



Palatable Companion Animal Soft Chew Production

# Planning your next soft chew project? Consider these important steps when creating profitable and palatable soft chews.

## 1 Formulation

The key to successful soft chew production is the ability to incorporate active ingredients that can withstand the rigors of packaging, shipping and storage. Seek a contract manufacturing partner that can work as an extension of your team at every step.

## 2 Palatability

By utilizing natural and organic palatants and testing acceptance rates among both dogs and cats of various breeds and weights, you can ensure a successful and enjoyable soft chew product. Select a lab with experience in testing and analyzing data.

## 3 Costing

Improve profitability and drive consistent revenue with an effective costing process. Accurately estimating the cost of soft chew production will be critical to your project. Review your options for materials to find cost efficiencies. Stay committed to rigorous forecasting processes.

## 4 Packaging

Seek out an extensive packaging service designed to meet the needs of the animal health industry as well as the requirements of the EPA and FDA. Read up on the latest and most creative developments for packaging and shipping to save costs in the areas of design, containment, protection and communication.

To learn more about our complete set of services call Lisa Pletts, at 623-336-7256 today.

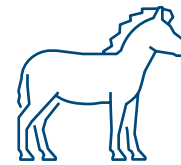
### + Palatability Acceptance



In 2015 & 2016, Precision Science studies show that



90%  
of dogs **accept**  
soft chews



80%  
of horses **decline**  
soft chews

100%  
of cats have a  
**mind of their own**  
*(but we're on to them)*

### + Bulk Purchasing

Bulk purchasing and global sourcing boost savings for two projects in 2016



### + Packaging Improvements

Alternative packaging saved one client



\$0.36 per unit



\$72,000 per year

A little adds up to a lot with 200K units