

CONTENTS

Get In Touch3
The Nutri Range
(Introduction)4
NutriThrive12
NutriVital D Plus12
NutriMax D312
NutriPhyte13
NutriPerform Liquid 13
NutriPerform WSP13
NutriTonic13
NutriSpectrum14

NutriVita WSP14
NutriVital 100-10-5014
NutriVital 50-5-2014
NutriLyte Liquid15
NutriLyte WSP15
NutriCool Liquid15
NutriCool WSP15
NutriMenthol16
NutriLiver16
NutriShell16
NutriVital E + Se16
Guide to use18

GET IN TOUCH



RUMENCO GROUP

COMMERCIAL PRODUCT GUIDE

"NUTRIRANGE

Commercial Poultry Supplements

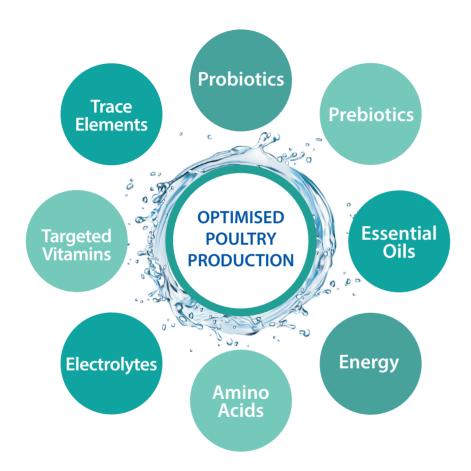
To get the best production from your poultry flock, you need to ensure all the conditions are optimal to allow the bird to achieve their full genetic potential.

Maximising growth rates and food conversion is essential to achieve productive birds, whatever their purpose - broilers, layers or breeders.

The Nutri Range of advanced poultry supplements is designed to support the critical early life stages, maximise growth and deliver peak performance. The wide range ensures there is a product suitable for all stages of the production cycle, whether it's supporting routine management, or targeted use to deal effectively with issues when they arise.

The Nutri Range of poultry supplements deliver, via the drinking water, essential nutrients to support the birds and therefore the flocks productivity.





Energy. Ensuring adequate energy is critical in early stages of life to promote feeding and utilisation of nutrients. At times of stress or disease easily available energy helps the birds continue growing or producing eggs without setbacks.

Antioxidants. Natural antioxidants support the development of a healthy immune system early in the bird's life promoting development and protection from disease.

Trace Elements. Ensure optimal physiological functions vital for growth, health and reproduction.

Vitamins. Critical for a wide range of purposes throughout a bird's life, whether it's Vitamin D for strong bones and egg production or Vitamin E for the immune system.

Amino Acids. Essential for the development of protein, a balanced supply of important amino acids helps lean growth, weight gain and egg production.

Electrolytes. At time of stress electrolytes promote water consumption and avoids dehydration.

Prebiotics. Support the development of the bird's gut microbiota therefore optimising nutritional uptake.

Probiotics. Carefully selected strains of bacteria help establish a healthy gut flora promoting growth and performance in early life or after antibiotic treatment.

Essential Oils. Proven to stimulate feed intake, nutrient digestion and the modulation of gut microflora to maximise bird health.



Combatting Biofilm

Biofilm build-up in drinking lines poses a significant health risk in poultry flocks. Pathogenic bacteria can build up on surfaces forming biofilms that protect them and make them hard to eradicate. Reduction of the build-up is key to helping keep lines clean and reducing bacterial challenge. Sugars, present in many products, potentiate biofilm formation when added to the water system leading to increased problems. Many of the The Nutri Range poultry supplements are specifically formulated to be sugar-free to help in the fight against biofilms. Look out for the **COMBATS BIOFILM** logo on pack.

Complementing responsible antibiotic use

There is continuous and growing concern over the use of antibiotics in poultry production, either for use as growth promoters or for the treatment of clinical conditions. Rumenco Group are committed to responsible use of antibiotics and supporting the poultry industry to help ensure continued performance and productivity.

By supporting the early development of a healthy immune system and a healthy gut flora, birds are better prepared to face disease challenges and so use of Rumenco Group products, in suitable circumstances, may help reduce the likelihood for antibiotic intervention.



Maximising productivity

Ensuring a healthy digestive system and all the key elements of a balanced diet in turn leads to improved feed intake and conversion. Broilers grow faster and more evenly; peak lay is supported resulting in more eggs per laying period.

Supporting flock management

Vaccination, transportation and other elements of flock management can stress birds at critical times. The Nutri Range can support the birds through these times avoiding disruption to growth and setting them up for their future performance.

Help in times of stress

Excessive heat, disease outbreaks or housing issues can all stress birds, leading to poor feed intake and dehydration. Antibiotic therapy can damage the birds' natural gut flora post-disease outbreaks leading to further poor performance. The Nutri Range has a product suitable for any of these conditions, whether it's easing the effects of respiratory disease, rehydrating after heat stress or re-population of the gut flora by probiotics after disease.

Planned and strategic use

The wide range of products ensures that a program can be developed for any flock, tailored to their specific needs and challenges. Routine support through the flock's life together with strategic use when problems arise will maximise performance and productivity. For further information and guidance on developing a program:

- Consult the individual product information in this brochure
- Discuss with your veterinary or nutritional advisor
- Go to www.rumencogroup.com



**NUTRIRANGE

Scientifically developed to support and supplement poultry of all types and through all stages of production. Providing essential nutrients to help maintain health, combat stress and boost flock performance.



Specifically formulated for poultry to help maximise farm productivity

COMMERCIAL PRODUCT GUIDE 11

ICON GUIDE



Neonatal



keletal nd shell strength



iut function and igestive health



Growth development and fertility



Heat stress and hydration





Immune function



Respirator Health



NutriThrive

Strategically supports early immunity and provides immediate energy, prebiotics, vitamins and natural antioxidants for optimal chick growth and performance.

Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.



Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.



NutriVital D Plus

Contains highly absorbable 25-OH Vitamin D₃ with double the activity of regular Vitamin D₃ formulated to support rapid growth, shell strength and laying persistency.



Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.



NutriMax D3

Essential Vitamin D₃ for bone development and shell strength.



Pack sizes: 500ml, 1 litre.

NutriPhyte

Natural phytobiotics

including Oregano oil

and Vitamin E designed to

optimise intestinal health,

help promote growth rate

and improve feed utilisation.



NutriPerform Liquid

Vital strategic nutrition with prebiotic for strong early development and optimised gut function.



NutriPerform WSP

Vital nutrition with probiotic for strong early development and optimised gut function in water soluble powder form.

*Only available for sale outside the EU



NutriTonic

A wide ranging complement of vitamins, mineral and amino acids to support healthy growth, reproduction, immunity and minimise the effects of stress.



Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre. Pack s



Pack sizes: 150g, 1kg, 5kg, 10kg. Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.

12

RUMENCO GROUP



NutriSpectrum

Provides key nutrients to growing animals to enhance health status and maximise production. Ideal for breeding poultry and layers coming up to peak yield.

*Only available for sale outside the EU









NutriVita WSP

A water soluble powder designed to encourage strong growth, healthy development and optimise reproductive function.

Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.



NutriVital ADE 100-10-50

Contains high strength key vitamins optimising health, growth, reproductive function and hatchability.

*Only available for sale outside the EU



Provides key vitamins optimising health, growth, reproductive function and hatchability.

*Only available for sale outside the EU





Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.



NutriLyte Liquid

Essential nutrition to combat the effects of heat stress.

*Only available for sale outside the EU



NutriLyte WSP

Essential nutrition to combat the effects of heat stress in water soluble powder from.



NutriCool Liquid

Strategic rehydration and nutrition to maintain feed intake and support immune response.



NutriCool WSP

Strategic rehydration and nutrition to maintain feed intake and support immune response in water soluble powder from.







Pack sizes: 150g, 1kg, 5kg, 10kg.



Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.



Pack sizes: 150g, 1kg, 5kg, 10kg.

15

RUMENCO GROUP COMMERCIAL PRODUCT GUIDE



NutriMenthol

Essential oils and phytonutrients to support at times of respiratory challenge.



NutriLiver

Natural plant extracts, metabolisable, glucogenic energy sources and detoxifying agents for strategic use in all types of poultry.



NutriShell

Key nutrients to support shell quality, laying persistence and support bone development.



NutriVital E + Se

Key vitamin supplementation to strategically optimise performance and support an effective immune system.









Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.

Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.

Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.

Pack sizes: 1 litre, 5 litre, 10 litre, 25 litre.



GUIDE TO USE

The wide range of products ensures that a program can be developed for any flock, tailored to their specific needs and with strategic use when problems arise will maximise

LAYERS AND BREEDERS

Immunity

Pre-Laying

During Lay

Re-housing

Peak Lay

Heat Stress

challenge

NUTRITHRIVE Post hatching

> **NUTRIPERFORM** Early Growth

NUTR:PHYTE Growth

NUTRIVITAL E+SE

NUTRIVITAL ADE

NUTRIVITAL D PLUS NUTRIMAX D3

NUTRITONIC LIQUID NUTRIVITA WSP Vaccination

NUTRITONIC LIQUID NUTRIVITA WSP Transportation

> **NUTRI**SPECTRUM **NUTRI**VITA WSP

NUTRISHELL Point of Lay

> **NUTRIVITAL D PLUS NUTRI**SPECTRUM

Liver function **NUTR**iLIVER

Respiratory Challenge **NUTRIMENTHOL**

> **NUTRICOOL NUTRILYTE**

NUTRIPHYTE



BROILERS

NUTRITHRIVE Post hatching

NUTRIPERFORM Early Growth

NUTRIPHYTE

NUTRIVITAL E+SE Immunity

NUTRITONIC LIQUID NUTRIVITA WSP Vaccination

NUTRITONIC LIQUID NUTRIVITA WSP Transportation

NUTRILIVER

Liver function

NUTRJMENTHOL Challenge

Heat Stress

NUTRICOOL NUTRILYTE

NUTRIPHYTE



Rumenco Group Stretton House, Derby Road Burton-on-Trent, Staffordshire DE13 0DW United Kingdom

> +44 (0)1283 524222 info@rumencogroup.com www.rumencogroup.com

RUMENCO **GROUP**