

Press Release
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BYOTROL TO LAUNCH HOOFBATH AND HOOFGUARD AT THE ROYAL BATH AND WEST OF ENGLAND DAIRY SHOW

Leading anti-microbial technology company Byotrol plc has announced the launch of two brand-new, hygiene products at The 2008 Royal Bath and West of England Dairy Show. 'Hoofbath' and 'Hoofguard' are set to become the latest additions to the Agrisphere cleansing and sanitising product range for agricultural and dairy farmers.

Launched in a distribution agreement with The Active Group International Ltd, Hoofbath and Hoofguard will form part of the Agrisphere animal healthcare system and utilise tried-and tested patented Byotrol technology, based on the attachment of more than one biocide onto an inert polymer backbone.

Taking place on the 30th January, The Royal Bath and West Dairy Show is a highly recognised agricultural information exchange. As such it provides the ideal platform to highlight the impressive benefits of Hoofbath and Hoofguard to the farming community, designed to be used in tandem to deliver highly-effective hoof hygiene and condition in cattle and sheep.

Hoofbath is a pale, straw coloured concentrated liquid and Hoofguard is a green odourless ready-to-use liquid hoof spray for easy-use in the agricultural livestock industry. Both products are effective broadband microbiological killers of bacteria, fungi, viruses and spores. In addition they are non-oxidising, non-flammable, non-corrosive and iodine and formaldehyde free and are safe for human handling, requiring no specialist handling procedures or equipment.

Gary Hilton, Product Sales Manager at Byotrol explains, "Byotrol's Hoofguard and Hoofbath have been developed to provide a tangible solution to a hygiene issue facing today's farmers. Good hoof-health is essential on a modern-day farm and we have used our biotechnology expertise to provide an effective solution and provide measurable

benefits in a convenient form. The benefits of the two latest products are far-reaching, with prevention and control of hazardous microbial infection at the core of each product.”

As part of the Byotrol product range, Hoofbath and Hoofguard have been proven through a programme of independent testing to be effective for up to seven days after application and work against a wide range of micro-organisms. Byotrol also provides proven residual action providing control and protection hours after use.

Gary adds, “The Bath & West Agricultural Show is recognised as a great platform to showcase innovations in farming and the addition of Hoofbath and Hoofguard products mean we are offering farmers a unique total hygiene-control solution. In addition, the fact that our technology combines low toxicity with residual efficacy and broadband effect are a real breakthrough for the farming industry – saving farmers both time and money “

The development of the products is the latest in Byotrol's partnership with The Active Group, which has been providing innovative products to the agricultural industry since 1994. Actively supporting UK farmers, The Active Group has been identifying methods to bring improved practices and products helping to streamline and reduce the individual farmer's workload.

For further information and Agrisphere products contact:

The Active Group on 01462 627000

For further information on the Royal Bath and West Dairy Show, please see

www.bathandwest.com

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Notes to Editor: Byotrol products have a four stage effect on micro-organisms using changes in surface tension as the basis of their attack.

1. Byotrol's component biocides attack micro-organisms on a surface as soon as the product is applied.
2. Byotrol then conditions the surfaces before additional micro-organisms land, making it more difficult for the micro-organisms to settle on the surface, attach and reproduce.

3. When micro-organisms secrete material in an attempt to form a biofilm, (i.e. attachment properties which enable biofilm production) the secretion compounds – proteins, polysaccharides or oily type materials – are all disrupted by the pervading surface tension regime, making it much more difficult or impossible for the organisms to form a firm attachment to the surface.
4. Finally, the micro-organisms, in their weakened state, succumb to Byotrol's residual, long lasting biocidal action provided by its component biocides. These are not aggressive chemical compounds, but when acting on a micro-organism, they cause the organism's membrane to burst before it has a chance to reproduce.

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