BTC
Chemical Distribution

Expertise Plus Newsletter

24th February 2015
www.btc-europe.com/newsletter

Outstanding growth thanks to the glycinate trace element products

A shortage of trace elements can result in a number of problems in animal husbandry: a weaker immune system, a lower rate of reproduction and too little productivity in general. But how can important trace elements such as iron, zinc and copper be incorporated into animal feed in the most effective way possible? For instance, one disadvantage of conventional solutions is that the trace element particles are very small and dusty and cannot be mixed in very easily. As a consequence, the body does not ingest the product efficiently, resulting in considerable quantities of trace elements being excreted again. This makes handling difficult and has a negative impact on the environment.

An exceptionally high degree of complexation
With its glycinate product range, BTC Europe now offers an alternative, developed by BASF Nutrition & Health, which elegantly solves all these problems. Organically-bonded trace elements like glycinates are usually characterised by a very high level of bioavailability. BASF's solution goes one step further: the new glycinate product range offers an exceptionally high degree of complexation, at between 90 and over 95 percent. This in turn has a direct positive impact on the bioavailability and water solubility. “BASF SE customers in Europe have been able to obtain the glycinates directly from BTC since 1st November,” says Ulrich Roser, Head of Sales Animal Nutrition at BTC Europe: “We have the exclusive marketing rights.”

Mixes in well, dust-free, easy to handle
BTC's glycinate product range comprises copper, iron, manganese and zinc. Thanks to the patented production process, the glycinate particles offer a consistent content of complexed trace elements and exhibit excellent flow properties. This makes it easier to distribute them evenly in every type of animal feed. The particles can be mixed in very well and are dust-free, making them extremely easy to handle. The glycinates are suitable for all types of premix and mineral and compound feed.

BTC Europe GmbH, Rheinpromenade 1, 40789 Monheim am Rhein, Germany
Managing Director: Dr. Katja Scharpwinkel, Authorised Signatories: Frank Defren, David Deiters, Dr. Ulrich Eidelsburger, Peter Kilian, Marina Lehner, Joerg Rosskothen, Franz Saif, Holger Ußmüller
Registry Court: Amtsgericht Düsseldorf, Registration number: HRB 69802, VAT Identification No.: DE 811123091

Glycinate product range

The glycinates are available in the following versions:

- Copper glycinate (product number: 30591287): Important for many enzymes, the formation of connective tissue and the immune system
- Iron glycinate (30591119): Important for blood cells, enzymes, antioxidative processes and energy conversion
- Manganese glycinate (30591989): Important for connective tissue, the reproductive system and protection against oxidation
- Zinc glycinate (30591125): Important for bone formation and the healing process of hooves, hair and skin as well as for the immune system and many metalloproteins

You can find additional information and contact your local BTC contact partner directly using the Solution Finder at **www.btc-europe.com**.

Would you regularly like to receive information like this from the world of BTC's speciality chemicals for your industry? At **www.btc-europe.com/newsletter** you can subscribe to our Expertise Plus Newsletter specifically for your industry.