



MARKET NEWS

EUROTIER 2018: THE WORLD'S LEADING FAIR FOR ANIMAL PRODUCTION!!

EuroTier is the world's leading trade fair for animal production: it shows all the new developments, products and services for breeding and keeping productive farm animals, especially cattle, pigs, poultry, sheep and goat, as well as fish. In brief: everything needed for the production from feed to meat, milk and eggs. The **core target group** is made up of business farmers and dealers. At the last edition of EuroTier more than 2,600 exhibitors (1,498 international from 57 countries) presented their product range to almost 163,000 visitors. A top flight technical programme focussing on topical issues is rounding out the profile of EuroTier as the world's leading trade fair.



EuroTier 1st edition took place in 1975. Since then, it keeps growing in number of visitors and exhibitors.

More on source:

<https://www.expocheck.com/en/expos/283-eurotier-hanover-germany>

#TOLSAFUNFACT

DID YOU KNOW..

...that TOLSA has been attending EuroTier since more than 30 years ago?

The 1st time TOLSA attended EuroTier it was together with our regional distributor. It wasn't until 2012 that TOLSA started attending the fair with its own stand.

At that time, TOLSA was experiencing a moment of big geographical expansion, and the decision to attend with our own space was made.



Image: TOLSA's stand in EuroTier 2018

This year, in EuroTier'18 we expect to have visitors from all over the world!

PRODUCTS

OUR LATEST INNOVATION: ATOX® NATURE SILVER

TOLSA launched its new product against mycotoxins, Atox® Nature Silver, during EuroTier'18.

TOLSA prepared a Welcome Cocktail event on Tuesday 13th for the occasion, to share this special moment with their partners and friends from the animal production industry.

Atox® Nature Silver is a new mycotoxin binder with wide spectrum to bind polar mycotoxins as well as non polar ones (FUM, ZEA, OTA), and even trichothecenes (DON, T2, HT2 and DAS).



Image: Atox® Nature Silver new bag

Atox® Nature Silver is a natural alternative to other mycotoxin binders, which adsorbs mycotoxins avoiding the desorption in the intestinal tract, helping excretion, reducing the toxicity and therefore improving the animal's health and well being.

CONTACT US TO LEARN MORE!!

