



Novus International launches AVIMATRIX® Z in the European Union

BRUSSELS (September 5th, 2018) – Novus International is launching the zootechnical feed additive AVIMATRIX® Z in the European Union. AVIMATRIX® Z supports the ambitious plans of Novus to extend and strengthen its position in the Global Eubiotics feed additive market.

AVIMATRIX® Z is a preparation of benzoic acid, calcium formate and fumaric acid, recently authorized by the European Union as a feed additive for improving the zootechnical performance of chickens for fattening and chickens reared for laying (identification number 4d14) (COMMISSION IMPLEMENTING REGULATION (EU) 2018/982 of 11 July 2018). The European authorities considered the significantly improved feed conversion of chickens fed AVIMATRIX® Z at a minimum dose of 500 mg/kg of complete feed.

“Supplementing compound feeds with AVIMATRIX® Z allows chicken producers to optimize animal performance and operational profitability and enables feed manufacturers to indicate the inclusion of a unique, innovative additive and claim the performance improving effect”, said Silvia Peris, Head of Technical Services Europe & Middle East Novus Europe.

For more information about AVIMATRIX® Z and Novus International, visit www.novusint.com or visit us at our Eurotier booth (Hall 23 – Stand B17) from November 13th to 16th 2018.

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About Novus International, Inc.

Novus International, Inc. is headquartered in metropolitan St. Louis, Missouri, USA and serves customers in over 100 countries around the world. A global leader in developing animal health and nutrition solutions, Novus International’s products include ALIMET® and MHA® feed supplements, ACTIVATE® nutritional feed acid, ACIDOMIX® preservative premixture, CIBENZA® enzyme feed additive, MINTREX® trace minerals, SANTOQUIN® feed preservative, AGRADO® feed antioxidant and many other specialty ingredients. ESM Technologies, LLC, a joint venture between Novus Nutrition Brands, LLC, a subsidiary of Novus International, and ESM Holdings, LLC, focuses on human nutrition through specialty and functional ingredients for manufacturers of foods, beverages and dietary supplements (www.stratumnutrition.com). Novus is privately owned by Mitsui & Co. (USA), Inc. and Nippon Soda Co., Ltd. For more information, visit www.novusint.com. ©2018 Novus International, Inc. All rights reserved.