

PRESS RELEASE

August 1st, 2024 - 1/2

FOR IMMEDIATE RELEASE

Innovad Group & AgriPro Premier Nutrition, Inc. to re-introduce Panbonis® to the Philippine market

Singapore/Manila, August 1st 2024 – Innovad Group, a global supplier of animal health and nutrition solutions, is investing in and enhancing its presence, activities, and product range in the Republic of the Philippines. The group has entered into a strong partnership with AgriPro Premier Nutrition, Inc. to strengthen the local market. Innovad Group and AgriPro will be reintroducing Panbonis® in the Philippines.

Expanding Innovative Additives in the Philippine Market

Robert Nichol, Business Director Asia Pacific at Innovad Group, expresses enthusiasm about the recent developments:



"Strengthening access for the Philippine industry to innovative additives progresses through collaborating with exciting, motivated teams. This great development adds Panbonis® back into the AgriPro portfolio, continuing the work we started with our promise to expand flagship brands in the Philippines. We are committed to providing access to customers big and small through the successful establishment of a multi-channel network of distributors and local traders."



Reenergizing the Philippine Market with Panbonis®

AgriPro's Technical Team initially developed Panbonis® during the pre-viral outbreak days that affected both the swine and human populations. As disease challenges impacted everyone, the market evolved, and valuable innovative technical feed additives began to have a significant impact. Now reenergized in 2024, we are excited for the goods to land and to get going again with additional support from the excellent technical details provided by the combined Innovad Group teams. From both a product and technical perspective, we learned so much in the early phases and are now in a much stronger position to achieve significant progress in all sectors, including commercial poultry and swine.

Commitment to Care and Trust

Innovad® places care and trust at the heart of its core values, a commitment reflected by a strong customer base and growing demand for flagship all-natural products such as Escent®, Lumance®, and Novyrate® EB. These primary feed additives are enhanced with on-farm water-soluble applications, ensuring comprehensive support. Dedicated to advancing the industry, Innovad® provides customers with access to a range of feedmill and on-farm solutions, tools, and programs, which are steadily evolving in the Philippines. Building on our legacy of introducing advanced biomonitoring techniques for mycotoxin detection and understanding the capabilities of biomarkers, Innovad® Group continues to bring innovative solutions like Panbonis® to the market.

Innovad nv/sa

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Innovations in Feed Additives and Hygiene Solutions

The product line-up includes Aflorin® (series), including LIVA L, which provides natural extracts for liver restoration and regeneration support during intensive phases. The Novion® range offers a low inclusion additive essential for water hygiene and rapid pH reduction, while the Novicid® portfolio focuses on reducing bacterial contamination. These products represent just the beginning of our innovation efforts. Ongoing implementations also emphasize raw material quality, feed hygiene, and digestibility, ensuring comprehensive support and improvement across all aspects of feed management.

Robert Nichol, Business Director Asia Pacific, based in Singapore, concludes:

“The wonderful people of the Philippines—resilient, enduring, and positive—have responded with tremendous enthusiasm. Leading this project has been a rewarding experience, despite the setbacks and challenges we’ve encountered and overcome together. The results are evident: farmers see the benefits, distributors observe positive progress, and the entire industry—from integrators to animals—is healthier and safer. This is due to our high-quality, natural, and technically complex products, all supported by excellent science and a customer-focused, trusted organization.”



ABOUT

Innovad Group

Innovad is a leading provider of animal nutrition and health solutions, offering a diverse range of solutions to meet the evolving needs of the livestock industry. Founded on the principle of trust, it is dedicated to promoting the well-being of animals and enhancing their productivity while minimising environmental impact.

Serving a wide array of clients including integrators, producers, nutritionists, veterinarians, and feed companies, the Innovad Group delivers targeted water soluble, natural and in-feed solutions tailored to specific on-farm needs. With the recent acquisition of Herbonis, we have established ourselves as a trusted partner in addressing key challenges related to gut health, immunity, and mycotoxin management.

Visit [Innovad](#) and [Herbonis](#) to learn more about how Innovad Group® is advancing the livestock industry with its innovative and sustainable solutions.

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