

TechMix

VETERINARY NUTRACEUTICALS



TechMix Equine Products Marketing Kit

TechMix

Keeping animals
drinking, eating & producing.™

Table of Contents

Like our full line of equine products, this document is also dynamic:

Click on any of the Titles below to jump directly to that section of pages.
Click on the email addresses of sales staff to send an inquiry.

Page(s)	Title
2	Table of Contents
3	About TechMix
4-5	Graphic Standards and Guidelines for Use
6-7	BlueLite Products
8-9	Colostru-Boost Products
10-11	Restart Balancer
12-13	Rsetart Builder
14-15	Restart TriFlex
16-17	Restart GutBugz
18-19	Natu-Lax Products
20	Positioning Icons
21	Contact



TechMix
Equine Products
Marketing Kit

About TechMix

Since 1983, TechMix has been the leading innovator of technologies and products that support the physiologic needs of animals challenged by stress events and production demands. At TechMix, we listen to and work alongside producers and veterinarians to understand the challenges they face. It's these relationships along with our family-owned foundation that enable us to remain nimble and quickly respond to the evolving health needs of animals. From our roots in hydration technology, we continue to innovate and develop highly-effective, non-pharma products—science-based solutions that meet the needs of agribusiness and its consumers globally. This platform is the core to our resolve to keeping animals drinking, eating and producing.

Full-line solutions for your horse, assurance for you.

TechMix Equine products offer time-sensitive supplements for horses to help maintain overall wellness, improve quality of life, and enhance performance. Our family of equine products are field-tested to provide the right nutrition at the right time. Digestion and hydration, energy, skin or joint health supplements, our products offer your companion essential nutrients to keep them health and happy for a lifetime.

Learn more about TechMix by visiting: **TechMixGlobal.com**



Keeping animals
drinking, eating & producing.™

BRAND & GRAPHIC STANDARDS

Establishing and reinforcing the TechMix brand and its equine product line is critical to building market awareness and customer trust. The materials and elements in this document are meant to provide consistency in message and visual identity for this product and, moreover, the TechMix brand. These visual elements can be found in the Marketing Kit website.

Please use these elements in accordance to the instructions and guidance provided in this document. Use of these graphic files and elements beyond the purpose of promoting TechMix or its equine products is prohibited and could violate licensing restrictions.

TYPE FONT:

Myriad Pro Bold

Subhead in Myriad Pro Bold.

Body copy in Myriad Pro Light.

BRAND IMAGE:



The Brand Image consisting of numerous, multi-color shapes and circles, should always be used at the angle designated by the source image file and always be used in the upper left corner of any materials. This graphic is a key visual identifier for building brand recognition and should be used whenever possible.

PRODUCT LINE IMAGE:



The Product Image of the horse is an important visual identifier for the entire product line and should be used as you see it here from the original source file and used whenever possible.

POSITIONING ICONS:



Hydration
support



Stomach
support



Immune
support

Each TechMix equine product has a unique set of Positioning Icons that help users more rapidly determine how the product can/should be used and understand which product to purchase for their situation. The descriptive text is optional but if used, should be set in Myriad Pro Light. See the full set of icons later in this document.

COMPANY LOGO:



Each product's logo can appear larger on each piece but the TechMix Company Logo needs to appear on all materials.

PACKAGING IMAGES (example only):



Our marketing kit includes both individual and family images whenever depending upon usage and products. (Shown are BlueLite Packaging Images as example only.)



15 lb pail



5 lb pail



6 lb pail



2.12 oz. tubes

QR CODE:



QR codes are available for each product that will allow customers to access additional information on each product directly from our website.

ADVERTISING DEVELOPMENT

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HEADLINE:

Proper Hydration Makes Everything Work Better

PRODUCT LOGO:



COMPANY LOGO:



TEXT:

Unique electrolytes to maximize hydration when horses need it most.

Equine BlueLite® provides buffered electrolyte rehydration therapy. Combined with prebiotics and probiotics, vitamins, and energy metabolites, BlueLite products restore nutrients lost during exercise, helping establish and maintain electrolyte balance and maximize hydration.

PRODUCT OPTIONS:

Equine BlueLite Powder

provides a supplemental source of electrolytes for all classes of horses.

Available in a 6 lb pail

Equine BlueLite Pellets

is formulated to provide supplemental energy and electrolyte support for all classes of horses.

Available in 5 & 15 lb pails

Equine BlueLite Jel

supplements horses with a unique combination of electrolytes to provide oral hydration support.

Available in 2.12 oz. tubes

POSITIONING ICONS:



Hydration
support



Stomach
support



Immune
support

PACKAGING:



Equine BlueLite Family



15 lb pail



5 lb pail



6 lb pail



2.12 oz. tubes

PRODUCT LINE IMAGE:



QR CODE:



BRAND IMAGE:



ADVERTISING DEVELOPMENT

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HEADLINE:

A line of products that leverage the power of colostrum

PRODUCT LOGO OPTIONS:

Colostru-Boost™
by TechMix

Colostru-Boost™
by TechMix

COMPANY LOGO:



TEXT:

Colostru-Boost products are designed to meet a variety of needs a horse encounters.

Powerful bioactive components from colostrum along with additional nutrient combinations of energy sources, direct fed microbials, and others, are formulated together. The result is a powerful product line of supplements that boost performance and support the wellbeing of horses.

PRODUCT OPTIONS:

Performance Powder is a supplement with bioactive components combined with vitamin E and probiotics that provides cellular support for muscles while also addressing foregut and hindgut integrity.

Available in a 1.2 lb bag

Recovery Pellet

is a supplement leveraging the power of plasma proteins and bioactive components from colostrum to support the stomach, a healthy digestive tract, and a calming influence.

Available in 10 lb pails

Protection Paste

is a supplement containing bioactive components from colostrum that support a healthy digestive tract.

Available in 2.8 oz. tubes

POSITIONING ICONS:



Muscle
recovery



Digestive
health



Respiratory
maintenance



Hoof
health



Stomach
support



Digestive
health



Encourages
focus & calm



Stomach
support



Immune
support

PACKAGING:



Colostru-Boost Family



10 lb pail



1.2 lb bag



2.8 oz. tubes

PRODUCT LINE IMAGE:



QR CODE:



BRAND IMAGE:



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HEADLINE:

For Easy Keepers - fortifies the daily ration

PRODUCT LOGO:

***Restart[®]
Balancer***
by TechMix

COMPANY LOGO:



TEXT:

Daily enteric support for conditioning of easy-keepers. Restart[®] Balancer provides energy and nutrients that provide the proper nutrition needed to support body condition and overall appearance along with joint and gut integrity.

POSITIONING ICONS:



Immune
support



Muscle
Recovery



Joint and
Bone-density
support

PACKAGING:



Restart Balancer Family



25 lb pail



3.75 lb pail

PRODUCT LINE IMAGE:



QR CODE:



BRAND IMAGE:



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HEADLINE:

For Hard Keepers - fortifies the daily ration

PRODUCT LOGO:

**Restart[®]
Builder**
by TechMix

COMPANY LOGO:



TEXT:

Palatable daily supplement for hard-keepers. Restart[®] Builder provides a source of cool calories, omega 3 & 6, protein, fiber, vitamins, trace minerals, and probiotics to improve overall body and coat condition.

POSITIONING ICONS:



Muscle
Recovery



Immune
support



Digestive
health

PACKAGING:



Restart Builder 15 lb pail

PRODUCT LINE IMAGE:



QR CODE:



BRAND IMAGE:



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HEADLINE:

Joint, hoof & coat pellet—the foundation for supporting overall health and wellness.

PRODUCT LOGO:

**Restart®
TriFlex**
by TechMix

COMPANY LOGO:



TEXT:

Restart® TriFlex brings together the four most preferred components your horse needs to help improve joint health, strengthen hooves, promote a healthy coat, and boost immunity.

POSITIONING ICONS:



Joint and
Bone-density
support



Hoof
health



Immune
Support

PACKAGING:



Restart TriFlex 4 lb pail

PRODUCT LINE IMAGE:



QR CODE:



BRAND IMAGE:



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HEADLINE:

Microorganisms to balance the digestive environment of horses.

PRODUCT LOGO:

**Restart®
GutBugz**
by TechMix

COMPANY LOGO:



TEXT:

Restart® GutBugz helps to create a balanced digestive environment by providing 25 billion live bacterial cells and active enzymes that are needed to support the digestion of nutrients.

POSITIONING ICONS:



Digestive
health



Stomach
support



Immune
Support

PACKAGING:



Restart GutBugz

1.54 lb bag

PRODUCT LINE IMAGE:



QR CODE:



BRAND IMAGE:



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HEADLINE:

Promote and maintain digestive support in the presence of colic.

PRODUCT LOGO:

Natu-Lax[®]
by TechMix

COMPANY LOGO:



TEXT:

Horses that are prone to colic events or live in sandy regions need extra support to ensure that their digestive system remains healthy. Equine Natu-Lax[®] supplements can be used as part of a regular maintenance program to help avoid colic events.

PRODUCT OPTIONS:

Natu-Lax Pellet is an apple-cinnamon flavored pellet containing 99% pure psyllium. NATU-LAX may be used when sand colic is present and for enteric lubrication of horses.

Natu-Lax Powder is combined with probiotics, vitamins, minerals, and biotin and used when sand colic is present for enteric lubrication of horses.

POSITIONING ICONS:



Digestive
health



Stomach
support



Digestive
health



Stomach
support



Immune
support

PACKAGING:



Natu-Lax Family

*Pellet
20 lb pail*

*Pellet
5 lb pail*

*Pellet
40 lb bag*

*Powder
5 lb pail*

PRODUCT LINE IMAGE:



QR CODE:



BRAND IMAGE:



Product Positioning Icons.

Our robust product line offers a broad-spectrum of physiological support for horses. Product selection is made simpler by understanding and identifying the benefits each product offers. Our system of visual identification helps customers rapidly determine which product is best suited for their horses's situation or condition.





Contact us

To learn more about our revamped line of equine products or if you have questions regarding this Marketing Kit and its use, contact us today.

For general information about TechMix and the equine product line visit:

TechMixGlobal.com

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