

Intraview

nr. 8 • October 2023



YES WE DID IT!

p. 9

**Intracare factory runs
on solar energy**

p. 20

**Ladypower at the
sales department**

p. 30



“Proud to make the final products”

I was quite surprised when I was asked to write the introduction text for this edition of Intraview. It’s truly enjoyable for me to be able to participate in this, and I take great satisfaction in having our production team actively engaged as well. I think it indicates that we play an important role in the entire process of Intracare. Ultimately, our team creates the final product, maintaining the quality of the product and ensuring that everything is ready for shipment to the customer on time.

I started at Intracare somewhere in the spring of 2016. The batches we produced back then were relatively small, and a lot was still done manually. Now, more than 7 years later, a lot has changed. At this point, I rarely operate the machines myself but rather oversee the production more and more. Good planning is essential to make everything run as smoothly as possible and to ensure that all customers receive their products on time. With the current volumes we

produce daily, this is quite a challenge. Fortunately, over the past years, we have made significant strides in automating production and packaging processes.

We now have a dedicated hall for the production and packaging of Intra Hydrocare. For each packaging size, we have fully automated filling lines, and we can fill this product under strict hygienic conditions. Let’s not forget our recently acquired packaging line for Intra Repiderma. Where we used to manually package everything, we now do it fully automatically and can package up to 30,000 aerosol cans per day. So, we can push the sales of Intra Repiderma full throttle without it causing problems for us.

It feels like a challenge to be responsible for Intracare’s end products. Marketing and Sales can deliver the most beautiful work, but ultimately, we are the ones who make it happen. We do it with a wonderful and friendly team that starts its work every weekday at 7 in the morning. And when we have completed our work, we proudly put our signature on every finished pallet as the final check. Ready to be shipped to our customers worldwide.

Joris van der Ven

4
Intracare visits Young Focus in the Philippines

6
INTRA HYDROCARE BPR APPROVED: What does it mean?



9
YES WE DID IT!

10
Intra Repiderma packaging automation

12
New @intracare



16
Intracare proud of it’s own Technical Department



18
REVIEW: VIV Asia 2023

19
PREVIEW: VIV MEA 2023



20
Intracare factory runs on solar energy

22
Intracare Family Day

24
From expanding foam to queen of Hygiene



25
Intra Hoof-fit Inspirations Days



26
Our partner Bio-enterprise

28
Wednesday Intra Sports Day



28
Intracare takes on the Buffelrun challenge

30
Ladypower at the sales department



INTRACARE VISITS YOUNG FOCUS IN THE PHILIPPINES

It's been a long time since founder Jan van Geest connected with Paul and Ann from Young Focus. This organisation has been dedicated to underprivileged children and youth born in Manila, who previously lived and worked on Smokey Mountain. Even at a very young age, children scavenged for plastic scraps in this landfill, with no sight of a healthy future.

Young Focus aims for these children and youth to develop their (hidden) talents and gifts, breaking free from the cycle of poverty. For over 15 years, Intracare has been supporting this organisation. Among their contributions, Intracare has constructed its own childcare facility for children aged 3 to 5. The primary goal is to provide quality education and a healthy environment among peers.

Nearly all Intracare employees annually sponsor one or more children. It was high time for a small delegation to get acquainted and visit this environment. Moniek (sales support), Daisy (R&D), and Frank (purchasing) set off earlier this year to Manila to lend a hand at Young Focus.

THE JOURNEY

They traveled by minivan (a Jeepney) to Young Focus in Manila, witnessing worsening living conditions along the way.

On day one, they reached Tondo district to visit Temporary Housing. Amidst trash piles, they encountered kind and spontaneous people. This day emphasised Young Focus' necessity, meeting a mother of an employee who proudly showed her modest permanent housing, an "upgrade" but still lacking space.

At Old Smokey Mountain, an overgrown rubbish dump, people live and work, though housing is restricted. Temporary Housing replaces it, yet some huts persist.

'AT YOUNG FOCUS, WE DISCUSSED OUR IMPACTFUL VISIT, CONTRASTING THE BEAUTY WITH THE EYE-OPENING REALITIES.'

The next day, they joined a class with vulnerable teens, some looking younger due to poor nutrition. Young Focus helps them return to school, involving creative engagement and job application talks.

Parents were present too, as Young Focus educates and empowers them to support their children's education. An evening development program featured former students sharing success stories, impressively highlighting their journeys at Young Focus.

After a rest day, we visited Intracare-supported Child Care Centre in Tondo. Children aged 3 to 5 attend classes, singing, listening, and learning amidst their challenging living conditions.

All in all, it was an unforgettable journey with many impressions. It was valuable to witness everything with our own eyes and share the stories at Intracare. They are doing wonderful work at Young Focus, and they can continue to count on our support for a long time to come.

225
SCHOOL DROPOUTS AND STREET YOUTH IN SPECIAL EDUCATION PROGRAMS

79
CHILDREN IN OUR PRESCHOOL

900+
FAMILIES WE WORK WITH IN THE COMMUNITIES

627
STUDENTS IN OUR REGULAR SPONSORSHIP PROGRAM





INTRA HYDROCARE BPR APPROVED: What does it mean?

For years, Intra Hydrocare has held a global reputation as the gold standard for cleaning and disinfecting drinking systems. Renowned for its stability and safety, Intra Hydrocare has earned its place as a trusted product. Beyond its exceptional quality, one of our greatest competitive advantages lies in our extensive range of worldwide product registrations. At Intracare, we place immense value on securing these registrations as a top priority. Not only do these registrations reinforce the credibility of our products, but they are often essential for initial market entry and for establishing our presence in global markets for the long term.

Our dedicated Research and Development (R&D) department is entrusted with the task of obtaining and managing these registrations across the globe, commonly referred to as regulatory affairs.

In this article, we aim to provide you with insight into the journey of acquiring a product registration, spotlighting our BPR (Biocidal Product Regulations) registration for Intra Hydrocare as a case study.

Firstly, what does BPR stand for?

BPR is an abbreviation for Biocidal Product Regulations, a European legislation governing disinfectant products. It comprises a two-part product review program:

1 All biocides incorporate active ingredients. In the case of Hydrocare, this would be Hydrogen Peroxide. In the initial part of the BPR process, the EU rigorously evaluates

all active substances, examining potential hazards associated with their usage. If deemed too risky, they may be banned. However, if found safe under specific conditions of use, they are placed on an 'approved list'.

2 Once an active substance is added to the approved list, it triggers the requirement for all products based on that active substance to undergo re-registration. As manufacturers, we are then tasked with submitting a new BPR registration dossier. The product undergoes another thorough evaluation, assessing its safety and effectiveness based on the latest insights.

For instance, Hydrogen Peroxide was approved and added to the list in January 2017. This became the deadline for us to submit the Intra Hydrocare registration dossier.



ECHA
EUROPEAN CHEMICALS AGENCY
PT02, PT03, PT04, PT05

What is ECHA?

ECHA is short for European Chemicals Agency, an organisation that oversees chemical matters. It's responsible not only for managing BPR but also other regulations like REACH, CLP, PIC, and more. ECHA plays an executive role by implementing EU chemical laws and works to make them practical. They offer guidance on BPR, provide tools like the R4BP platform for dossier submission, and maintain a database for authorised active substances and biocidal products.

What is assessed in the BPR?

BPR assessments encompass four key components:

✓ Physico-Chemical Properties

Detailed ingredient composition, concentrations, product stability, and analytical methods.

✓ Effectiveness

Standardised studies are required to demonstrate product efficacy within specific use categories.

✓ Human/Animal Safety

Risks to humans and animals exposed to the product (via inhalation, skin contact, etc.) are assessed and minimized.

✓ Environmental Safety

Impact on the environment is evaluated, including residues in water after treatment and potential risks to ecosystems.

A matter of the long haul

Initiated in 2012, the new BPR aimed to re-evaluate all active substances within roughly a decade, ensuring safety and sustainability. However, evolving rules based on new data have prolonged this timeline. Consequently, it could take until 2050 to complete evaluations.



In practice, the process for product registration can exceed five years. For new product concepts, building a registration dossier takes around two years, followed by up to five years of reviewing. The timeline means a seven-year investment before earning returns.

As of 2022, Intra Hydrocare holds BPR approvals across PT02 (Private use and public health), PT03 (Veterinary use), PT04 (Food and animal feeds), and PT05 (Drinking water for animals) classes. Beyond the lengthy process, costs are substantial, involving extensive studies and assessment fees.

What's unique about BPR approval?

Obtaining BPR approval is unique and stands as a testament to

dedication, as not all companies have the resources to undergo this process. BPR approval sets products apart and marks a commitment to compliance with biocide legislation. Without registration, a product remains unapproved and unavailable.

In summary, Intra Hydrocare's BPR approval is a testament to our commitment to quality, safety, and regulatory adherence. It positions us uniquely in the market and underscores our dedication to providing effective and environmentally responsible solutions.



ECHA (European Chemicals Agency) implements the EU's chemicals legislation to protect your health and the environment. Intra Hydrocare is registered as an approved biocide with extensive product authorisations.

CHECK
HERE!



Robbert van Berkel, MSc,
Quality Assurance &
Regulatory Affairs manager

YES WE DID IT!

Over 1.800 cups of coffee

Well, anyone who thinks that an BPR registration (ECHA) just falls into your lap is seriously mistaken. Robbert van Berkel, the driving force behind many registrations at Intracare, was responsible for setting up this registration. It was a journey that will stay with him for the rest of his life and one he can only look back on it with a smile in hindsight.

'I SPENT TWO YEARS WORKING ON IT DAY AND NIGHT'

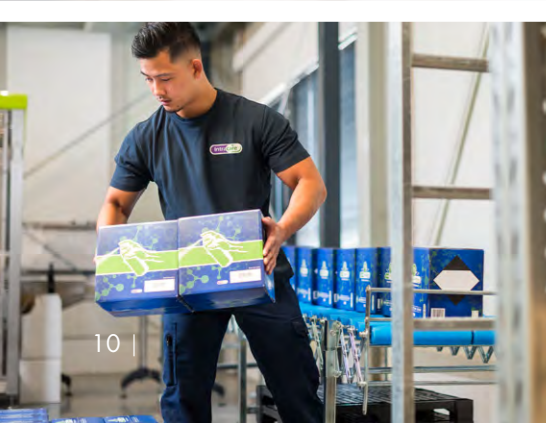
"Somewhere on a cold January day in 2015, I started preparing the dossier for Intra Hydrocare. We already had an extensive registration at the CTGB (the Dutch competent authorities), so I didn't expect too many problems, but that turned out to be a wrong view. I spent two years working on it day and night... during the day at my computer, and at night, I even dreamt about it... or lay in bed pondering how to handle things. Ultimately, we were approaching the January 2017 deadline... after over 1.800 cups of coffee, many sleepless hours and a few hundred emails, I was able to submit the dossier, and a five-year evaluation period by the CTGB began".

"This turned out to be quite a challenging period as well. The CTGB had hundreds of questions that often needed quick answers. When I came home in the evenings, I was still dealing with it in my mind at the dinner table. I wasn't exactly the most pleasant husband and father during that time... Even when I went on vacation to a camping place at the Southern France with my family, this project followed me. In the Alps, I didn't have a 4G connection, so I had to walk to the parking lot near the campground reception where there was Wi-Fi. I spent hours walking back and forth in that parking lot with my phone in hand to

coordinate and finalize things".

'I SHOUTED LIKE CRAZY'

"But on a sunny day in July, the big news came in, a huge relief... "We hereby grant you the PT02, PT03, PT04 and PT05 registrations." "We've got it...," I shouted like crazy and did a victory dive onto the couch in our office. I laid down there for a few minutes. Everyone at our department was ecstatic... it hadn't all been in vain, and I look back with great pride on what we've achieved. The calm hasn't fully returned because I'm now responsible for the MRP procedure of the same product in Europe, but that's going quite smoothly. Fortunately, I now have time to be more pleasant at the dinner table at home and give my wife and children the attention they deserve".



NEW

INTRA REPIDERMA PACKAGING AUTOMATION

Intra Repiderma stands as a flagship product within our portfolio. This antibiotic free skin and hoof protection spray utilises Intra Hoof-fit technology, effectively enhancing animal welfare while reducing the need for antibiotics. Among our array of offerings, Intra Repiderma stands out due to its distinctive aerosol properties.

In a packaging landscape predominantly featuring plastic jerrycans, barrels, and bottles, Intra Repiderma takes a unique form – an application via spray can. This divergence meant that, while most of our product packing lines were fully automated for cans, Intra Repiderma posed a somewhat labor-intensive challenge. Until recently, we employed a label machine, albeit still necessitating manual packing for bottles. However, the surge in sales compelled us to explore ways to streamline and automate this process for efficiency.

To address this need, Intracare invested in a cutting-edge packaging line exclusively dedicated to Intra Repiderma and related private label products. With this state-of-the-art setup, we can label, process, and pack up to an impressive 30,000 units daily. This represents a significant advancement, boosting our order capacity and equipping us to meet demands in the years ahead. Remarkably, this production line can be fully managed by a single operator overseeing the entire process.

**INTRA REPIDERMA, IF WE TALK ABOUT TRULY
REDUCING ANTIBIOTIC USAGE**

NEW @INTRACARE



Myrthe

SOME MORE GIRLPOWER ON SALES, WITH MYRTHE.

Myrthe loves animals, and is dedicated in keeping them healthy. For these reasons, she started her bachelor's degree Animal Husbandry, and got herself a job at a veterinarian for (small) ruminants and horses. In the meantime, Myrthe also worked at a dairy goat farm during the lambing season where she was responsible for the rearing of the lambs. During her time at the veterinarian, she learned about Intracare products. Now she has taken on the role of our new sales associate with practical experience and knowledge. She is ready to make valuable contributions to the development of future-proof animal health products at Intracare.

Mayra

SPARKING INNOVATION IN OUR R&D DIVISION

In January last year Mayra graduated for her Master of Science at Wageningen University. During her study she focussed on future proof innovations and got triggered by the sustainable way of thinking. One of the reasons she feels at home at Intracare. Mayra sets up, supervises and elaborates studies in our in house laboratory. She also supports her sales colleagues with cases and questions of technical nature. She has a strong hands-on mentality, and looks forward to add her contribution to innovation and sustainability..



Merle

DID YOU ALREADY SAY 'HI' TO MERLE?

Many of you probably already have been in contact with Merle. If not, she is one of our ladies to answer our phone. Merle is tremendously welcoming and takes great pleasure in ensuring that everything is meticulously organised. She is 23 years old and has previous experience in the hospitality industry. She is energised by being in contact with our partners and customers and makes sure everything runs smoothly. Merle started at the 1st of April (which appeared no April-fool's joke) on our Sales department, as Sales Support colleague.

Teun

MEET TEUN 24 YEARS, OUR NEW JUNIOR SALES MANAGER

Teun has been involved in the field of agriculture for quite some time. Since he was 16, he has been working at a goat dairy farm and a pig farm. Later on he worked at a company specialised in exporting second-hand barn equipment. The agricultural sector has always been a place where Teun felt at home. During his bachelor in economics/International Business, Teun had the opportunity to conduct his graduation research on the hygiene product market for broilers in Poland. This further sparked his interest in the possibilities of antibiotic-free livestock farming, something that fits perfectly with Intracare's philosophy.



Emma

BACK IN INTRACARE'S LABORATORY

With Emma we go way back in time. Emma completed her internship (Secondary Laboratory Education) at Intracare's QC (quality Control)-department. After her internship she completed an accelerated study program for her Higher Laboratory Education, to further expand her theoretical knowledge and learn more about project approach. After three years she returned to Intracare, where Emma started as a Chemical Analyst. "Working at Intracare challenges me with different tasks, of course my QC duties but I also collaborate on new projects. The challenge in discovering difficulties and solving them is what drives me."

Rico

ROLLING UP HIS SLEEVES AT OUR PRODUCTION PLANT

Meet Rico, 24 years old and born in Thailand. Rico was adopted at the age of 2.5 and found his new home in the Netherlands. Rico had a pre-existing family tie to Intracare through his aunt Monique, who is responsible for printing the product labels. Now, he also has joined Intracare. After a day's work, Rico is home in no time, as he lives in our hometown Veghel. He enjoys his leisure time with his rabbits Feta and Falafel, Wicky the gerbil and spends five days a week in the gym to keep fit.



Melanie

MAKING IT ALL RUN LIKE A LOGISTICAL CLOCKWORK

Melanie had the opportunity at her previous job to fill in a logistics position. That's when she immediately fell in love with everything that had to do with logistics. After moving to a another city, she also looked out for a new company to work. So Melanie became a new member of our family, she felt at home from the start. Everyday, Melanie kicks off with a big smile on her face and runs the logistic department together with Dirk. She ensures that all the paperwork is complete for shipping orders, plans transportation logistics, assists our partners and provides support to her colleagues whenever necessary.



Kevin

WITH A HEART ROOTED IN NATURE AND EYES SET ON SUSTAINABILITY.

Kevin is a genuine nature lover. In his leisure time he likes to enjoy nature, through walking, travels and dives together with his girlfriend, with whom he has recently moved in together in Helmond. Although Kevin mostly works from behind the computer, his passion for nature is also reflected in his work by contributing to it. Kevin identifies with Intracare's philosophy and focus on sustainability.



Mendy Bosch

ADDING COLOR AND CREATIVITY TO THE STORY OF OUR SUCCESS

Together with Jorg, she's one of the creative brains of our marketing and communication office. With her degrees in graphic design and advertising, she has the right tools to complement the Intracare marketing department. Always working with a smile, and happy to help. So if you need any marketing support, let's get in touch!





Roy

ENHANCES OPERATIONS AND STREAMLINES LOGISTICS IN ONE GO!

Roy, aged 29, resides in Veghel, conveniently close to work, allowing him to commute by bicycle daily. The exception to this routine is Wednesdays when we engage in group sports activities. Roy is an enthusiastic participant in our fitness program every Wednesday, which he considers “a great way to bridge gaps between departments and foster stronger connections with colleagues.” Apart from the physical exertion, there’s also a lot of shared laughter during these sessions, leading to spontaneous conversations and deeper connections, as Roy happily points out.

Egbert

SEASONED PROFESSIONAL, FRESH PERSPECTIVE!

Egbert joined Intracare as Sales Manager for International markets. With Egbert Bok, we have acquired a commercial ace with years of relevant experience. He is challenged by Intracare’s highly innovative hygiene and disinfection products, and the potential they have in the sector..

Let’s hope he keeps things running as smoothly as he does in his spare time over the tarmac, one of his hobbies after work. Egbert is married and lives with his family in Bommelerwaard.



Natasja

OUR NEW CORPORATE RECRUITER

Natasja, ensures that the ‘New Faces’ category remains well-stocked each year, from now on. Intracare has been steadily expanding, and since 2023, we have already seen a 19% increase in our workforce. Consequently, we required someone like Natasja to help strengthen our Intracare crew. Natasja started in February, and is responsible for our HRM efforts. She previously worked 20 years at a daily fresh wholesale company, with over 1.000 employers. This gave her a lot of experience, and shaped her into a driven and committed HR professional. She brings new energy, and has focus for well-being and personal growth to her colleagues.

Daan

BACK IN INTRACARE’S LABORATORY

Another familiar face has returned to our laboratory. Daan, who previously joined Intracare as an intern through Emma, found the positive working atmosphere, collaborations, and working relationships here to be quite pleasant—reasons compelling enough for a return. As a chemical analyst, Daan now handles both quality control (QC) tasks and projects. These projects involve teamwork, with each team member making their valuable contributions. A work situation and description that suits Daan well. Daan eagerly anticipates the forthcoming Intracare group excursion, an experience that has etched lasting memories within him. This sentiment is shared by many of his colleagues.



TEAM R&D

SALES TEAM





INTRACARE PROUD OF IT'S OWN TECHNICAL DEPARTMENT

Intracare is making significant strides in terms of production growth. Not only in skilled manpower in our production facility, but we also invest extensively in the automation of production and packaging facilities. With the current volumes we are putting out in the market, we are simply dependent on advanced techniques that assist us in producing and packaging these volumes.

To ensure that everything runs smoothly and trouble free, Intracare has invested in a dedicated technical department. Under the watchful eye of Jos, all machines are closely monitored. Any hiccups are resolved by Jos or Sam in no time, and everything that's operational is cherished and well-maintained.

**'ANY HICCUPS ARE RESOLVED
BY JOS OR SAM IN NO TIME'**

DEVELOPMENT OF NEW MACHINES AND TECHNOLOGIES

As Intracare grows, we also see an increase in the variety of packaging types and volume increase in production. Up to a certain extent, we, at Intracare, strive to meet the customer's wishes as much as possible. There's a growing demand for bulk packaging, for which standard packaging machines aren't always available. With our current technical department, we're capable of producing and programming machines ourselves to fill these non-standard packaging types. Our production scale, once limited to 6000 liters per barrel, is now ascending to the realm of 20,000-liter barrels. In tandem with barrel manufacturers, Jos and Sam are spearheading the design and creation of the expansive barrels' framework—a unique task that demands specialised knowledge.

Furthermore, we're also noticing that the application of our products at the farm level increasingly involves automated systems. Especially when it comes to hoof care on dairy farms,

there's a rising need to automatically spray Intra Hoof-fit onto hooves. Whereas in the past, traditional methods were still relied upon for hoof care, we're now witnessing a strong increase in automated systems. Particularly in today's dairy farming, the use of these automated dosing systems, whether in carousels, robots, or milking parlors, is becoming more prevalent. It's gratifying to see that with Intracare, we are now capable of not only contributing to these developments but also of devising techniques for the automated application of Intra Hoof-fit.

As we reflect on our journey, it's evident that Intracare's commitment to technical excellence has been pivotal in our growth and influence within the industry.



LOOKING BACK AT

VIV Bangkok 2023

We found ourselves back at VIV Asia, and the memories of this event, which occurred more than half a year ago, still bring a smile to our faces. Bangkok once again warmly welcomed professionals from our sector to one of the world's premier livestock industry shows. This year's exhibition took place in the expansive IMPACT building in the northern part of Bangkok, a departure from the familiar BITEC building.

Our booth was strategically positioned in one of the main halls, adjacent to our partner, the Behn Meyer organisation. Behn Meyer primarily handles the distribution of our products in Southeast Asia. With the recent acquisition of our EU BPR (Biocidal Product Regulation) registration from ECHA (European Chemicals Agency), we've observed a noticeable uptick in sales for our hygiene products. In the wake of the significant global impact caused by African Swine Fever and Avian Influenza, it's evident that farmers are increasingly prioritising the use of high-quality hygiene products. This is a promising development for animal health, welfare, and overall farm maintenance. As we firmly believe, a strong foundation of biosecurity is essential.



LOOKING FORWARD TO

VIV MEA 2023

STAND
08.J011

Still riding the momentum from Bangkok, our sights are now set on the upcoming event - VIV MEA. The fourth edition of VIV MEA is scheduled to take place in Abu Dhabi from November 20th to 22nd. During this international trade show, Intracare will once again connect with its customers from the Middle East, Asia, and Africa. Our spotlight will remain on showcasing our comprehensive hygiene package. To all those planning to attend this trade show, we extend a warm invitation to visit our booth. You can locate us at stand 08.J011.



INTRACARE FACTORY RUNS ON SOLAR ENERGY

Intracare has recently added a touch of sunshine to its products. In a time where we need to be more mindful of the energy sources we rely on, we have recently installed 422 solar panels at the Intracare facility. It was quite an undertaking to securely and effectively mount these panels to our rooftop.

Energy costs across Europe have seen a significant increase over the past two years, thus becoming a substantial component of overall product expenses. Additionally, as a

region, Europe is striving for increased independence from fossil fuels, making the utilisation of alternative energy sources paramount. Intracare is actively exploring various avenues to contribute to sustainable production and the delivery of products. For instance, we've introduced Intra Eco-tape to reduce plastic waste in the environment. Furthermore, the introduction of recyclable bulk packaging (Varibox) is aimed at minimising our packaging material usage. Furthermore, an increasing number of Intracare employees are also discovering our location by bicycle instead of by car, and now there is



“Powering the future with sustainable energy is not just a choice; it’s our obligation.”

Mark van Zoggel

also the opportunity to charge electric cars in the parking lot of our company.

Hence, it’s a natural process for Intracare to invest significantly in solar panels, aligning with our commitment to greener production methods. With the installation we’re able to generate over 165,000 MWh of energy annually. Even in our new factory, scheduled for construction next year, we plan to implement various techniques to minimise energy consumption that contribute to a greener planet.

Solar panels

422



CO² emissions avoided

32.362,8 kg



Equal to number of planted trees

966



The above figures are from may until September 2023

FAMILY DAY



At Intracare, the sense of family runs deep within us. We often spend more time with our colleagues than our own families. That's why this year, we dedicated a special day to welcome not only our colleagues but also their relatives and friends. It was an opportunity to provide them with a glimpse into the world of Intracare – the place we work, the tasks we undertake, the individuals we collaborate with – and a chance for everyone to meet and connect.

The past few years have been marked by dynamism, characterised by the arrival of numerous new faces, the introduction of new machinery, and the unveiling of innovative ideas. These are achievements we wanted to proudly showcase. The weather couldn't have been more perfect, with the sun radiating warmth. We were privileged to host over 200 guests, and for this, we are truly grateful.

The event commenced with a warm welcome, complete with coffee, tea, delectable treats, and a brief address from Jan. Once the formalities were over, the real highlight began – the guided tour. Participants roamed the premises, exploring both our factory and office spaces with all sorts of disciplines. Children clad in hygiene coveralls participated in product demonstrations, contributing to the engaging atmosphere. Attendees also interacted with our colleagues who shared our story.

Amidst the revelry, a bouncy castle added an element of lighthearted fun. After the

insightful tour, a variety of drinks and bites were served, providing an opportunity for a toast, chatter, and shared laughter. It was heartwarming and amusing to witness the friends and family behind our colleagues, to recognise colleagues' traits in their children or parents, and to reunite with familiar faces after a considerable time apart. Some of us also found it quite amusing to see Eric-Jan not wearing white for a change. Typically, during a regular workweek, he's exclusively dressed in white attire for his cleanroom duties.

Looking back, the day proved to be an immensely enjoyable and

bonding experience for us, both within our Intracare team and with our extended 'families'. We take pride in the collaborative effort that went into organising the event – each colleague played a pivotal role in its success. It was truly gratifying to witness the presentation of Intracare, the place we collectively build every day, and to share with everyone the exceptional company we are fortunate to work for.

'IT WAS TRULY GRATIFYING TO WITNESS THE PRESENTATION OF INTRACARE'



FROM A STUDENT HOUSE FILLED WITH EXPANDING FOAM TO THE QUEEN OF HYGIENE



Daisy Roijackers started her adventure at Intracare in September 2016. Freshly graduated from Wageningen University, she began her career in the Regulatory Affairs department of Intracare. With a wealth of experience now under her belt, she serves as the Hygiene face of Intracare, offering guidance to distributors, integrators, and veterinarians on the application of our robust Hygiene programme.

Hygiene didn't always play a central role in Daisy's life. During her student days, she lived in a student house where hygiene was often lacking. "In the winter, our house was always cold, and we begged the landlord to fix it immediately. He would then send a clumsy handyman who would fill all the gaps and cracks

with expanding foam. Afterward, in the summer, it would become unbearably hot, and we were busy removing this makeshift solution."

So, Daisy initially started in the R&D department, but over time, she found it more enjoyable to bridge the gap between government-imposed regulations and their practical applicability. Her university thesis had already focused on identifying risk factors contributing to higher antibiotic use in livestock farming. From this perspective, she is well-equipped to counsel farmers on how to address these issues. "I started encountering Intracare's clients more and more frequently, and honestly, I find this extremely enjoyable. It's so amusing to experience all the cultural differences. For example, I was

in Japan where we were 1 minute early at a restaurant, and we were asked to wait outside for that minute. Then, I had another visit on the other side of the planet where a seminar started an hour late without anyone raising an eyebrow."

'DAISY NO LONGER REQUIRES EXPANDING FOAM TO MAINTAIN HER HOME'S COMFORT'

Currently, Daisy no longer requires expanding foam to maintain her home's comfort, both in terms of warmth and hygiene. Together with her boyfriend, Thomas, she now resides in a beautiful place in Eindhoven, a splendid home base from which to carry out her work at Intracare with great enthusiasm.

Intra Hoof-fit

INSPIRATION DAYS

2024

SAVE THE DATE

JANUARY 9TH & 10TH

It's safe to say that Intracare is taking a pioneering role when it comes to addressing claw issues in dairy cattle. Currently, we are by far the market leader in offering antibiotic-free products for the prevention of claw problems. We not only provide Intra Hoof-fit products to address these issues, but we also play an educational role for veterinarians, dairy farmers, and hoof trimmers. Only with a solid approach hoof problems can be prevented and tackled, so Intracare is invested in ensuring the application of Intra Hoof-fit is as effective as possible.

To keep our distributing partners informed about the latest developments in hoof care, we organise the "Intra Hoof-fit Inspiration Days" on January 9 and 10 of next year. There have been significant advancements in hoof care recently. We observe that the automated application of hoof products is becoming more prevalent. This is a trend that Intracare believes in and has developed products for. Automation will indeed be a significant topic during these days.

We are inviting distributors who primarily focus on selling and promoting Intra Hoof-fit to attend these days. We anticipate and participants of 35 leading dairy countries will join within and outside Europe.

Throughout these days, we will discuss and demonstrate numerous practical aspects. The following topics will be covered:

- ▶ Worldwide dairy developments
- ▶ Future-oriented hoof automation and technology
- ▶ Quick label scan as a learning tool: providing direct insight into the competition
- ▶ Benefits of cross-selling, creating discipline in hoof care routines
- ▶ New research & product developments
- ▶ Hygiene products and protocols on dairy farms
- ▶ New marketing tools



'If your company is seriously engaged in the sale and promotion of Intra Hoof-fit products and you feel compelled to participate in this event, please let us know.'

- Marc Spackler, Project Manager Intra Hoof-fit Days '24



COMPANY INFORMATION

Company name: : Bio Enterprise
 Founded in: 1986
 Number of employees: 18
 Location: Vroomshoop



OUR PARTNER

BIO ENTERPRISE



1 Can you describe the company Bio Enterprise in short?

Healthy animals performing at their best. That's what Bio Enterprise stands for. Whether it's cattle, pigs, horses, sheep, poultry, or pets, you'll find top-quality products with us. From hoof knives and electric fencing to udder cream, dietary supplements, and research gloves. As a wholesale supplier of livestock and animal essentials, we carefully curate top-tier products from reputable companies.

2 How and when started the partnership between Bio Enterprise and Intracare?

The collaboration between Intracare and Bio Enterprise actually began before Intracare was officially founded. Our relationship with Jan van Geest dates back some time. From the outset, we were involved in introducing hoof care products to the Dutch market, forming the foundation for our long-standing and successful collaboration. This close involvement has enabled us to grow and continue innovating together in the field of hoof care. It's fascinating to see the growth and synergy between both companies.

3 Why is Bio Enterprise so successful with Intracare products in your local market? What is your secret?

Bio Enterprise has achieved success with Intracare products in the Netherlands, partly due to our extensive network in the Netherlands and Belgium. The distribution of Intra Hoof-fit products reaches farmers through various channels, including itinerant traders, stores, and online webshops.

The professionalhoof trimmers are the ultimate ambassadors for the Intra Hoof-fit products for us. We work closely with them and directly supply them.

Our success formula lies in our continuous focus on promoting the Intra Hoof-fit products, particularly among our trade customers and end-users. This has enabled us to play an increasingly prominent role in the field of hoof care.

4 How do you deal with the local competition and how do you challenge them?

In our market, you'll also see similar products emerging, but in terms of registration and consistent quality, the Intra Hoof-fit products are unparalleled and leading. We have conducted various studies, from which we can conclude that an effective protocol involving the use of Intra Hoof-fit products can result in a significant reduction of hoof issues. This is precisely what farmers aim for: optimizing hoof health in an efficient manner. And this contributes to our goal of prolonging the lifespan of cows.

5 What could be your golden tip for fellow Intracare distributors?

A livestock farmer aims for healthy hooves for their herd and seeks to be as worry-free as possible in this regard. Effective tools, protocols, and automation play a crucial role in achieving this.

6 What is your favorite Intracare product?

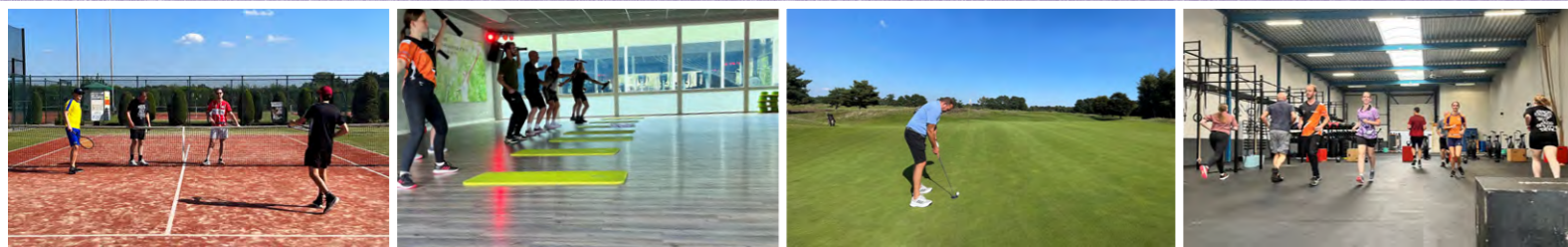
Micraderm. We sell this hoof product in the Netherlands

under the Topro brand: Topro Micraderm. Effective, versatile, easy to use, and antibiotic-free. Both in terms of effectiveness and applicability, this is truly a unique and unparalleled product.

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

We aim to integrate Intra Hoof-fit within the broader theme of dairy cow lifespan, considering the direct correlations between hoof health and longevity. Acquiring knowledge and conducting practical research are crucial steps to effectively communicate these insights to our end-users.

As part of our strategic direction, we would like to mention that a new company name has been in use since October 4th of this year. This new company name has been carefully chosen to better align with our vision, mission, and strategic goals.



WEDNESDAY INTRA SPORTS DAY

It all began with the onset of the pandemic, an era that many of us may now find fading into the background. Enter Wednesday Sports Day – an initiative that emerged not only as a response to the pandemic but also as a catalyst for our personal fitness journeys. While the grip of Corona has loosened, our commitment to sports on Wednesdays remains steadfast. What started as a health-focused endeavor has transformed into something with far-reaching benefits.

As you might have seen in the 'New Faces' section, Intracare is in the throes of expansion. The family is growing, and with it, the dynamic within our workspace. New colleagues join our ranks, and while the essence

of teamwork endures, our roles can sometimes lead to fewer direct interactions with fellow colleagues. This transition aligns with our remarkable company growth.

And yet, the spirit of Wednesday Sports Day binds us all together. It fosters a sense of camaraderie and facilitates genuine connections with our newer colleagues. Whether it's enduring the muscle soreness after a rigorous bootcamp session or the shared laughter during a yoga class where Priscella couldn't contain her amusement, these experiences forge connections. Even the friendly rivalries that surface between tennis and golf enthusiasts become tales to recount in the days that follow.

That dedicated Wednesday slot, spanning from 3:00 PM to 5:00 PM, offers a pocket of time for laughter, shared effort, and mutual challenges. It's a recipe for both bonding and growth, a component that ensures our unity as a team within Intracare. Through this tradition, we maintain a collective identity that extends beyond our roles and responsibilities.

In essence, Wednesday Sports Day serves as a reminder that we are not merely colleagues working side by side; we are a united team, navigating both work and wellness together.



Intracare takes on the Buffelrun Challenge

Once again, at the end of August, a large group of Intracare enthusiasts gathered to participate in the annual Buffelrun event, organised in a local village near the Intracare factory. After all those Wednesdays of intense workout, everyone has a chance to prove themselves on a mud run course designed by the Buffelrun organisation. Mud baths, water slides, water-filled ditches, climbing structures – all must be conquered to successfully complete this course. It's a true challenge that's reserved for the most dedicated athletes.

Intracare as sponsor

Intracare has been a sponsor of this event for many years, and numerous sporty colleagues take part in this occasion.

Completing this 8 or 12-kilometer-long course without a scratch is no easy feat. Prior to the start, there's a collective warm-up session. In the starting area, which is sponsored by Intracare, various exercises are performed to warm up the muscles. After the start, participants face the challenges as a group, working together to overcome the obstacles in the course. One of these obstacles is sponsored by Intracare, and it's enthusiastically tackled by all the participants.

All in all, the Buffelrun is a fantastic event that showcases Intracare at its best. While hard work is important, engaging in sports activities provides a strong foundation for a healthy company.

LADYPOWER AT THE SALES DEPARTMENT

MONIEK BOUWENS

Moniek Bouwens is Internal Sales Manager and, together with Merle, she is the first line of contact at Intracare. Moniek has been around for some time now. Time for a personal chat.

A decade ago, my journey at Intracare began. My first official job after completing my secretarial education. Quite exciting.

'I STILL VIVIDLY RECALL THAT FIRST DAY AT INTRACARE'

I still vividly recall that first day at Intracare. Nervous yet determined, mixed with some uncertainty, I walked into the office. At that moment, everything was still so new and unfamiliar. Fortunately, my colleagues extended a warm welcome. They dedicated themselves to help me find my way.

Back then, the backoffice sales department hadn't yet come into existence, but I got the opportunity to contribute helping establish it. Over the years, my responsibilities expanded, introducing me to new challenges that continue to come my way. This department has evolved into the central nerve center, involving extensive interaction with partners and colleagues. No two days are alike. This dynamism is

precisely what makes my work so enjoyable and continually stimulating.

Intracare has undergone impressive growth in recent years and is still growing steadily. Introducing us to numerous new faces, both colleagues and partners. As the company expanded through process enhancements, project undertakings, and the attainment of objectives, it presented me with challenges and opportunities for my professional development. One of the highlights for me is attending (international) trade exhibitions. The experience of organising these events and establishing connections with existing and potential partners continues to strengthen me and fuels my unwavering passion for my work.

Throughout the past decade, I've collaborated closely with various distributors. What once started as a formal and business-centric approach has now transformed into a more personal connection. This evolution has fostered deeper mutual understanding and trust, reflecting in the warm and harmonious relationships we share. Meetings at trade exhibitions certainly contribute to the enduring and gratifying bonds we've forged with our partners.

Another remarkable moment that deeply resonates with me is the opportunity I had last year to visit the Young Focus organisation in the Philippines, accompanied by two colleagues. This experience undoubtedly stands out as one



of my most cherished moments. It altered my perspective on life and fills me with immense pride as we contribute to the meaningful work they do for the children in Manila.

'A PERIOD THAT SEEMS TO HAVE FLOWN BY IN THE BLINK OF AN EYE.'

On February 24th, I celebrated my 10-year anniversary with Intracare – a period that seems to have flown by in the blink of an eye. These ten years have been filled with learning, growth, and countless memorable experiences. I look back on this journey with not only personal pride but also with immense admiration for our entire team.

'The spirit of collaboration and our collective ambition to elevate Intracare to new heights make each day an endeavor worth pursuing.'

I'm excited to keep counting, heading towards many more

new challenges and opportunities!

Just over a month later, Merle embarked on her journey with Intracare as Sales Support, part of the sales backoffice department, a role in which she collaborates closely with me. On such occasions, my wish is always to provide new colleagues with the same warm welcome I received ten years ago.

In the first few days, weeks, and months, she shadowed me a lot. It might have been an information overload at the beginning, but she's handling it exceptionally well. She asks questions, is determined, and proactive. It's great to see how she's taking it all in. Merle is a real asset to the team.

Hopefully, I can impart some of my experience and passion to her, and she feels as welcome as I do within our team.

Would you like to know more? www.intracare.nl

