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Frost & Sullivan Recognizes Evonik Industries' Exceptional Customer Service Leadership in Animal Nutrition Market

The 2010 Frost & Sullivan Europe Customer Service Leadership Award in Animal Nutrition is presented to Evonik Industries. The company leverages 50 years of experience in the analysis of amino acids in raw materials and finished feed. A highly integrated approach allows scientific results generated by the technical team about the amino acid nutrition to be translated into practical feed formulations.

Implementation of the integrated customer service solutions offered by Evonik Industries can potentially reduce the cost of formulated feed from between \$0.5 to \$3 per tone of feed, which works out as an approximate total saving of 1 to 2% depending on the raw materials and geographic region. These savings are significant in the animal feeds business where profit margins are typically quite low.

“Three unique factors give Evonik Industries the competitive edge; one, the consistent quality of their amino acid calibrations, secondly, the standardization and calibration of their customers' equipment to their master equipment and, finally, the range of integrated added value customer services that are offered,” notes Frost & Sullivan Research Analyst Hannah Sore. “These assets help to ensure the high accuracy of the analytical service provided, while promoting maximum customer value enhancement.”

The high accuracy of Evonik Industries analytical techniques enables their customers to determine the exact amount of amino acids in the raw materials and therefore supplement the diet appropriately. The animal receives precisely the right amount of amino acids it needs for optimal growth, minimizing waste of nutrients or protein resources.

“Using the highly accurate amino acid analytical service provided by Evonik Industries, customers do not need to over spec their feed formulations to ensure the required amount of essential amino acids are included,” explains Sore. “Accordingly, fewer tones of protein feedstuffs are required in the feed, even while maintaining the optimal levels of the essential amino acids, resulting in significant cost savings.”

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Additionally, deploying Evonik Industries' superior analytical techniques results in less nitrogen being excreted by the animal. This supports a sustainable, more environmentally-friendly feeding solution.

This has become increasingly important as retailers press for greater transparency in the value chain and demand information related to the CO2 footprint for final meat products. Evonik Industries can provide customers with a fully audited life cycle analysis (LCA) for all of their amino acids products. This, in turn, facilitates the calculation of the CO2 equivalent load for customers' products. With its new service AMINOFootprint® Evonik provides a simple method to compare the environmental impact of different nutritional feeding strategies. AMINOFootprint® allows benefits from varying nutritional mitigation strategies to be evaluated and supports decision making with regard to often competing options for implementation and adoption.

“Other customer-oriented offerings include AMINORED® – a service that provides a rapid evaluation of digestibility,” concludes Sore. “Additional services that have benefited customers include Customer Inventory Management (monitoring and ensuring the continuous supply of raw materials needed to maintain a minimum level of feed in customers' silos), Day-In-Transit (logistic solutions that embrace floating stocks of products on ships that can be delivered within one day to customers who are in locations where there are no production facilities) and AMINODAT® (a database with more than 100 raw materials worldwide which is updated every 5 years with the newest developments).”

Evonik is the only company in the world to produce and market all four important amino acids for the advanced animal nutrition: MetAMINO® (DL-methionine), Biolys® (L-lysine), ThreAMINO® (L-threonine and TrypAMINO® (L-tryptophan). Mepron® a rumen-protected DL-methionine and CreAMINO® a feed additive for poultry nutrition complete the company's product range. In over 100 countries of the world the company delivers innovative services and products, and contributes to customers' profitability while enabling healthy and environmentally friendly animal nutrition.

The Frost & Sullivan Customer Service Leadership Award is presented to the company that has excelled in the following criteria: quality of service, timeliness of service, impact of service on customer value and cost of service to customers.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Evonik

Evonik is the creative industrial group from Germany. In our core business of specialty chemicals, we are a global leader. In addition, it has energy and residential real estate operations. Our performance is shaped by creativity, specialization, reliability and continuous self-renewal.

Evonik is active in over 100 countries around the world. In fiscal 2010 more than 34,000 employees generated sales of around €13.3 billion and an operating profit (EBITDA) of about €2.4 billion.

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