YEARS IN GLOBAL TRACE MINERALS MARKET
Novus's leadership position in the organic trace minerals market has been propelled by nutritionists’ and producers’ trust in the MINTREX molecule for the past decade. The MINTREX molecule truly embodies Novus's commitment to delivering and supporting innovative products, through science, that support animal health and performance.

For the past decade, Novus has focused on delivering premium minerals solutions that address our customers’ unique production challenges. MINTREX is the mark by which other products are measured when it comes to chelation. Providing quality mineral solutions to our customers is of the utmost importance.

**MINTREX: unique categories within the European Union and the United States**

Thanks to the unique ligand, HMTBa, MINTREX chelated trace minerals are categorized within the EU in a unique, separate group of trace minerals defined by the European Commission as ‘chelates of metals and HMTBa’ (EU regulation EC No 350/2010, No 335/2010, No 349/2010).

Recently the AAFCO (American Association of Feed Control Officials) accepted also a new feed ingredient definition for MINTREX recognizing it to belong to a ‘new category of chelated minerals’.
10 YEARS
PEER REVIEWED

Effects of a chelated copper as growth promoter on performance and carcass traits in pigs.

Multi-trial analysis of the effects of copper level and source on performance in nursery pigs.
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Digestibility and retention of zinc, copper, manganese, iron, calcium, and phosphorus in pigs fed diets containing inorganic and organic minerals.
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Dietary Mineral Sources Altered Lipid and Antioxidant Profiles in Broiler Breeders and Posthatch Growth of Their offsprings.
Qiujuan et al., 2012
Biol Trace Elem Res 145:318–324

Effects of Methionine Hydroxy Analog Chelated Cu/Mn/Zn on Laying Performance, Egg Quality, Enzyme Activity and Mineral Retention of Laying Hens.
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Impact of feeding lower levels of chelated trace minerals vs. industry levels of inorganic trace minerals on broiler performance, yield, foot pad health, and litter mineral concentration.
Manangi M.K. et al., 2012
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Effect of dietary MINTREX-Zn/Mn on performance, gene expression of Zn transfer proteins, activities of Zn/Mn related enzymes and fecal mineral excretion in broiler chickens.
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CASE STUDY: Supplementation of Chelated Forms of Zinc, Copper, and Manganese to Feedlot Cattle with Access to Drinking Water with High Sulfate Concentration.
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Determining the Methionine Activity of MINTREX Organic Trace Minerals in Broiler Chicks by Using Radiolabel Tracing or Growth Assay.
Yi G. F. et al., 2007
Poultry Science 86:877–887

Metabolic Challenges and Early Bone Development
Dibner J.J. et al., 2007
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Mineral metabolism and chelated minerals for hatchlings.
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Early nutrition of zinc and copper in chicks and poults: impact on growth and immune function.
Dibner J.J. et al., 2005
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Metal chelates of 2-hydroxy-4-methylthiobutanoic acid in animal feeding, Part 2: Further characterizations, in vitro and in vivo investigations.
Prederi G. et al., 2005.
Registrations map

Milestones

2008
November 2008
GMP+ Certification of Little Rock Manufacturing Facility

2010
November 2010
MINTREX plant extension at Novus Arkansas

2013
February 2013
ISO 9001:2008 Certification of Little Rock Manufacturing Facility

2012
January 2012
AAFCO approval

2013
February 2013
2012 Frost & Sullivan Product Differentiation Award

March 2013
FAMI-QS Code of Practice for Feed Additives and Premixture Operators Certification at Little Rock Manufacturing Facility

September 2013
OMRI Listing received

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