



# Grau - Natural Pet Products

Hokamix - The problem solver



## Mission

To bring the philosophy; "healthy food, for a better life" to each family

## Vision

Starting as pioneers with **HOKAMIX**, our family-owned company now not only offers highly functional food supplements and complete dog and cat foods but also snacks, accessories and services for health and quality-focused dog and cat owners around the world.

Our vision is the strong foundation for our style of work and cooperation with colleagues and partners. We act pro-actively and responsibly, aiming to find solutions and prevention to problems. We are motivated team players, loyal and respectful. Our long term business partners share our values and quality awareness.



" For those who give special attention and care to their pets...  
to serve them healthy food based on their needs and breeds...

GRAU is a brand that provides the highest quality pet food...

with completely natural ingredients and human consumed meat...

Grau has huge respect for animals and unlike other brands...

doesn't view food as just an edible or to stop hunger...

but as a way of showing affection and love to these lovely creatures... "

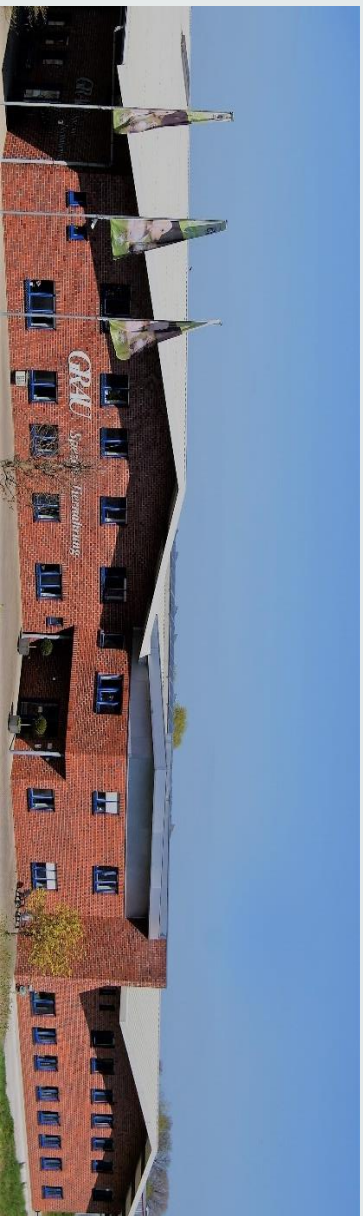




**We are problem solvers  
for more than 35 years**



## Grau – Isselburg, Germany



- 60 employees
- Active in more than 30 countries
- 8000 M<sup>2</sup> office & logistical space
- Over 15.000 followers on Facebook
- In the market for over 35 years
- Over 1.000 SKU's
- 10 office dogs from our employees
- Active in R&D



# Pet supplements – The new trend

Thanks to:

- ❖ Premiumisation
- ❖ Humanisation
- ❖ Family

## ❖ Premiumisation **\$**

- ❖ Customer less interested in mid-market segment
- ❖ Customers are willing to pay more

## ❖ Humanisation – Indulgence

- ❖ Pet owners see their pet as real person
- ❖ Habits of snacking and rewards

## ❖ Family



- ❖ Pet owners see their pet as family member (son/daughter)
- ❖ More awareness on nutritional needs



# The advantage of supplements

"Let food be thy medicine and  
medicine be thy food."

Hippocrates

Everything that lives, needs to have the right food at the  
right time



8 weeks



Before



After



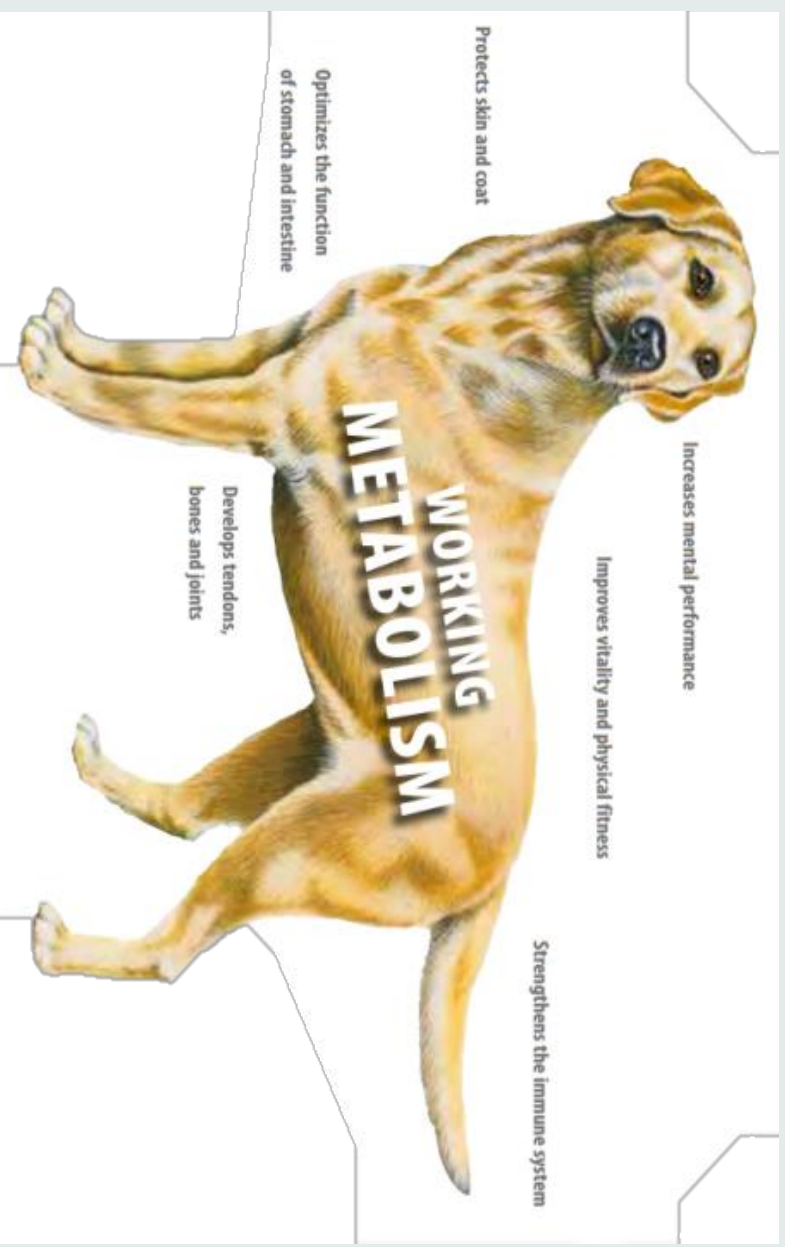




# Hokamix

The basis for our  
company

A full working  
metabolism



**Why is a perfect working metabolism so important?**

A body cannot be supplied in the best possible way without this interaction of building up, reduction and reconstruction. If there is a metabolism disorder, or a dog or cat is "getting on in years", the body is no longer fully capable of filtering the vital nutrients out of the food. And this can soon result in a lack of nutrients. Which leads to health problems.





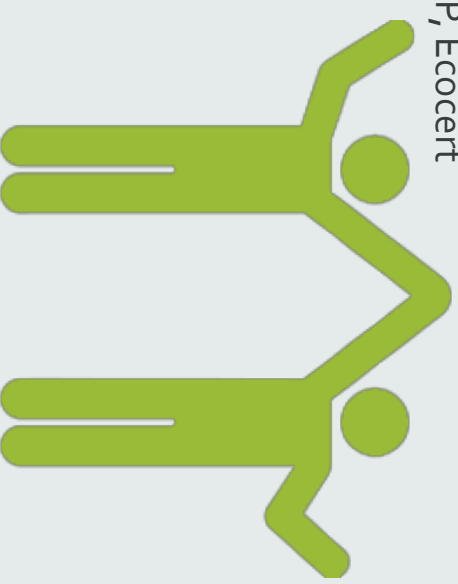
# Core-product-set

- ❖ Products for foreign markets
- ❖ Best-sellers
- ❖ Favoured by customers

Product name	Product sizes		
Hokamix			
Hokamix Powder	400 gram	800 gram	2.500 gram
Hokamix Derma	300 gram	750 gram	1.500 gram
Hokamix Mobility	300 gram	700 gram	1.500 gram
Hokamix Snack Maxi	800 gram	2.250 gram	4.500 gram
Hokamix Snack petit	400 gram	800 gram	2.250 gram
Oils			
Hokamix Skin & Shine	250 ml	1.000 ml	
Velcote	250 ml	500 ml	2.500 ml
Salmon oil	200 ml	750 ml	
Supplements			
Holunder Dragees	200 p.	500 p.	
Seaweed extract	800 gram	4.500 gram	
Calcium Powder (Bone meal)	400 gram	900 gram	
Sanofor	150 gram	500 gram	1.000 gram
Intestinal Plus	60 p.	300 p.	
Pigment Plus	250 ml	1.000 ml	
Glycofit	500 gram	2.000 gram	
Stress tabs	120 p.		
BARF			
Green-lipped Mussel Powder	170 gram	500 gram	
Barf-combi Mix	400 gram	750 gram	2.000 gram
Cistus	400 gram		
Beef powder (Rinderfett)	200 gram	400 gram	2.000 gram
Vegetable mix 1,2,3,4	500 gram	1.200 gram	

# Production and Quality

- Production
  - All our products are supplied by producers working under HACCP, ISO, GMP, Ecocert or similar guidelines
- Raw materials
  - Human grade
  - Tested on micro biological, physical and chemical aspects
- Quality
  - In process control
  - In-house VET
  - Every batch of botanicals is carefully examined and conducted by quality control tests for purity and potency
  - The use of the finest analytical equipment to develop new products, solve scientific problems, and ensure superior purity and potency of the extracts. Botanicals are analysed for microbial contamination, aflatoxin, heavy metals, pesticide residues, and the use of irradiation.





# Together we're stronger

Good food for a better life

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