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Media information

FEED RANGE FROM DEUKAVALLO SHINES IN NEW SPLENDOUR



Deutsche Tiernahrung Cremer has completely redesigned the feed bags of its horse feed brand deukavallo. The redesign is intended to make all important information about the pellet, muesli, mash and mineral feeds even easier and quicker to access for customers. In addition, deukavallo is also setting visual accents with the new design. The adaptation is the result of a month-long process and is the first step in a comprehensive further development of the deukavallo range in 2021.

Environmentally conscious horse feeding with deukavallo

Protecting the environment and setting impulses for sustainability: This is a central concern at deukavallo, which is why the traditional Düsseldorf brand relies on paper packaging. This is good for nature and relies on renewable resources. Because wherever possible, plastic has been dispensed with and replaced by components based on vegetable and renewable raw materials.

Feed bags where all plastic could be replaced are therefore fully recyclable. This includes, for example, deukavallo TOP E. The popular basic feed is not only an ideal fibre supplier for all horses, but is also particularly gentle on the stomach and suitable for feeding oat-sensitive equines.

Attractive design for excellent horse feeds

Not only the material and the processing of the bags now correspond even more clearly to the natural and high-quality claim of deukavallo, but also visually a lot has changed with the revision. "The high quality of our horse feeds should be reflected even better visually", explains Volker Kaup, Sales Manager Horse Feed at Deutsche Tiernahrung Cremer. "At the same time, it was important to us to make all the information on the contents and feeding of our feeds more easily accessible."

The new bag design offers horse owners many useful advantages when buying. Whether it's "low protein", "molasses-free" or "particularly easy to digest": thanks to the eye-catching and easy-to-understand icons, horse lovers can now grasp all the important information about their favourite feed even more quickly. Feeding instructions can now be found on the bottom of the bags. This means that horse owners have all the important

information at a glance, even when the feed sacks are stacked. On the new environmentally friendly paper, the distinctive deukavallo red now shines even more intensively and guides horse owners in the country store directly to "naturally good horse feed". Finally, deukavallo also takes a big step forward aesthetically: tasteful silhouettes full of liveliness replace the horse photos of days gone by.

Delivery in full swing

The new deukavallo bags have been produced and delivered to the trade since the turn of the year 2020/2021. The changeover of the product portfolio will only take place in an environmentally conscious and resource-saving manner after the existing goods have been sold off by the end of the first quarter of 2021. Further adjustments to the range and the introduction of new horse feeds are planned for the current year. Stay tuned!



deukavallo_Top_E_XXL_Combi_Shade (© Deutsche Tiernahrung Cremer).

About deukavallo

deukavallo is the horse feed brand from Deutsche Tiernahrung Cremer. At deukavallo, the focus is on the well-being of horses - and has been for almost 50 years. Whether for leisure, sport or breeding horses, hopeful youngsters or experienced seniors: the deukavallo range offers the right feed for every horse. All products are precisely tailored to the nutritional needs of the animals. The mueslis, extrudates, mineral and pellet feeds are the result of a constant exchange of experience with animal nutrition institutes, veterinary universities and horse owners and breeders.

Only the highest quality orientation leads to sustainable feeding success. We at deukavallo are convinced

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of this. For this reason, all our production processes - from the raw material to the finished product - are fully documented and the quality of the feed is constantly monitored. This is how we at deukavallo ensure the best feed quality true to the motto: Naturally good horse feed. www.deukavallo.de

About Deutsche Tiernahrung Cremer

Deutsche Tiernahrung Cremer is the market-leading feed producer in Germany. With 2.6 million tonnes per year (2020), the company is the largest private producer of high-quality compound feeds for livestock and pets. Over 730 employees from 19 nations work successfully at 14 locations. The plants are among the most modern and largest of their kind in Germany. The deuka brand is of great importance throughout Germany and is also represented in many neighbouring European countries. The associated brands Club and Nordkraft are firmly established, especially in southern Germany and Lower Saxony. They all stand for the highest quality in all feeding areas.

Deutsche Tiernahrung Cremer, based in Düsseldorf, is a company of Peter Cremer Holding GmbH & Co KG, Hamburg. The company looks back on almost 100 years of tradition in compound feed production.

You can find out more about our company, our products, feed concepts and brands at www.deuka.de

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