

WHAT'S NEW FOR 2012

by Dan Leiterman

Crystal Creek® is proud to introduce our company's new look! We have a newly redesigned logo, new product label designs and an exciting new line of Poultry-Pro™ minerals along with an expansion of our Swift Start™ Calf Milk Replacers. In an effort to make our catalog and website more user friendly, a species specific color coding system and a comprehensive product categorization structure has been developed. All Crystal Creek® products are categorized into one of the four product types listed below.



- **FOUNDATION NUTRITION**

A product basic in the daily nutrition of an animal. Examples include: Swift Start™ Calf Milk Replacer and Minerals

- **STRATEGIC NUTRITION**

A product used when an animal needs additional nutritional support during a health challenge. Examples include: Primary Care®, Calf Shield® and Check™

- **ANIMAL COMFORT**

A product designed to support the animal's comfort. Examples include: Veterinary Dairy Liniment™, Udder Fancy™ and No-Fly™

- **INOCULANTS**

Products designed to aid in the storage of feedstuffs. Examples Include: the INOC-U-LOCK™ line of products



A solid black box on every label will indicate the product category.

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