

MEDIA RELEASE



For Immediate Release

22 November 2022

MAXCARE LAUNCH MAXCARE ANIMAL APP

MaxCare are excited to announce the launch of their new app "MaxCare Animal". This handy calf rearing app features calculators, feeding guidelines and other easy-to-follow instructions.

The app is designed to make farmers' lives easy by providing them with a tool on their phone that gives them access to information at their fingertips.

"We are very excited to launch the app. The app helps maximise productivity by guiding farmers through a consistent and targeted approach with their infant animals, accessed easily through the handy location of their mobile phone." MaxCare Business Manager Tom Newton stated when asked about why this App was created.

"This is an industry first, we want to help our customers achieve the best possible results with the resources they have. This app was created to simplify some of the potentially confusing messaging around calf rearing" Tom said.

"My favourite feature is the calculators. They help enable farmers to be more accurate and consistent, while removing a lot of the thinking work required, out of an already very busy daily schedule." Tom commented.

The MaxCare Animal app is available to download on IOS via Apple App Store and Android via Google Play.

For more information, visit maxumanimal.com.

- ENDS -

About MaxCare: MaxCare specialise in infant animal nutrition. The MaxCare range of milk replacers has been specifically formulated using high quality ingredients to ensure optimum health and nutrition in infant animals. MaxCare products are available in Australia and New Zealand.

For more information on MaxCare products please contact:

Tom Newton
Business Manager
Ph: 0439 773 145

GROWING STRONGER EVERY DAY

www.maxumanimal.com
Free Call: 1800 MAXCARE

MEDIA RELEASE

Email: tom@maxumanimal.com

For media enquiries please contact:

Agata Swanborough

Communications & Operations Manager

Ph: +61 437 624 966

Email: agata@maxumfoods.com



GROWING STRONGER EVERY DAY

www.maxumanimal.com

Free Call: 1800 MAXCARE