

Mix to the max—Evonik’s new feed additives website goes online

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Evonik Industries, Essen Germany release its totally revamped feed additives website in a new design under the banner “Mix to the Max—with DL-Methionine from Evonik”.

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“The changes to the site,” says Dr. Thomas Kaufmann, Senior Vice President Marketing in the Health & Nutrition Business Unit, “are by no means just cosmetic. The new-look site now also offers visitors a greater selection of specific functions than ever before.”

The website is built around a foundation of extensive information on the products and services produced and market by Evonik for sustainable and efficient animal nutrition.

Providing specific information about product-related services is a major focus. This includes amino acids analyses, animal nutrition and handling solutions which ensure optimal use of amino acids by customers and which thereby create extra competitive edge for the products.

The “Feed Additives Commercial Electronic Solutions™”, or F@ces, portal offers a host of other specific functions made available to customers by Evonik. In addition to providing an electronic file management, for example, the portal lets Evonik customers view, retrieve or directly import the results of their analyses into their own software applications—online and in personalized form. Access is, of course, password protected.

A special feature of the website is an extensive database of reference literature. Freely available to all visitors to the site, this database contains technical literature dating from 2001 to the present day. Users can search through the more than 500 available items using a variety of criteria. In some cases the information is even available in multiple global languages.

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The internet site furthermore contains information on things such as environmental issues, production sites, worldwide sales contacts, news items, and events and tradeshowes at which Evonik is represented with its feed additives.

The new feed additives website is currently available in English, though work on additional language versions has already started.

Get access to the new website under www.evonik.com/feed-additives

Evonik is the only company in the world which produce and market all four important amino acids for advanced animal nutrition: DL-Methionine, Biolys® (L-Lysine), L-Threonine and L-Tryptophan. In over 100 countries of the world the feed additives business delivers innovative services and products, and contributes to customers' profitability while enabling healthy and environmentally friendly animal nutrition.

About Evonik

Evonik Industries is the creative industrial group from Germany. In our core business of specialty chemicals, we are a global leader. In addition, Evonik is an expert in power generation from hard coal and renewable energies, and one of the largest private residential real estate companies in Germany. Our company's performance is shaped by creativity, specialization, continuous self-renewal, and reliability. Evonik is active in over 100 countries around the world. In its fiscal year 2009 about 39,000 employees generated sales of about €13.1 billion and an operating profit (EBITDA) of about €2.0 billion.

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