



**PRESS RELEASE**  
3<sup>rd</sup> July 2008

## **REVOLUTIONARY HYGIENE TECHNOLOGY LAUNCHES IN IRELAND**

### **BIGGEST BREAKTHROUGH IN FIFTY YEARS, TO IMPROVE MILK QUALITY, REDUCE MASTITIS AND LAMENESS**

The first products to be officially tested in farm hygiene and infection control for more than fifteen years will be launched at Clongowes Wood College Farm today (June 26) at the Irish Holstein Friesian Association National open day in County Kildare.

Dublin based agricultural distributor Byocal Ireland will be showcasing the Byotrol Agrisphere range of products. This technology is proven to help increase milk quality and yields as well as reducing the occurrence of mastitis in herds. One of the most exciting features about these products is their ability to keep on working for many hours after drying, while the condition of the teats is excellent.

The Agrisphere technology contains a revolutionary patented formula called Byotrol. This formulation is incredibly effective at killing micro-organisms but it does not contain any iodine, chlorine or chlorohexidine. As such its use ensures that none of these potentially harmful chemicals are introduced into the food chain.

All Byotrol Agrisphere Products are extremely safe to handle and use and as such require no special handling, storage or disposal procedures. Product can be washed away without fear of contaminating or damaging land or water courses.

The Agrisphere range of products offer total farm hygiene and includes teat dip and impregnated wipes for pre or post milking sanitisation as well as a foaming hand mousse for use by staff on hands or gloves providing longer and safer protection against cross contamination than any products presently available

The range is completed by Microcleanse concentrate, a powerful disinfectant suitable for use across all areas of the farm from sanitising milking equipment to cleaning hard surfaces. It is also DEFRA, DARD and Dept of Agriculture approved.

## **2/2 REVOLUTIONARY HYGIENE TECHNOLOGY TO BE LAUNCHED IN IRELAND**

Following extensive research and farm trials Byocal Ireland is also launching Hoof bath and Hoof Guard products to help combat conditions like foot rot and digital dermatitis, both of which cost the wider farming industry millions of Euro every year.

The Agrisphere range has been in use over the past twelve months at Clongowes Wood College Farm which has a herd of 240 milking cows. According to Farm Manager Pat Fanning, "We have seen impressive results which has been very effective in controlling our SCC & TBC count"

According to Colm Fitzpatrick of Byocal Ireland, "The launch of this technology represents a real breakthrough for Irish Dairy farmers and will improve milk quality and yields while also contributing to overall herd health. Ireland is one of the leading exporters of milk world wide with 85% of the country's milk products exported representing over €2 billion in value to the Irish dairy industry. Everyone has a part to play in ensuring the best quality milk is produced which includes companies like Byocal Ireland in supplying Irish farmers with the most effective range of products, that works unlike anything else to ensure they can meet the ever demanding requirements of Europe and globally.

It is vitally important that as an industry we do everything we can to maintain product quality and the Byotrol technology has a key role to play in fulfilling this vision."

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### **Note to editors**

1) The Agrisphere technology containing Byotrol will be launched at Clongowes Wood College Farm on June 26 at the Irish Hostein Friesian Association open day in County Kildare

### **2) About Byotrol**

Byotrol is a revolutionary cleaning and hygiene technology which was developed by a British based company Byotrol plc. Byotrol plc is listed on the London Stock Exchange's Alternative Investment Market. Byotrol delivers broad spectrum, long lasting anti microbial performance in a much safer and more caring way than previously believed possible. Byotrol works on any surface wet and dry. Actively killing microbes and bacteria for days where current products last a few minutes. Though hostile to microbes, Byotrol is extremely gentle to other living things. Which means no worries on skin or around people, plants or animals

Independently tested for 7 years and proven in hospitals and food factories Byotrol can facilitate some major new claims in cleaning and personal care products. For example:

- In kitchens and bathrooms Byotrol keeps surfaces germ free for days where current products last just minutes.
- A Byotrol toilet cleaner can deliver the equivalent germ kill of bleach for significantly longer and without the need for a caution label.
- Byotrol on hands last for hours not minutes, is non toxic and extremely gentle on the skin (requires no alcohol).

Right now no other technology can deliver these benefits.

**For further information:**

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