

Vilofoss

New brand for already known vitamins

Concurrently with the Danish-owned DLG group is intensifying its activities in vitamins and minerals, the group now launches a new export brand in the area. It is the name Vilofoss, which prospectively will act as a unifying brand, when the vitamin- and mineral companies of the group act outside their respective home markets.

- Vilofoss is our new international face in the area. It is based on two strong brands, namely Deutsche Vilomix and Vitfoss, which are well-established not only in Germany and Denmark, but in large parts of Europe, CEO Jacob Holm, Vitfoss, says. He adds:

- With the ambitions we have in the field of vitamins and minerals, the proper approach is to cultivate a strong common brand; we are very optimistic about this, as our current individual brands has a strong position in the market. Internally we make use of the synergies, and this should be reflected in the common marketing as well.

In practice the new Vilofoss-brand means that the various companies in the group stand unanimous, for example in connection with international fairs, as currently EuroTier, but also when the companies are operating in export markets.

- Consequently Vitfoss keeps its brand in Denmark, Deutsche Vilomix continues unchanged in Germany, the same goes for Calcialiment in France; however, when the companies operate in the export markets, it is under the same name certificate. This also applies not only to our new activities in Poland, but also to markets, in which Vitfoss, Deutsche Vilomix and Calcialiment are represented today, for example. Russia, England, the Baltics and the Balkans, Jacob Holm says.

In late summer the DLG Group indicated that the group aims at doubling the activities in the field of animal vitamins and minerals within three to five years. The work has been well and truly launched.

About Vilofoss

Vilofoss, which manufactures and markets vitamin- and mineral premixes for animal production, possesses the most modern facilities to produce tailor-made solutions. Vilofoss sells its products in a wide range of countries and has sales offices in Latvia, Lithuania, Hungary, Romania, Ukraine, Russia, Serbia and England.

In 2011, Vitfoss became a co-owner (50:50) of the French vitamin- and mineral company Calcialiment, which has its base in Rennes and now is part of Vilofoss. Vilofoss also includes activities in Sweden and Poland, and Deutsche Vilomix in Germany and Russia are a significant part of DLG's vitamin- and mineral activities.

Further details

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