

Nutramax and ADM expand global distribution partnership to boost next-gen pet health solutions

06 November 2023 | News

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Nutramax and ADM's trusted probiotic supplements brand, ADM Protexin has expanded their longstanding partnership that will allow ADM Protexin to manage certain Nutramax brands in Europe and a number of APAC markets, with the aim to expand further internationally. This agreement builds upon the existing successful collaboration between the two organizations.

Under the enhanced partnership, ADM Protexin will manage the distribution of select Nutramax brands, including Cosequin[®], Dasuquin[®], and Denamarin[®] in various international markets. These trusted Nutramax brands are known for their high-quality ingredients and researched formulas in the animal health industry. The partnership will allow ADM Protexin to leverage its capabilities in Europe to better service existing distribution channels and further expand the global reach of Nutramax brands to make the products more widely available to veterinarians and consumers around the globe.

"We are excited to expand our partnership with ADM Protexin to better meet the increasing needs for international markets," said Todd Henderson, DVM, CEO and President of Nutramax. "This is a significant step for both organizations and is a testament to our shared commitment to quality and improving the lives of animals around the globe."

This agreement is a significant milestone for both Nutramax and ADM Protexin, as it represents a new phase in their partnership and underscores their commitment to providing high-quality products to support animal health worldwide.

"The Nutramax portfolio of products aligns exceptionally well to ADM's Health and Wellness solutions, allowing us to provide our companion animal customers with a much broader array of products and capabilities," said James Kyffin, Commercial Director, Animal Health at ADM Protexin. "The ADM Protexin team could not be more excited about the expanded partnership and the opportunity to better serve our customers."