PRESS RELEASE

Anitox announces key move into China

29 May 2012

Globally expanding Anitox Corporation, a world-leader in providing solutions for safer feed and food, has established a new subsidiary in China to develop and service the growing market for its products.

Anitox Trading (Beijing) Limited will enhance the international corporation’s ability to distribute the world-class Anitox range of feed safety and milling efficiency solutions throughout this fast-expanding market. The presence of the new company in China will provide the country’s rapidly-developing livestock production and feed manufacturing sectors with access to Anitox products and technologies, which are now used by most of the world’s leading feed manufacturers and livestock producers. They include Termin-8®, the Anitox pathogen control programme for finished feed and raw materials, together with its Maxi-Mil® milling efficiency programmes.

Scott Faul, Regional Director for Anitox in Asia Pacific, stated: “This is a bold step forward for our company into a critical market which will become the world’s leading country for feed production in the very near future. The brisk growth in productivity and innovation in China’s livestock rearing and feed sectors makes it both an exciting and essential place to be. We are looking forward to providing new and existing customers with our innovative range of award-winning products.

“This is also a fantastic opportunity for customers in the region to benefit significantly from our technical expertise. Rising raw material costs mean that mills have to operate with greater efficiency in order to bring quality finished feed to their customers at a sustainable cost. The Anitox Maxi-Mil® product line has a proven track record in reducing shrinkage, enhancing the shelf-life of feed and increase milling efficiency.

“At the same time, international retail food businesses are setting very high standards of food safety and hygiene, so meeting their requirements is vital. Reducing Salmonella in feed will be a key element in achieving these more stringent targets. Anitox is at the forefront of the industry in terms of supplying products which provide safe feed to protect the health of livestock and consumers, which is why Termin-8® has such potential and Maxi-Mil® offers considerable benefits for feed manufacturers.”

Anitox Trading (Beijing) Limited will concentrate on increasing customer awareness of Maxi-Mil® and Termin-8®, which is used to help ensure the safety of more than 32 million tonnes of feed and raw materials every year.
Anitox Corporation has 35 years experience in antimicrobial and mould-control technology in finished livestock feeds and the raw materials used to produce them. Now at the forefront of the industry in terms of supplying products which provide safe feed to protect the health of livestock and consumers, the company is ISO 9001:12000 and GMP+ Certified. It also has a strong Research & Development programme which includes a pipeline of new products that are at the cutting-edge of technology. These will further increase the volume of business which the company transacts in existing markets and take it into new areas, helping livestock producers, feed manufacturers and food producers to meet future demands and challenges.

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NOTES TO EDITORS

1. Founded in 1977 by research chemist Dr. Bob Bland, Anitox is based in Lawrenceville, Georgia, USA and has key regional offices/operational centres in North America, Latin America, Europe, Middle East and Africa, together with Asia Pacific. An international corporation, Anitox is a pioneer in the field of antimicrobial products, developing and manufacturing a range of antimicrobial preservatives for animal feeds, feed ingredients and foodstuffs for human consumption. In 2007, a majority shareholding in Anitox was purchased by The Riverside Company, a leading private equity investor. Since then Anitox has invested significantly in the business.

The Anitox product line includes: Termin-8®, Monoprene bacterial control agents, Maxi-Mil® milling efficiency program, MonoProp® and Punch mould control agents, together with Blue Royale water treatment and Sorb-It aflatoxin binder. Through its Research and Development Centre, Anitox develops new products which are at the leading edge of technology. The business has an international network dedicated to providing top-quality products which are supported by the best technical service, engineers, laboratory technicians and customer service representatives. Anitox is ISO 9001:12000 and GMP Certified.

Please visit www.anitox.com for more information.

2. Digital images are available to illustrate this press release. Please contact Kerry-Anne Rookyard at Kendalls Communications on +44 (0)1394 610022, or email Kerry-Anne.Rookyard@kendallscom.co.uk

Scott Faul is responsible for the Anitox team in Asia Pacific. He has 12 years experience of managing Asian markets within the animal health/nutrition industries, is a long-term resident in Greater China and speaks fluent Mandarin.