

# AKTIV DOG



## Composition

**Ingredients:** Chicken (protein and fat), wheat, maize, barley, fish (protein and oil), beet fibre, vegetable oil, glucose, minerals (salt)

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

**Energy ME/100 g:** 1,500 KJ

Content per 100 g		Nutritional benefits
Crude protein	20%	Muscles, growth and maintenance
Crude fat	14%	Energy, fur and skin
Crude fibre	3.5%	Intestines and digestion
Ash	7%	Muscles, teeth and bones
Calcium	1.2%	Teeth and bones
Phosphorus	1%	Teeth, bones and energy
Potassium	0.6%	Muscles and fluid balance
Sodium	0.3%	Muscles and fluid balance
Magnesium	0.13%	Nerves, teeth, bones and energy
Vitamin A	1,500 IU	Eyesight, growth and skin
Vitamin D3	150 IU	Bones, teeth and growth
Vitamin E	10 mg	Cell protection
Vitamin B1	0.8 mg	Fur, skin, bones, intestines, cells, nerves and reproduction
Vitamin B2	0.6 mg	
Vitamin B6	0.5 mg	
Vitamin B12	0.003 mg	Liver
D-pantothenic acid	1.5 mg	Combustion of proteins and carbohydrates
Folic acid	0.1 mg	DNA
Biotin	0.06 mg	Skin and fur
Niacin	2 mg	Nerves
Choline chloride	20 mg	Liver
Vitamin C	5 mg	Cell protection
Iron	15 mg	Skin, fur and muscles
Copper	1 mg	Teeth and bones
Zinc	15 mg	Wound healing
Iodine	0.2 mg	Energy
Selenium	0.04 mg	Cell protection
Manganese	1 mg	Nerves
Cobalt	0.1 mg	Enzyme process
Omega-3	0.38 g	Fur
Omega-6	3.8 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 dog food
- Complete diet for adult dogs of all breeds with an ordinary level of activity
- Natural protein and fat sources from fish and chicken
- Omega-3 and Omega-6 for a healthy coat
- Natural vitamins and minerals
- Consistent energy level throughout the day
- Beneficial to the prevention of allergies
- Beneficial to a healthy digestive system
- Pellet shape helps to reduce plaque and tartar



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## Colli and palleting

### AKTIV Dog 15 kg

Pcs./kg per colli:	36 pcs. / 540 kg
Pallet type:	Euro pallet 1/1
Possibility of mixed pallets:	Yes
Folio:	Top
Middle layer carton:	No

## The AKTIV Petfood series consists of:

AKTIV Dog	AKTIV Cat
AKTIV Puppy	

## Bar code for AKTIV Dog

15 kg



## Pellets

Size 1:1



## Bag size

15 kg

## Packaging

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

## Stocking and lead time

AKTIV Dog 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

15-10-2014

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