

EW Nutrition acquires Feed Quality and Pigment business from Novus International



VISBEK (February 1, 2021) – EW Nutrition has today completed the acquisition of the Feed Quality and Pigments business from Novus International, Inc. Under the terms of the agreement, EW Nutrition becomes the owner of world-renowned brands such as [Santoquin®](#) feed preservative, [SURF●ACE®](#), a feed mill processing aid, and [feed ingredient Agrado®](#). The acquisition also gives EW Nutrition ownership of a state-of-the-art production facility in Constantí, Spain.

More challenges? More solutions.

“This transaction will bring additional value to our customers, further reinforcing EW Nutrition’s global market position, and increasing its product portfolio and geographical reach,” says Michael Gerrits, Managing Director of EW Nutrition. “The products acquired will further support EW Nutrition’s mission to mitigate the impact of antimicrobial resistance by providing comprehensive animal nutrition solutions.”

Dan Meagher, President and CEO of Novus International, Inc., explained that the sale is part of Novus’s Project Destiny, a multi-year plan to focus the company’s resources on core platforms and emerging technologies, with a focus on gut health.

“We are pleased to have found a committed owner for these platforms so that they may continue bringing value to the industry,” said Meagher. “This event is a significant milestone in our Project Destiny journey. Now that our Feed Quality and Pigments platforms are in good hands with EW Nutrition, we are excited to focus our energies on developing new, innovative technologies into meaningful nutrition solutions for our customers.”

A robust services agreement between the companies is governing critical activities to ensure customers are supported through the transition.

The range of products is immediately available to our customers. You can find out more details on our [Products](#) page or by going directly to the relevant web page.

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