

New Bolus and New Products from Animax

- **Tracesure® 3in1 for Sheep and Lamb**
 - **Tracesure® Sheep Traffic Lights**
 - **Tracesure® Lamb Traffic Lights**

Dispatching Orders from Monday 1st August

Animax are known for innovation and for quality. We are therefore delighted to let you know about a new leaching bolus which we have developed for sheep and retained or replacement lambs. This bolus has been developed in response to requests from farmers and merchants. They told us that what they really wanted was a bolus which combined 3 of the essential trace elements; cobalt, iodine and selenium but in one single, smaller bolus.

- The leaching Tracesure® 3in1 boluses contain the optimum amounts of cobalt, iodine and selenium, which release over 180 days.
- The quantities of iodine and cobalt have been slightly increased compared to our existing Tracesure® sheep product range.
- We know from research that selenium and cobalt release more effectively when they are delivered separately. The unique 'double-ended' construction of the new Tracesure® 3in1 bolus allows for this.
- The new (single) Tracesure® 3in1 bolus will make the loading process simpler, quicker and more convenient for your customers, who would previously have used 2 boluses.
- The new Tracesure® 3in1 Sheep and Lamb bolus can be bought in tubs of 100 and 250 applications.

In instances where sheep are also deficient in copper, customers can buy our upgraded Tracesure® Sheep Traffic lights. Our sheep Traffic Lights will contain the Tracesure® 3in1 bolus with a separate tub of copper capsules. (Coprax 4g).

Customers whose retained or replacement lambs are deficient in copper, can buy our upgraded Tracesure® Lamb Traffic lights. Our Lamb Traffic Lights will contain the Tracesure® 3in1 bolus with a separate tub of copper capsules. (Coprax 2g).

We will be launching the new Tracesure® 3in1 for Sheep and Lamb and the upgraded Tracesure® Traffic Lights products at the Royal Welsh Show on Monday 18th July. Merchants will be able to take orders from the 18th July, however **please note that we will be dispatching orders from Monday 1st August.**

Please note the new product codes, list price and the number of packs per outer:

	Pack Sizes	Packs Per Outer	Animax Product Code	List Price Per Pack
NEW Tracesure® 3in1 for Sheep and Lamb <i>Without Copper</i>	100 applications	6	PR4226	£129.00
	250 applications	4	PR4225	£283.00
UPGRADED Tracesure® Sheep Traffic Lights <i>With Copper</i>	100 applications	6	PR4231	£152.00
	250 applications	4	PR4232	£299.00
UPGRADED Tracesure® Lamb Traffic Lights <i>With Copper</i>	100 applications	6	PR4229	£145.00
	250 applications	4	PR4230	£291.00

We hope that you will find the new products to be a useful addition to your sales range and that your customers will like them. If you have any questions or If you would like one of our sales representatives to contact you, please call us on +44 (0) 1359 252181 and Kelly or Miles will arrange it.

Wishing you a successful summer.

Yours sincerely



Carolyn Holland
Marketing Director



Jim Adair
GB Sales Manager