

# Intraview

nr. 5 • July 2020

## PIONEERS IN FUTURE PROOF SOLUTIONS

The rise of  
the viruses

page 6

The heat is on!

Intra Aerosol and Intra Mineral Vit E & Se  
page 24

Intracare

# Introduction

Dear friends,

We are experiencing unprecedented times... at the end of last year we were happily making plans for 2020, and now we are in a situation that is still governed by the widespread impacts of COVID-19. Who could have imagined that something like this could have such devastating and far-reaching effects on our daily lives. The closure of borders, shutting down of companies, lockdown, self-isolation and quarantine at home, every measure has been taken to combat coronavirus. The hard and sad facts speak for themselves: a huge number of victims and total disruption and destabilisation of economies worldwide. Luckily, in various parts of the world, we are seeing gradual improvements and very slowly the fog is lifting... but what remains is uncertainty and the question of what happens next.

Similar to every other company in the world, Intracare has also felt the consequences of coronavirus. Many of our staff worked from home, a strict hygiene protocol was introduced for the crew who kept working in Veghel and we had to pull out all the stops to meet the extra demand for hygiene products. As many countries blocked the export of raw materials for hygiene products it was certainly not an easy task because this severely restricted the availability of high quality raw materials. But - we succeeded, and it was wonderful to see and sense the team spirit shown by the team at Intracare. All stood together as one, and no task was too much to safeguard the continuity of our processes.

Unfortunately, our plan for the Hygiene Inspiration days had to be postponed, but creativity is born of crisis so we have plenty of new ideas that we will be working on in the months ahead. More information and updates will follow.

In the meanwhile, the world has woken up to the reality of the impact "the rise of the viruses" can have. The spread of an invisible virus prompted a total, global lockdown with unfortunately countless victims. We at Intracare are uniquely positioned in the battle against aggressive microorganisms. We are fully aware of the consequences, often at farm level, and know how to act to stop these pathogens in their tracks. Another factor that has come to the fore during these extraordinary times is "Quality really matters". Previously, all kinds of cleaning and disinfection agents were purchased without a lot of consideration, now only the best and safest products will do. This is a positive development for Intracare, because we operate in the higher quality segment of these products.

I think we have learned a wise lesson in recent months. Everyone has been given a harsh reality check, has more stock, and is backed-up by high quality suppliers etc. It is evident that things have to change in the world if we are to avoid a recurrence of this situation in the future. At Intracare too, we will intensify our focus on controlling viruses in general. We are "Pioneers in future proof solutions". Powered by this philosophy, we will continue our efforts to develop hygiene products that can help us find those solutions.

**I wish everyone the best and stay safe and healthy!!**

Jan van Geest (Commercial Director Intracare)

# Index

2	Foreword by Jan	18	Digital talk
4	The Intra Nutrients team	20	New people at Intracare
6	The rise of the viruses	22	Training our team to be Pharmaceutical Practitioners
8	The three hygiene power products	23	New promotional material
10	Decart Pannonia Ltd, our loyal partner in Hungary for many years.	24	The heat is on!
12	How important is the license to sell?	26	Pioneers in Future Proof Solutions
13	Intra Chickpaper tested for grip	28	All hands on deck at the logistics department during COVID-19
14	The valuable information we get from our Biofilm generator	30	Eric-Jan's Pharma white world
16	Just another day at Intracare		





# Full focus on our Intra Nutrients team

Over the years, the livestock industry has seen more and more professionalisation. Farms are going digital and managers are increasingly aware of the exact needs of each and every animal. This not only calls for the personalisation of management practices, but also for a personalisation and increase in precision when it comes to the nutritional supplementation of high-performance animals. Nutritional supplementation allows the producer to fine-tune their strategy and ensure that their animals are given the necessary building blocks to perform and produce viable returns.



The feed performance portfolio of Intracare helps farm managers and producers achieve exactly this. As we specialise in only liquid and drinking water-based supplementation, producers are able to use our products easily and maximise their returns by supplementing only when necessary. Alongside our expertise in drinking water hygiene, our feed supplements specifically for use in drinking water fulfil the needs of the modern precision farmer.



well soluble, and offer high quality and stability. We also provide technical support to our Sales Managers when necessary.

As one of the pillars of Intracare has been the provision of high quality service and products around the world, we always stand ready to support our customers when needed and hope to hear not only positive feedback, but also any suggestions, experiences and complaints so that we can constantly deliver the best drinking water-based feed supplements to the industry.

**We see a big future for replacing antibiotics by highly qualitative feed supplements. A nutritional way of thinking instead of automatically dosing medication. The evolution of customers with better equipment such as dosing pumps and computerised monitoring systems allows the possibility of complete farm management with liquid supplements.**

The management, development and innovation of Intracare's feed supplement portfolio has been led by Product Managers, Cheng Lee and Lonneke Jansen. Our role requires us to multi-task as the process can start from research into new or existing ingredients and end at us observing the production process on the production floor. We not only analyse our current products by listening to customer feedback and analysing competitive products, but also strategise and look at future and current market trends for novel ingredients and ways to innovate or improve our current portfolio. Apart from doing a lot of research into mechanisms of action of our ingredients, we also read a lot about their physical properties and alongside our hardworking laboratory staff, create formulations that are



Cheng Lee & Lonneke Jansen

# The rise of the viruses



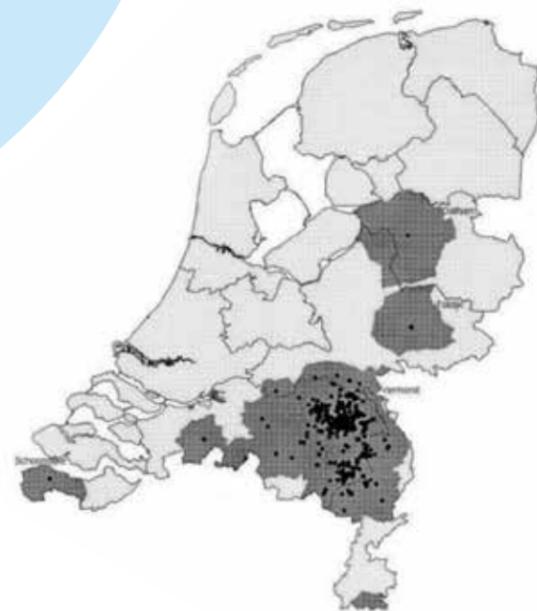
Carly Vulders

**At this moment, everybody in the world is under the spell of the coronavirus outbreak which has already caused many casualties and economic damage. An invisible enemy is disturbing daily life all over the globe and everybody is making every effort to control this pandemic. However, viruses are a part of human and animal history.**

We have recently seen an increase in virus pressure driven by rising global temperatures and population growth. The global human population is expected to increase from approximately 6.5 billion in 2008 to approximately 9.2 billion by 2050 (UNDP 2008). Another driver of the virus outbreak is the greater concentration of the population in urban communities. The spread of viruses is also unprecedented due to the increase in intercontinental traffic.

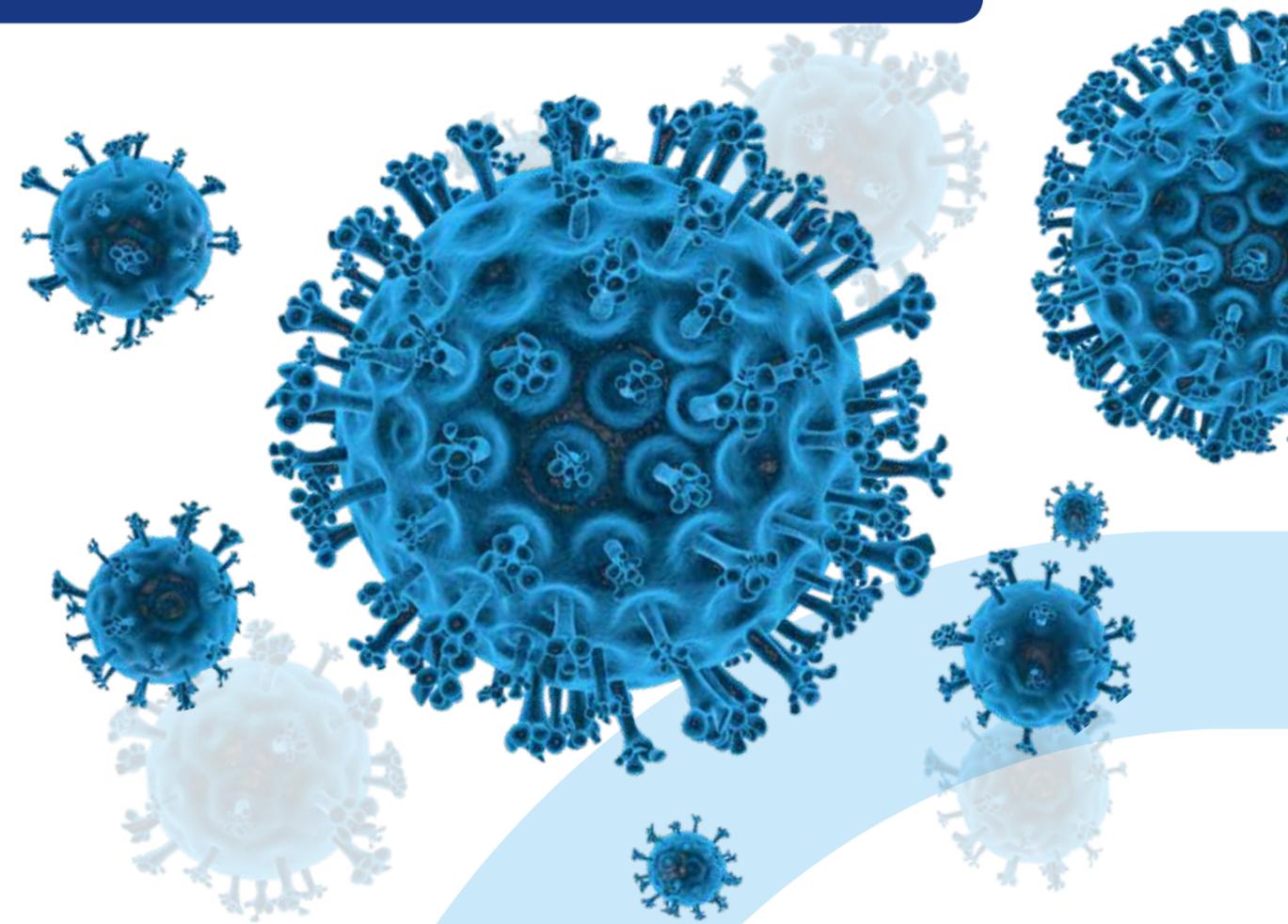
We have also witnessed these different parameters in the intensive livestock industry in the last 10 to 20 years. The rise in the number of animals, upscaling and consolidation of farms and the movement of animals across borders has made the sector more susceptible to outbreaks and the rapid transmission

and spread of diseases. A good example of such an outbreak was the classical swine fever outbreak between 1997 and 1998 in the Netherlands. The southern part of the country was hit especially hard by the outbreak.



■ Surveillance area  
● Outbreak

The Netherlands during outbreak of CSF 1998



It was estimated that the total costs reached €2.5 billion with the destruction of 1 300 herds and the culling of millions of animals. The pre-emptive culling of healthy herds in the exclusion zone was an aspect that caused particular public protest.

One lesson that was learned was that a good biosecurity plan is **ESSENTIAL**. From that day on, all farms implemented the use of showers, protective clothing and a complete disinfection plan for the farm to prevent potential disease transmission.



The idea that you can end this problem once and for all is an illusion. Preventing a viral disease outbreak starts by preventing sick animals from entering your farm. Cleaning is another important factor. It cannot be stressed enough that cleaning is part of the solution. Most of the biocides that have a viral

efficacy pass the test when they show a log 4 reduction. A log 4 means in practice that 99,999% of the viruses will be eliminated. When you start with an amount of, for example, a hundred thousand then there are still 10 viruses left.

Cleaning with Intra Power Foam as a first step will remove roughly 99,999% of the pathogens. This is also called the sanitising step, and is followed by the disinfecting step using Intra Multi-Des GA. Combining these two steps gives you a powerful tool to fight infections.

We've already gained a lot of expertise in battling persistent virus outbreaks. Now that the world is facing the consequences of the outbreak of the COVID-19 virus, we see that "Quality really matters". For too long, the price per litre was often the only -and most important -parameter when treating diseases on infected farms, but these lessons in practice show that it is worth examining the quality of cleaning and disinfecting products if you want to do the job properly! In this case, Intracare will always win because we guarantee the best products for 100% effective hygiene control on your farm.

## IntraHydrocare



# Intracare's three hygiene power products

Nobody could have failed to notice the fact that hygiene is grabbing the global headlines at the moment. And no one could have predicted that invisible microorganisms would have the power to completely disrupt the world as we know it. However, especially for those active in the (intensive) livestock husbandry, the destructive effects viruses can have on our daily lives shouldn't have come as a complete surprise. Outbreaks of various strains of viruses have had devastating impacts on our sector in the past and even today.

In recent years, Intracare has devoted a lot of attention to developing a powerful hygiene line. Whereas ten years ago the main focus was drinking water hygiene, we have concentrated our efforts in recent years on developing an extensive programme of hygiene products.



### 1. Witness the power of Intra Foam Cleaner

Removal of all organic matter is key to ensuring biosecurity. Without cleaning, disinfectants would be rendered useless against all the dangerous pathogens lurking in the dirt. In order to remove stubborn dirt and organic material, using an optimally formulated cleaning agent: Intra Foam Cleaner is essential. Our customers praise the new Intra Foam Cleaner for its foaming and cleaning properties. And based on feedback from many customers, cleaning the barns, sheds and houses is now a much faster process.

### 2. Intra Multi-Des GA

Backed up by the slogan "Have you met the world's leading disinfectant" we invite the world to try this fifth (and latest) generation of disinfectant. We prove that disinfectants should have the capacity to do more than simply destroy microorganisms. Logically, a disinfectant must be able to destroy pathogens very quickly and effectively, but secondary properties are also extremely important in addition to this effect. How does the product behave in a soiled environment? Can it penetrate dirt? Is the product still active when it dries up? All these questions are essential in being able to assess the effective action of a disinfectant.

Many disinfectants perform well in laboratory test situations, but in practice their effects are often **DISAPPOINTING**.

What counts today is "Quality really matters". The main concern of farmers used to be just the price, but today our customers are increasingly aware of the results they can achieve using disinfectants.

And in practice, we score extremely well with Intra Multi-Des GA. No matter how dirty or old a barn is, Intra Multi-Des GA can reach and destroy microorganisms like no other disinfectant. Another huge benefit of Intra Multi-Des GA is its continued effect even when it has dried up. As the buildings are always empty for a time before new animals arrive, this is a big advantage compared with many other disinfectants. Even after 144 hours (6 days) walls or equipment has been treated with Intra Multi-Des Ga, it is still capable of destroying microorganisms. There are few - or no - other products that can equal that effectiveness.

Intra Multi-Des GA was recently extensively tested by the National Institute for Animal Health (CISA-INIA) in Spain for its effectiveness against ASF. This very recent test demonstrated that Intra Multi-Des GA is effective against African Swine Fever even at a very low concentration (0.25%).

### 3. Intra Hydrocare

Right from the early years of Intracare, we have continued to emphasise the importance of not just disinfecting drinking water systems, but above all cleaning them thoroughly. Today, Intra Hydrocare is the leading product in the market for cleaning and disinfecting drinking systems. The power of Intra Hydrocare is the stabilisation of hydrogen peroxide. Thanks to its slow release effect, Intra Hydrocare is dispersed easily throughout the system and removes all pollution in a gentle but highly effective manner. In addition, it destroys all microorganisms. Using Intra Hydrocare absolutely guarantees the safest drinking water. We are so convinced of our claim that we offer every customer a "money back guarantee" if they are not satisfied.





# DECART PANNONIA LTD

## our loyal partner in Hungary for many years.

### 1. How and when did cooperation between your company and Intracare start?

In 2002 we - the Bartha family - established Decart Pannonia Kft together with investors from England and the Czech Republic. Some years later, we bought out the two foreigner investors, so the company finally became a family based operation i.e. father Bartha and two sons. We are very proud to be among the first distributors of Intracare.

### 2. What is the secret behind your company's success with Intracare products in your local market?

We believe in Intracare and its products! We handle them like our own. The Hungarian market has got used to the high quality of Intracare products. The cooperation and the technical background of Intracare is excellent,

with state of the art technology, appropriate permits and certificates, sufficient background information and an affordable price. The personal relationship (or rather, friendship) between the two founders and the Bartha family was excellent from the very beginning. Today we feel we firmly belong to the big Intracare family.

### COMPANY INFORMATION

Company name:	Decart Pannonia Ltd
Company founded on:	2004
Number of employees:	8
Company location:	Hungary, Törökbálint
Sales share:	65%
<small>Intracare products compared with rest of product portfolio.</small>	
Market share:	25%
<small>Intracare products in your country (estimate)</small>	

### 3. How did your competitors respond when you entered the market with Intracare products and how did you beat them?

At the start, some 16 years ago, they started copying our products and tried to import similar products to ours. They also claimed that we were not trustworthy and that our products were not better than theirs. Their method was to spread negative news about Intracare and Decart Pannonia. And they have used every opportunity to make our life difficult ever since. Today, Intracare products have a secure market share position on the Hungarian market of around 25%. Every year, there is fierce competition to win the tenders of major market players (integrators). Over the years, we have built up a network of sub distributors for a better and easier supply of Intracare products. Last year we started our webshop service and hope to increase our share on the market. Since the beginning, we have had four to five sales reps who are responsible for sales visits all over the country to build up personal connections, hold sales meetings or organise technical presentations. Without these personal connections it would not work!

### 4. What can Intracare improve to increase your Intracare sales?

The immediate response to a question from the market delivered to you from us is an essential need! (That was a very good idea to have a direct sales contact with Hungary). Without certificates it is very hard to improve sales. A very good example is the authorisation of Hydrocare. It is at your disposal to authorise all the PT certificates for the whole of Europe, it is not in the hands of the country distributors anymore. There is room for improvement, though it would be essential to obtain two further permits i.e. table egg disinfection and Covid 19 surface and air disinfection (hospital certificate, PT 4). New product ideas: develop new disinfectants against oocyst, which is a new market share and very much sought after product.

### 5. Do you have a golden tip for other Intracare distributors?

Believe in the products because we are selling quality! Be honest and do not circulate bad news on the market like the competitors. Act differently.



### 6. What is your favourite Intracare product? Hydrocare.

If you have all of the PT range valid for your country, your company can upgrade your market share because of the wide range of applications i.e. water system cleaning and disinfecting, spraying in the air against Covid 19, surface disinfection in hospitals, egg disinfection.

### 7. How do you see the future of our cooperation? What do you want to achieve and what will be your strategy?

We would like to continue the excellent personal relationship between Intracare and Decart Pannonia Ltd. even after the generation change that we are going through. We want to further increase our market share. We also want to employ one or two more sales representatives to reach to all potential customers. Organise more technical meetings for farmers and publish more PR articles in Hungarian agricultural magazines. And, of course, we need to upgrade the turnover of our web shop.

# How important is the license to sell?

Globally, we are seeing that regulatory demands are becoming increasingly stricter. This means that the process of registration is often more difficult than in the past, but also that the value of registrations increases. Even though obtaining registrations can be a time-consuming process, they are key in setting up a worthwhile, solid and future proof market. Often it is not just a "license to sell", registration is also an evaluation of the efficacy and safety of the product. Safety for the animals, the environment but also for the end user. And this guarantee of safety and efficacy for our products will maintain its value far beyond the clearance of the goods in the country of

destination. We are noticing the same trend among our end-users. For example, the larger integrations are also increasing their demands and require "proven" products.

Every year, the R&D department of Intracare is expanded by the addition of new, highly educated colleagues. This ensures we can keep investing in research, development and registrations. To do so, we work in close cooperation with you, our distributors, but also with various governments and research institutes around the world. Contact with the distributor is very important in this process, as they are often the contact persons between our R&D department and the authorities. They help us to figure out what type of information needs to be submitted, where and when

it should be submitted and of course speak the local language. The type of information authorities require can vary tremendously: from the European BPR procedures where dozens of pages full of ecotoxicology are required, to countries who want to know from what materials our building is made of. So every day, we receive a huge variety of questions from all over the world, and it is a big challenge to answer them all correctly and as quickly as possible.

**Our experienced and broadly educated Regulatory Affairs team with Daisy, Robbert and Jorn can answer any question!**

# Intra Chickpaper tested for grip

Did you know that 15% of all the broilers in the world are raised on Intracare chickpaper? Intracare plays a key role in the world of producing chickpaper. This paper is a service product but acts as a great ambassador for Intracare as so many broiler producers swear by the amazing quality of Intra Chickpaper. You might think there is not a lot to say this product, but appearances can be deceiving... There is a long story and a lot of science behind chickpaper. An article about our chickpaper and its functionality to prevent splayed legs in broilers was published recently.

In this article, we explain how important it is that the paper is not too slippery for the chicks. Paper that is too slippery can cause splayed legs. All producers know that a good, healthy start to the life of a broiler is vital for good technical results at the end of the cycle. In addition to the biodegradability of the paper, it is also tested for its grip properties. The paper must be rough enough to prevent the vulnerable day-old chicks walking over it from slipping. If the paper is too slippery, this is a serious risk of the chicks suffering from splayed legs which can lead to high mortality rates.



Intra Chickpaper is therefore extensively tested before it is marketed. Testing in practical situations is the most important benchmark, but the paper is also extensively tested in our laboratory. Recent tests, for example, show that our paper is much rougher than standard plastic, cardboard, or newspaper. This improves the grip on the surface of the paper and reduces the mortality rate of the chicks at the beginning of the cycle.



Simply scan the **QR code** here to read a White Paper on the recent tests we have performed on our chickpaper.





# The valuable information we get from our Biofilm generator

**A biofilm is the cause of numerous problems in a myriad of industries. Removing biofilms and then preventing them from forming again requires a firm understanding of the physiology, the formation and the efficacy of cleaning agents against biofilms. To obtain this knowledge, research is essential.**



A biofilm is formed following a few key steps. First, organic molecules settle on a surface. This layer of organic molecules forms a substrate on which microorganisms, e.g. bacteria, fungi, yeasts, can grow. As they grow, these microorganisms secrete a substance which 'glues' them in place. This then forms a slime layer that grows and grows. At a certain point, parts of the film break off and are transported through the water. These pieces then settle elsewhere, forming a new film.

As the film grows, oxygen is depleted. This then creates an anaerobic, or oxygenless, environment in which anaerobic bacteria can grow. These anaerobic bacteria oxidize iron, resulting in corrosion in metal pipes. This is called (microbial) pitting corrosion.

This is all well and good in theory, but how do we test this? To test a biofilm, you need to grow one. This is done in a device called a Robbins Device. Normally such a device is built to perform testing on a small scale. However, in the industry nothing is on a small scale. Therefore, we at Intracare modified the design to enable testing of biofilms on a larger scale. The device was then called a Modified Robbins Device (MRD). This MRD was custom made at Intracare.

The MRD works by pumping water from a feed tank around a set of tubes. Bacteria and nutrients are added to the feed water and encourage bacterial growth, which leads to biofilm formation. Sections of the tube system are made of clear PVC so the formation of the biofilm can be monitored. Additionally, tubes can be detached, and other pieces can be attached to optimise testing. For example, biofilm formation in bends, or dead ends. This results in a modular system that can be adjusted to optimise research for specific situations or questions from customers.

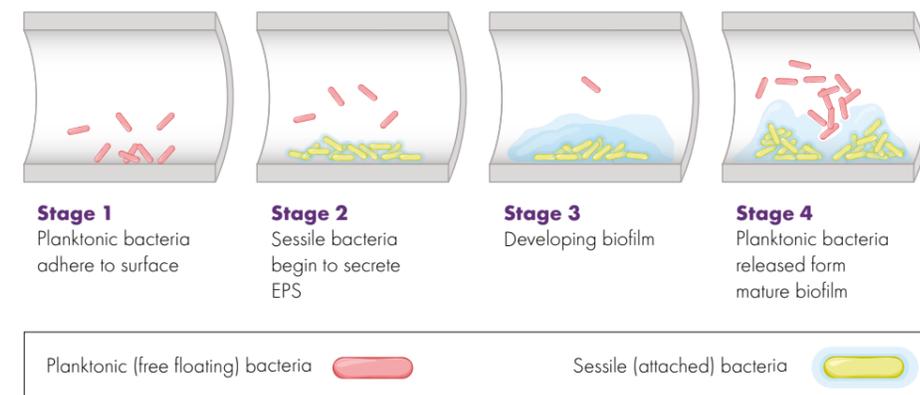
Another thing we do is place so-called 'coupons' either in the tank or in the tubes. Coupons are pieces of material, for example, metal, plastic or stone.

By inserting these coupons in the MDR, we can grow biofilms on all sorts of surfaces. This in turn enables us to test the **EFFECTIVITY** of cleaning products on these surfaces.



By using the MRD to grow biofilm, we can therefore perform tests on the biofilm using our products. One test we are performing at the moment is using Intra Hydrocare to remove a biofilm from a pipeline system. After cleaning, the next phase in the test is to prevent a biofilm using a constant low dose of 50 ppm Intra Hydrocare.

Other projects we can test are the effectiveness of our other cleaning products in pipelines. Using the aforementioned coupons, we can also test the sensitivity of surfaces. We can also compare the results of our products with those of competitors. In this way, we can optimise our own products for maximum effectivity, but also backup our claims with proof.





Just another day



at Intracare





# Digital Talk

## Introduction

Intracare is developing fast. It's therefore vital that we are able to communicate our latest developments and knowledge as easily and smartly as possible to all of our distributors and customers in all the different fields of interest.

As pioneers in future-proof solutions, we are a forward-looking and innovative organisation that is at the forefront of global developments and trends in agriculture. It's important that our online communication is also fully aligned. Let us update you on the latest online developments at Intracare.

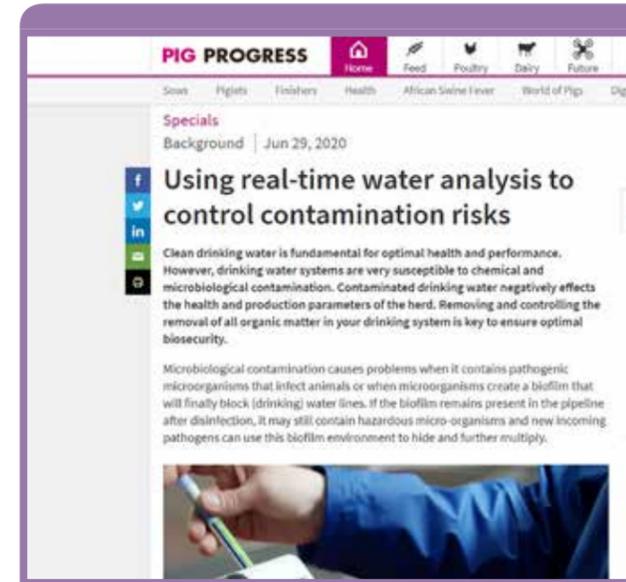
## Intracare online

Currently we are developing our new main online communication channel: **Intracare.nl**.

Our new state-of-the-art site will be equipped with an improved support functionality and customer portal with login. We will launch product details pages with extensive product information, calculation tools and video-content. Early this year, we already introduced our online chat functionality.

This has proved very successful and is easily accessible for our customers to communicate with our representatives.

The new site will be live very soon. We'll keep you posted on this with our - also to be introduced soon - email newsletter. You can already subscribe to this newsletter online.



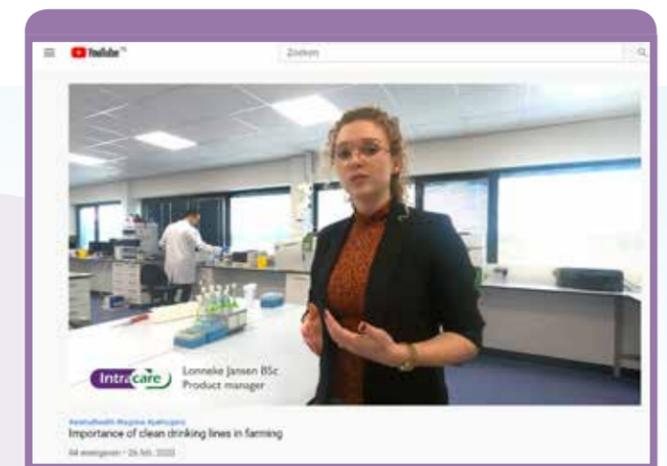
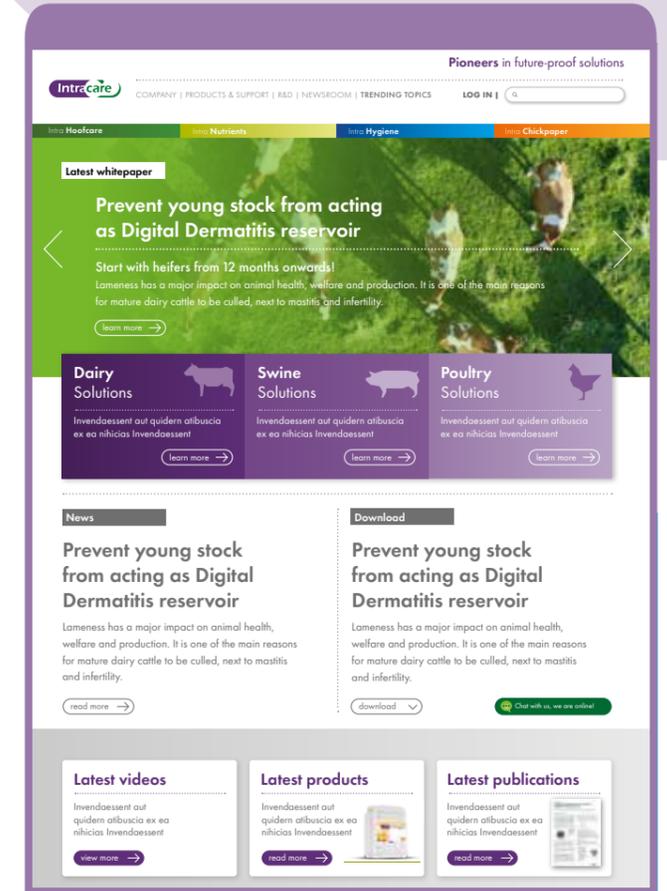
## Video content and e-learning

One of the major trends in communication is the rise of video content. Videos are not a new phenomenon of course, but the use of video is growing enormously with the evolution of smartphones and social media such as YouTube. Together with the fact that watching a video takes less time than reading and the recent limitations and travel bans due to COVID-19, we are challenged to discover new ways of communication. Video and live streams are the future. As you might have experienced already, we have already started with our e-learning videos. More is to come!

## Socials

From the start of 2020 we intensified our social engagement. We launched our Instagram-account and will focus more on LinkedIn, the world's biggest corporate social platform. In the coming period we will feed our YouTube channel with lots of relevant videos to inform you about all the ins and outs of our products and services.

However, we would like to emphasise that, in addition to all this digital talk, we continue to be an accessible and social company and that we value personal contact as the most important means of communication.



**Hope to speak, link, write, chat, log, mail, zoom, like, call, app, text and socialise soon!**

# Intracare's New faces

Intracare proudly presents some new members of our team. New talents and new energy to support our customers worldwide who will contribute new ideas to make the business grow. You are certain to get to know them via email or on a visit to our company.

## Claudia Weick

My name is Claudia Weick (29). In February I joined Intracare and started in my new role as Technical Sales/Product Manager.

After completing my bachelor degree in Animal Science, I worked for several years in the pig industry. I was responsible for the sales and engineering of drinking and feeding equipment. During my last years at VDL Agrotech, I met the Intracare team and became familiar with their product portfolio. Like Intracare, I share the interest in more sustainable food production and I am happy to contribute to the team.

I live with my partner in Middelbeers, a small village in the neighbourhood of Eindhoven. In my free time, I like to walk in the forest and spend time with my friends.

I hope to meet you soon at Intracare.



## Kees van Leeuwen

My name is Kees van Leeuwen (30) and I recently joined Intracare. Since the 1 May, I have worked in the role of Technical Sales Manager. Although I'm new to the industry, I have several years of experience in sales, online marketing and sales. I'm very excited to work for the company because Intracare is innovative in what they do and makes a difference in global health.

I live in the city centre of Eindhoven with my girlfriend. In my spare time, I like to be active and outdoors, such as going for a bike ride, a run or playing basketball with friends. I'm also enthusiastic about watching sports, most of all F1.

I look forward to meeting you all and working alongside you!

## Christel Kuijpers

My name is Christel Kuijpers (25) and I have worked as an Office Assistant at Intracare since 2 September 2019.

Two years ago, I graduated from Tio University of Applied Sciences and after that I worked as a passage employee at Eindhoven Airport. My father runs a dairy farm with passion, so I have been walking around a farm since I was a little girl.

Intracare is an international, dynamic and rapidly expanding company. Their vision of producing and selling antibiotic-free veterinary medication really appeals to me. I am happy to have the opportunity to work for this company and to develop myself further.

My main task is to contribute to a high after sales level for our customers. In addition, I support the Intracare sales team and work closely with our production and logistics department to ensure that all customer orders are processed correctly.

In my leisure time, I enjoy meeting friends, going to the gym and I like shopping and travelling around the world.

I look forward to being of service to you in the near future!



## Jorg Wiltink

My name is Jorg Wiltink (41). I recently joined Intracare and started in my new role as Marketing Manager.

I truly value Intracare's perspective on improving animal health and welfare with proven successful animal pharma- and hygiene products and innovations for sustainable livestock production. The global challenges regarding animal diseases and antibiotic reduction are our main concern and priority. I personally believe this deserves a decisive approach in order to make a significant impact. Intracare has all the necessary knowledge and production capacity to make a difference. I am committed to using my knowledge and experience to contribute to this goal. Let's make it happen!

In previous positions I was concerned with different marketing and communication management roles at renowned companies in different fields. I'm convinced I can add my share at Intracare.

# Training our team to be Pharmaceutical Practitioners

Intracare produces different veterinary medicines. The production of medicines is governed by strict GMP regulations. Good Manufacturing Practice (GMP) is a system that ensures that veterinary medicines are consistently produced and inspected according to certain quality standards. It is designed to minimise the risks involved that cannot be eliminated through testing the final product.

GMP covers all aspects of production from the basic materials, premises and equipment to the training and personal hygiene of staff. Detailed written procedures are essential for each process that could affect the quality of the finished product. At Intracare we have a system to provide documented proof that the correct procedures are consistently followed at each step in the manufacturing process of our veterinary medicines.

To understand this complex set of regulations, the production work force at Intracare is now following the Pharmaceutical Practitioner training course. Despite the fact that only the pharma people are required to attend this course, we also try and encourage everyone in the production team (and related departments) to follow this extensive training.

As this course involves high level education, it will be quite a challenge for many of them, but everybody recognises how important this training is. We wish everybody all the best during the training course and good luck in passing their exams!



# NEW PROMOTIONAL MATERIAL

The new additions to our marketing department have given a boost to initiating a variety of new projects.

Over the last six months, one of the focus areas was updating the look of Intracare's promotional material. All our current product leaflets will soon be replaced by new leaflets. The content of the leaflets will change and we have opted for a completely new approach.

In the new leaflets the main focus will be the benefits offered by the product. These will be presented in a clear layout supported by visual elements.

The leaflets also feature a QR code so that more details about the product can be consulted digitally. User films, technical charts and photos explain in clear terms how to use the product and the benefits users can expect. An info pack containing the new material will be sent to all Intracare customers shortly. And this information can easily be translated into any required language.



**Intra Aerosol**

**Intra Mineral**

SE & VITAMIN E

# The heat is on!

As the mercury rises in most of the Northern Hemisphere, we see people all struggling to keep cool. Unfortunately for animals, the luxury of air conditioning is one which they cannot afford. Poultry, being plumed animals, struggle to release heat from their bodies when environmental temperatures exceed their thermoneutral zones. Animals, housed in enclosed farm buildings with a high stocking density, also are highly susceptible to heat stress during these warm summer days.

Animals that experience heat stress attempt to compensate by eating and moving less, drinking more, and of course, panting and sweating. These behaviours naturally have a negative impact on growth, and lead not only to an increase in the feed conversion rate, but also have an adverse effect on animal welfare. Apart from eliciting heat stress modulating behaviours, prolonged heat stress also causes oxidative stress. This is due to the generation of reactive oxygen and nitrogen species by the bodily cells as well as a reduction in the natural anti-oxidant system's functioning. This eventually causes a build-up of dangerous free radicals, leading to oxidative stress and subsequent damage to not only the important bodily cells, but also the immune system of the chickens. This results in lowered performance, and higher susceptibility to diseases due to the reduced integrity of the immune system.

To combat the negative effects of heat stress, a combined approach needs to be taken. Intra Aerosol, with its active essential oil components, produces an external cooling effect for the animals under heat stress.

This is due to the menthol component of the formulation that triggers cooling receptors in the nasal and oral mucosa, thereby giving a soothing and cooling sensation when misted or consumed in the drinking water.

As heat stress results in significant oxidative stress, a powerful anti-oxidant should be used. This is to ensure that free radicals are scavenged and prevent them from continuing to damage important bodily cells and functions. Therefore, the internal solution for reducing the negative effects of oxidative stress comes in the form of Intra Mineral Selenium Vitamin E. It is a premium blend of high quality, well emulsified vitamin E with organic Selenium, ensuring not only high bioavailability of the ingredients but also excellent miscibility in water without encouraging biofilm formation.

In conclusion, a combination of Intra Aerosol and Intra Mineral Selenium Vitamin E is an optimal solution to prevent the negative effects of heat stress in poultry under the influence of seasonal temperatures.



And here they are... all Artcow entries in overview. Thank you so much for your participation and hopefully you enjoyed this creative challenge as much as we did!

Download the Intra Artcow Poster 2020!





# Pioneers in future proof solutions

**One of the key pillars of Intracare is continuous investment in new developments. This has been a core strategy from our foundation and has resulted in a whole range of wonderful products and services. Intracare currently has a team of 15 people who constantly engage in product development. The scope of their activities extends beyond just introducing new innovations: we also work on improving or modifying our current range to suit specific market situations.**

One example is the recent introduction of a Hoof-fit product that can be easily sprayed at the milking robot, or the Hoof-fit Spray that is easy to apply to claws, even for young stock and dry cows, even in dirty conditions. We are noticing a gradual shift from the traditional footbath treatments towards these technologies, and we are naturally leading the way by using our expertise to develop the right products.

Within the Hygiene series, we recently introduced the Intra Quick Scan 2.0 and our team has been working hard for

## “Intra Hydrocare 2.0 is under development”

a long time on an improved version of Intra Hydrocare: Intra Hydrocare 2.0. This product has been a staple in our range for years, but there is always room for improvement. This new version of Intra Hydrocare will be improved, is safer to use and will satisfy a greater number of the regulations currently imposed on disinfectants by the authorities.



The product is undergoing the final development phase. We expect to be able to launch it quite soon.

We haven't ignored our nutrient offering either at Intracare. We recently introduced Intra Calferol with phosphorus releaser. with the phosphorus releaser. And, as we speak, intensive testing is being performed on Intra Aqua Acid Mineral with a modified formulation. New technologies enable these products to be refined even further so they align better with the needs of the target animals.

This is just a small selection of the developments taking place at the Intracare R&D department.



Standing still is not part of the DNA at Intracare. We keep our sights firmly on the future. Which is why **“PIONEERS IN FUTURE PROOF SOLUTIONS”** perfectly sums up our philosophy.



# All hands on deck at the logistics department DURING COVID-19

**You might not have expected it, but the COVID-19 crisis also had serious repercussions for Intracare's logistics activities. Roel van Hees, manager of the logistics department, and his colleague Dirk, have their hands full organising all the shipments and deliveries during these challenging times.**

Due to the current situation, the number of scheduled international freight sailings have fallen dramatically.

Sailings of container vessels to and from China, in particular, practically ground to a halt.

This led to a severe capacity shortage of containers and space in Europe, and any containers that were available were almost unaffordable. Whereas we normally schedule a shipment every week to every destination in the world, we are now regularly seeing weeks with so-called blanked sailings (a blank or void sailing that has been cancelled by the carrier). The most common reason for creating a blank sailing is to reduce capacity to in turn increase rates.

All the different carriers active in container transport worldwide have now pooled their resources in three large maritime alliances which has made it more complicated to ship IMO goods such as Intra Hydrocare, for example.

Previously, we only had to take into account the specific regulations of one carrier. However, in the current situation, we have to take all the regulations of all the carriers into consideration, because they continually share each other's equipment. For example, if we book a shipment with Hapag Lloyd which is eventually shipped on a vessel operated by ONE in a container owned by Yang Ming; we have to deal with the specific regulations of all three parties.

At the start of the COVID-19 crisis in Europe, we were confronted by some acute challenges in our department. Our customers are used to us always making every effort to secure the best transport prices and conditions. But because corona coincided with the Chinese New Year, we were faced with capacity shortages, resulting in additional price increases, the so-called "Peak Season Surcharges and "capacity imbalance surcharges" These surcharges are hefty and can amount to as much as 300 to 400 USD per container. Unexpected delays and cancelled sailings were other obstacles we encountered, which caused an inconvenience for us, but also for our customers. And that is something we want to avoid at all costs.

We were frequently still calling and e-mailing shipping agents and carriers until late at night chasing them up to get our containers allocated, sent and delivered to our customers as soon as possible.

And our persistence was usually rewarded. Up to now, considering the hundreds of containers we ship on an annual basis, we were able to avoid any major problems.

Luckily, the situation is now slowly but surely returning to normal. For Q3 approximately 15% of the total shipping capacity is cancelled but more sailings. More sailings and containers are becoming available, but the downside is that carriers are still keeping up the high price levels for the time being.

It is heartening to see that even during these tumultuous times our Logistics department was prepared to move mountains to secure the best prices and conditions for reliable shipments to our customers.



Roel van Hees

**There's no  
challenge too big for us,  
with all hands on deck!**



*His first day at his new employer left an indelible impression. The pharma area was not even operational at the time. The carpenters were still busy hammering, doors were being hung, and the state-of-the-art air-handling units were not up and running. Everything was brand new, so we first had to give it all a thorough clean before we could use the rooms.*

# Eric-Jan's Pharma white world

**Anyone talking a stroll through the Intracare production areas could not fail to notice the stately and serene white door leading to the sterile pharma cleanrooms at Intracare. This door conceals the clean, white world where all the Intracare veterinary medicines are produced. A world protected by sterile overpressure in the corridor compared with the separate preparation areas, with walls whiter than freshly fallen snow and so smooth that no microorganisms or dirt can possibly attach to them. It is here that Eric-Jan started working at Intracare three years ago. Making the move from MSD /Aspen, Eric-Jan became Intracare's first face of pharma. Backed up by his wealth of experience, Eric-Jan guided Intracare on its way to taking serious steps forward as a pharmaceutical producer.**



His first day at his new employer left an indelible impression. The pharma area was not even operational at the time. The carpenters were still busy hammering, doors were being hung, and the state-of-the-art air-handling units were not up and running. Everything was brand new, so we first had to give it all a thorough clean before we could use the rooms. Back then, Intracare pharma was still in its infancy as a producer and the various processes and protocols still had to be established and put down in writing.

Today, everything has fallen into place. These areas are fully operational and various products are produced daily. Eric-Jan is assisted in his work by his colleague Joris. Working in this department is an art in itself. Very few people are aware of what is involved behind the scenes to produce pharma products. Even at Intracare, it took some time to get used to working precisely in accordance with the extremely strict protocols that apply to pharmaceutical production. Every aspect must be inspected, checked and approved several times before a process can start. Within these walls, pure quality is paramount and not quantity. Churning out a few

thousand litres on command of a particular product just doesn't happen here in the pharma world. After a batch has been produced, we still need at least six working days to test everything in detail. Stability, viscosity, homogeneity: all these properties are examined in detail and verified again and again. In fact, simply printing the labels even takes two inspections. Every effort is made to prevent any mistakes. Working in the clinical and clean environment of the pharma area is a totally different experience. The often hectic atmosphere at the office, busy with phone calls and emails, is replaced here by a cool, serene tranquillity. And to be honest, Eric-Jan admits it's a bit too quiet sometimes... But that is also part of the job.

Now that we have been operating production in the pharma area for three years, Eric-Jan is looking to the future again. Now that sales of Intra Dysovinol are on the up, we will soon need some extra pairs of hands. He would like to transfer his knowledge to new employees, to ensure the continuity of a strong team and so we can continue to fulfil the increasing demand for pharma products.



---

Would you like to know more? [www.intracare.nl](http://www.intracare.nl)

---

Pioneers in future proof solutions

