

# MEDIA RELEASE



*For Immediate Release*

22 November 2022

## MAXCARE LAUNCH MAXCARE ANIMAL APP & COMPETITION

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 New Zealand Sales Manager Philip Spies 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" Philip 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." – Philip commented.

To support the launch of the new App, MaxCare are also running a competition. With 50 MaxCare branded R.M. Williams vests valued at \$109 to give away. Winners will be drawn each week from 29th November 2022 for 4 weeks. Winners will be announced:

- Tuesday 29th November 2022 (10 winners)
- Tuesday 6th December 2022 (20 winners)
- Tuesday 13th December 2022 (10 winners)
- Tuesday 20th December 2022 (10 winners)

The competition is open to residents in New Zealand over the age of 18 years of age. To enter, simply fill in the form on the website and answer the question in 25 words or less "What is your favourite feature of the MaxCare Animal App and why".

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

For more about competition, visit [maxcarenew.wpengine.com/maxcare-app-competition](https://maxcarenew.wpengine.com/maxcare-app-competition)

For more information, visit [maxumanimal.com](https://maxumanimal.com).

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**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.

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