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<https://www.deuka.de/en/current/deuka-companion-nah-dran-an-den-beduerfnissen-der-tiere/>

Media release

DEUKA COMPANION: CLOSE TO THE NEEDS OF THE ANIMALS



deuka companion is the new umbrella brand for pet food from *Deutsche Tiernahrung Cremer*. Under *deuka companion*, the Düsseldorf-based traditional manufacturer is now bringing together its feed brands in the home, hobby and pet sector. The brand launch is accompanied by a comprehensive rebranding and packaging of well-known food brands such as *deukavallo*, *deukanin* and *deukavia*. Online, private pet owners and breeders will find the following information at www.deuka-companion.com all feeds of the new brand family. In addition to an informative guide and a well-founded nutritional lexicon, the new portal also contains the heart of the new umbrella brand: the first online shop from *Deutsche Tiernahrung Cremer*.

More time for the essentials with *deuka companion*

"High-quality feed for horses, poultry, rabbits, rodents & co. - oriented towards the basic values of good nutrition. That is the guiding idea behind *deuka companion*," says Thomas Bernsmann, Managing Director (Sales) at *Deutsche Tiernahrung Cremer*. "We offer **balanced feed with a focus on the essentials** - geared to the needs of the animals. This means that pet owners can finally feed their animals without stress and have more time for what is really important: relaxed and enjoyable hours with their horses, rabbits, poultry and other pets

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Wissen, was wichtig ist.

The logo of our new pet food umbrella brand (© Deutsche Tiernahrung Cremer).

Intelligently developed feed, oriented to the nutritional needs of animals in the home and on the farm

High-quality feed, intelligently developed according to high German standards, oriented towards the nutritional needs of animals in the home and on the farm: this is what the *deuka companion* feed brands stand for. To meet the **high quality standards**, *Deutsche Tiernahrung Cremer* invests in the development of new feeds and the optimisation of existing ones. The focus of all recipes is a customised nutrient mix, tailored to the needs of the animal in its respective life situation.



New bag design by deukavalle (© Deutsche Tiernahrung Cremer).

One family: Uniform look for all *deuka companion*chucks

Starting with the brand launch, all feeds in the *deuka companion* brand family will be given a **uniform look**. The re-packaging and re-branding includes all pet food brands of the Düsseldorf-based manufacturer (e.g. *deukavalle*, *deukanin*, *deukavia*) as well as selected brands of the company subsidiaries *Caniland* and *Gesellschaft für Tierernährung* (e.g. *Brockmanns*).

Stress-free feeding at last: Order feed in the new online shop

All the foods in the *deuka companion* brand family can now be found on the *deuka companion* website www.deuka-companion.com. The new website is many things at the same time: on the one hand, it is an **informative knowledge portal on the nutrition of horses, rabbits, poultry, birds & Co.** In the guidebook, interested parties can regularly find articles on the correct feeding of their pets. On the other hand, the encyclopaedia offers an insight into all the important nutrients for the care and health maintenance of pets, hobby animals and domestic animals.

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Finally, the **online shop** provides pet owners with useful information about the specific areas of application and the benefits of all *deuka companion* foods. Those who are convinced by the easy-to-understand nutrient profiles and feeding recommendations can order their feed directly to their home - quickly, easily and directly, all with just a few clicks.



deuka companion is the new umbrella brand for our home, hobby and pet foods (© nenetus - stock.adobe.com).

About *deuka companion*

Healthy love between humans and animals. That is what all pet owners want. The basis of a fulfilling relationship is the appropriate handling of dogs, cats, horses, rabbits, chickens and the like - and this also includes a high-quality and nutritious diet. We at *deuka companion* know this. With our decades of feeding experience, we develop the best pet food according to intelligent recipes and the highest German standards - always geared to your pet's needs.

deuka companion offers orientation in the jungle of false promises. Contrary to short-lived feeding trends and empty marketing blah blah, our products stand for timelessly good food - honest and transparent. With *deuka companion*, pet owners can once again rely on their gut feeling when buying food. This leaves more time for the essentials: Namely, enjoying life with dogs, cats, horses, rabbits and co. without restrictions.
www.deuka-companion.com

About *Deutsche Tiernahrung Cremer*

Deutsche Tiernahrung Cremer is the market-leading compound feed producer in Germany. With approx. 2.5 million tonnes per year (2021), the company is the largest private producer of high-quality compound feeds for livestock and pets. More than 725 employees from 20 nations work successfully at 13 locations. The plants are among the most modern and largest of their kind in Germany. The deuka brand is of great importance

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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

Image source: © nenetus - stock.adobe.com (top slider)

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