

# AKTIV CAT



## Composition

**Ingredients:** Chicken (protein meal), wheat, maize, animal fat (poultry), fish (protein meal), egg (protein/fat meal), peas, beet fibre, vegetable oil, glucose, minerals (salt and limestone), taurine.

**Additives:** Vitamins, antioxidants (BHA, propyl gallate and citric acid)

**Energy ME/100 g:** 1,440 kJ

Content per 100 g		Nutritional benefits
Crude protein	30%	Muscles, growth and maintenance
Crude fat	12%	Energy, fur and skin
Crude fibre	3.5%	Intestines and digestion
Raw ash	8%	Muscles, teeth and bones
Calcium	1.2%	Teeth and bones
Phosphorus	1%	Teeth, bones and energy
Potassium	0.55%	Muscles and fluid balance
Sodium	0.4%	Muscles and fluid balance
Magnesium	0.1%	Nerves, teeth, bones and energy
Taurine	100 mg	Eyesight and heart function
Vitamin A	2,000 IU	Eyesight, growth and skin
Vitamin D3	200 IU	Bones, teeth and growth
Vitamin E	10 mg	Cell protection
Vitamin B1	1.3 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B2	1.75 mg	
Vitamin B6	0.5 mg	
Vitamin B12	0.004 mg	Liver
D-pantothenic acid	4 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur
Niacin	4 mg	Nerves
Choline chloride	100 mg	Liver
Vitamin C	5 mg	Cell protection
Iron	20 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	12 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.02 mg	Cell protection
Manganese	0.5 mg	Nerves
Cobalt	0.1 mg	Enzyme process
Omega-3	0.4 g	Fur
Omega-6	3.6 g	Fur

## Reason to be and target segment

The AKTIV Petfood series for cats and dogs is a complete diet manufactured in Denmark. AKTIV is based on natural ingredients. The content of high quality protein and fat from fish and chicken combined with a balanced ratio between individual carbohydrates provide an ideal energy support for the pet throughout the day.

AKTIV Petfood is aimed at the pet owner who considers the pet a companion and who prefers his or her pet to be fed with a healthy nutritious food.

## Quality and claims

- Premium cat food
- Complete diet for cats of all breeds
- Natural protein and fat sources from fish and chicken
- Omega-3 and Omega-6 for a healthy coat
- Beneficial to eyesight maintenance
- Beneficial to a healthy heart and immune system
- Beneficial to a healthy digestive system
- Natural vitamins and minerals
- Beneficial to the prevention of allergies
- Pellet shape helps to reduce plaque and tartar



Aller Petfood Danmark A/S  
www.aller-petfood.com

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## Pellets



Size 1:1



## Colli and palleting

	AKTIV Cat 5 kg	AKTIV Cat 15 kg
Pcs./kg per colli:	120 pcs. / 600 kg	48 pcs. / 720 kg
Pallet type:	Euro pallet 1/1	Euro pallet 1/1
Possibility of mixed pallets:	Yes	Yes
Folio:	Top	Top
Middle layer carton:	Each 6th layer	No

## Bar code for AKTIV Cat

5 kg	15 kg
	
5 710535 700225	5 710535 700157

## The AKTIV Petfood series consists of:

AKTIV Dog	AKTIV Cat
AKTIV Puppy	

## Bag sizes

5 kg, 15 kg

## Packaging

The bag is a high quality glossy bag (FFS), non-resealable. Logo is printed on all sides for easy recognition.

## Stocking and lead time

AKTIV Cat is on stock in Denmark at all times. Time of delivery: max 10 days Ex. works.

## Marketing support

Samples, brochures, banner, poster

## Shelf life and storage

18 months from date of production. The product must be stored in a dry and cool place.

## Date of last review and contact for further information

10-10-2014

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**Aller**Petfood

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