



PeterLabs Sdn Bhd



FOR IMMEDIATE RELEASE

## **Agromed announces appointment of PeterLabs as new distributor in Malaysia**

**Singapore, 29 April 2015** - Agromed Austria, a leading provider of premium natural feed additives, today announced that it has strengthened its global distribution partner network for OptiCell® by appointing PeterLabs Sdn Bhd, a subsidiary of PeterLabs Holdings Berhad, as its distributor in Malaysia.

“We are pleased to partner with PeterLabs and look forward to working closely with their experienced team of dedicated professionals,” said Helmut Grabherr, CEO of Agromed. “We are confident that PeterLabs’ vast experience and excellent knowledge of the Malaysia livestock market will support our initiative of communicating the Agromed and OptiCell® solutions to the poultry, swine and dairy markets in Malaysia.”

“It is our privilege to join Agromed’s network of distribution partners and represent their star product OptiCell®, a proven eubiotic lignocellulose containing a unique fermentable component,” said Lim Tong Seng, Managing Director of PeterLabs. “With OptiCell’s impressive performance that is already noted by farmers in Malaysia as well as other parts of Asia, we believe that there is a huge market potential for OptiCell® here in Malaysia and hope to develop a strong demand from increasing our focus on additional livestock sectors and applications over the coming months.”

“As an established distributor, PeterLabs has a strong presence in Malaysia which will greatly help to expand the reach of OptiCell® in the region.” said David Saunders, CEO of LinkAsia Partners. “The collaboration between Agromed and PeterLabs will enable more customers to experience the benefits from OptiCell®, thereby improving production performance and in-field solutions.”

OptiCell® is a natural lignocellulose product which offers a very competitive value proposition with proven performance benefits at a cost comparable to other fibre sources. With a well-balanced combination of fermentable and non-fermentable fibre contents, OptiCell® is well recognized as a valuable, high density dietary component for modern feed programmes.

###

### ***About Agromed***

*Agromed is a leading provider of premium natural feed additives based out of Austria. Based on a philosophy of producing natural products for natural nutrition that yet meets today’s stringent demands for efficacy and quality, Agromed is committed to innovation*



PeterLabs Sdn Bhd



and production of quality feed additives. Agromed has an established network of partners and distributors around the world, serving its growing customer base.

**OptiCell<sup>®</sup>** is a natural lignocellulose product made from fresh wood. With a high crude fibre content, OptiCell<sup>®</sup> is a valuable dietary fibre source. OptiCell<sup>®</sup> has a well-balanced combination of fermentable and non-fermentable fibre contents. The positive effects of OptiCell<sup>®</sup> show:

- Optimal peristalsis of the small and large intestine
- Prebiotic effect in the large intestine contributing to a higher lactic and butyric acid production
- Promotes hindgut eubiosis and limits diarrhoea, as well as constipation
- Binding of pathogens

All together, the positive effects result in better gut health and positive influence of digestion.

For more information, visit [www.agromed.at](http://www.agromed.at)

#### **About PeterLabs:**

PeterLabs Sdn Bhd is a leading specialist in developing, manufacturing and marketing of animal health products. Our products include feed additive premixes, antimicrobial, anthelmintics, multi-nutrient & supplement, pre-probiotic & enzymes, mould inhibitors & toxin binder, disinfectant and more. We are committed to supplying animal nutrition and health care products that maximize the productivity of animals and minimize the pollution to the environment. For more information, please visit [www.peterlabs.com.my](http://www.peterlabs.com.my)

#### **About LinkAsia Partners**

LinkAsia Partners Pte Ltd, a private company incorporated in Singapore, represents global manufacturers in the feed and food ingredient sector in Asia Pacific. A dedicated regional team with headquarters in Singapore support channel partners and leading food and feed ingredient companies to bring evolutionary concepts and products to the market. For more information, visit LinkAsia Partners at [www.linkasiapartners.com](http://www.linkasiapartners.com)

#### *Contact Information:*

Patricia Ng

Marketing Director

+65 68274433

[patricia.ng@linkasiapartners.com](mailto:patricia.ng@linkasiapartners.com)