave technical service. We saw their results and advantages. So we believed in them. Above all, you must believe in your product. If you really believe in it, you can recommend it with confidence. Intracare products proved themselves in the field. So we beat our competitors with the quality of Intracare products and our knowledge.

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

Intracare's varied support is very important for our company. First of all, we have good cooperation. Intracare supports us in every respect and we share everything, like experiences, trials, with each other. Intracare is an innovative company which is continuously developing. It is growing day by day with its staff and product range. To do business with such a supplier company is a great opportunity for Bio-Vet and other partners of Intracare. Besides this, Intracare's constant product quality really helps us to increase our sales.

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

We have two different golden tips for other Intracare distributors.

### As a distributor:

*"Hug Intracare firmly"* Intracare has been a main supplier to Bio-Vet since 2006. Intracare products always have top priority in our sales program. We imported some feed additives from other companies in Europe in the past. But our relationship and trade with them finished after a while because those companies didn't have standardized product quality. There are many companies in the world from which we can import a lot of products, but it is very difficult to find an honest and reliable company like Intracare.

### As a veterinarian in the poultry industry:

*"Use high quality products for prevention and medication in your job"*. We don't know how it is in other countries, but in our country price is always the most important subject. In our working lives we never chose the cheapest product for prevention and medication. The most important thing for us was the positive result of medication. We always chose quality and won.

## What is your favourite Intracare product?

Each Intracare product is very special for us. The most special of all is Intra Hydrocare. It is number one in its class

in Turkey now. Everybody knows that Intra Hydrocare is the top quality product amongst others. Intra Hydrocare is the product into which we put the most effort regarding competitor actions. But we beat all of them one by one. So being of the rival of Intra Hydrocare is very hard work...

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

Intracare and Bio-Vet are companies which accurately gauge the requirements of livestock farming enterprises. Because of that, Intracare products will be the first option for clever customers who want to improve profitability with correct formulations and practical solutions in future.

As Intracare Turkey, we always want to be a company which represents Intracare in a correct and honest way here. Our main aim will be to continue this and to make our products the first choice for all producer companies in the agricultural industry.

In order to achieve this, we have some strategies:

- To present the correct formulations and high quality of Intracare products
- To show everybody how Intracare products are different
- Fair trade
- Transparency, sincerity and a smiling face

## Company information

- Name of company: Bio-Vet Ltd
- Date founded: 1 March 2002
- Number of employees: 9
- Location of company: Bursa, Turkey
- Sales share (%) of Intracare products compared to rest of product portfolio: 80%
- Market share of Intracare products in your country: 18-20%



# Safe Cleaning & Disinfection of drinking lines

## IntraHydrocare

**VIRUSES  
SALMONELLA  
E-COLI**

# How safe is your water?



Intra Hydrocare has a dual effect: It removes the biofilm and disinfect the drinking water. Safe and very effective!

**Intra**care

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