



When the result counts

FiberForce

THE ULTIMATE FIBER MIX

- **HIGH FIBER/LOW STARCH**
- **NO GRAIN**



THE PROBLEM

Cavalor FiberForce has been developed for horses **suffering from:**

- stomach ulcers
- gastrointestinal problems
- insulin resistance
- laminitis
- cushing's disease



FOR HORSES SUFFERING FROM...

Feed specifications

- Ulcers
 - **Fasting** is baneful (continuous gastric acid production)
 - **Increase** the amount of **crude fiber** in the ration
 - Preventive: with sensitive animals
 - Curative: as much hay as possible
 - Several feedings a day
- IR insulin resistance and laminitis or EMS
 - Administer **low energy feed**
 - **Reduce sugar and starch** in the ration
 - Limit the grazing



FOR HORSES SUFFERING FROM...

Feed specifications

- Muscle disorders
 - Limit high sugar and carbohydrates intake
 - A ration with **higher fat content**
- Chronic respiratory diseases
 - Administer **dust free** concentrate
 - Prefer silage (wilted grass)
- Post-operative problems
 - A ration with **high fiber** content
 - Limit high sugar and carbohydrates intake



The horses and ponies in this case need a feed with a
high fiber
And
low sugar and starch content.



CAVALOR'S ANSWER

Cavalor developed FiberForce especially for this

- Tasty fiber-rich mixture
- Supplementary concentrate and/or roughage
- Unique composition
 - High crude fiber content (25%)
 - Alfalfa hay
 - Unique crude fiber extrudate
 - Low sugar content (3%)
 - Low starch content (5%)
 - High fat content (6.5%)
- Feed with steady quality i.o.w. hay



WHY THIS UNIQUE COMPOSITION

High fiber content 250g/kg (25%)

- Increased saliva production
- Healthy bowel function
- Replacement of roughage in specific conditions

Feed	Crude fiber (g/kg)
Basic pellet (Essential)	125
Sports pellet (Perfomix)	95
Strucomix Original	145
FiberForce	250
Hay (average quality)	224
Grass-hay (average quality)	261

Low starch and sugar content (5% and 3%)

- Against obesity
- Supports against IR (insulin resistance)
- Supports horses with EMS
- Supports against muscle disorders (PSSM)

Feed	Sugars (g/kg)	Starch (g/kg)	Starch + Sugars (g/kg)
Basic pellet (Essential)	58	220	278
Sports pellet (Perfomix)	65	309	354
Strucomix Original	67	205	272
FiberForce	30	50	80
Hay (average quality)	150	27	177
Grass-hay (average quality)	88	5	93



WHY THIS UNIQUE COMPOSITION

High fat content

- Safe **source of energy** for horses with muscle disorders

Digest Control

- Promotes **gastrointestinal health**

No Grain

Feed	Fat (g/kg)
Basic pellet (Essential)	35
Sports pellet (Perfomix)	45
Strucomix Original	45
FiberForce	65
Hay (average quality)	18
Grass-hay (average quality)	17



HOW TO FEED YOUR HORSE?

FiberForce

- As supplementary concentrate in addition to sufficient roughage (hay and straw) max. 1 kg FiberForce/100 kg body weight



+



- As complete feed for horses in a particular condition, having problems with the intake of hay, max. 2 kg FiberForce/100kg body weight
 - Thanks to its high fiber content



+



- Provide fresh water

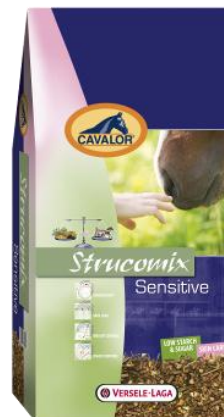


SPECIAL CARE

Discover also the larger Special Care range

Special Care

- Pianissimo (Stress)
 - For horses sensitive to stress
 - Oats-free
 - Low protein content
 - Extra magnesium
 - Contains Cavalor Calm
- Strucomix Sensitive (Allergy)
 - For horses with skin problems
 - Low protein content
 - Beneficial herbal mix
 - Blood purifying



COMMUNICATION

Flyer

Ration (per 100 kg horse weight)

- As a supplementary concentrate in addition to sufficient roughage (hay and straw) max. 1 kg FiberForce.
- As a complete feed for horses in a particular condition, experiencing problems with hay intake, max. 2 kg FiberForce.

Struggling to personalize your horse's diet?



Discover also the larger SPECIAL CARE range

Pianissimo

- for horses sensitive to stress
- oats-free
- low protein content
- extra magnesium
- contains Cavalor Calm

STRESS CONTROL

StrucoMix Sensitive

- for horses with skin problems
- low protein content
- beneficial herbal mix
- blood purifying

SKIN CARE

CAVALOR **NEW**

FiberForce
the ultimate fiber mix

DIGEST

Cavalor FiberForce has been developed for horses suffering from:

- stomach ulcers
- gastrointestinal problems
- insulin resistance
- laminitis
- cushing's disease

Cavalor FiberForce is:

- tasty fiber-rich mixture
- supplementary concentrate and/or roughage
- unique composition
- feed with steady quality i.o.w. hay

CAVALOR Additional **TIPS** for a good digestion

- Provide enough **cool and fresh drinking water**.
- Regular teeth control**. Insufficient chewing of the feed, causes too long fibers ending up in the intestinal tract. This can lead to digestive disorders in the large intestine.
- Get your horse **regular exercise**.
- Administer **smaller portions** several times a day.

Cavalor has created a unique feed in order to give an answer for these horses.

High fiber content 250g/kg (25%)

- Increases saliva production
- promotes healthy bowel function
- replaces roughage in specific conditions

CAVALOR	Crude fiber (g/kg)
Basic pellet ESSENTIAL	125
Sports mix PERFORMIX	95
STRUCCOMIX ORIGINAL	145
FIBERFORCE	250
Hay (average quality)	224
Grass/hay (average quality)	261

Low starch and sugar content (8%)

- For horses with
- stomach ulcers
 - insulin resistance
 - EMS (equine metabolic syndrome)
 - gastrointestinal problems
 - laminitis

CAVALOR	Sugar (g/kg)	Starch (g/kg)	Starch + Sugar (g/kg)
Basic pellet ESSENTIAL	58	220	278
Sports mix PERFORMIX	65	309	374
STRUCCOMIX ORIGINAL	67	205	272
FIBERFORCE	30	50	80
Hay (average quality)	150	27	177
Grass/hay (average quality)	88	5	93



High fat content

- safe source of energy for horses with muscle disorders

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Digest control

- promotes gastrointestinal health

Grain-free

- contains no wholegrain cereals

CAVALOR Additional **TIPS** for a good digestion

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VERSELE-LAGA
www.cavalor.com

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VERSELE-LAGA

COMMUNICATION

Roll-Up



The roll-up advertisement features a background image of a horse's head eating hay. At the top left is the Cavalor logo (a blue horse head in an orange oval with the word 'CAVALOR' below it). To its right is a white 'NEW' badge on an orange background. The product name 'FiberForce' is written in a large, blue, cursive font, with 'the ultimate fiber mix' in a smaller, orange, sans-serif font below it. A list of benefits is presented in two columns:

- high fiber content 25%
 - only 8% sugar & starch
 - grain-free
- for horses with
 - stomach ulcers
 - gastro intestinal problems
 - insuline resistance
 - laminitis

A circular inset image shows a hand holding a small amount of the product, with a green banner overlaid that reads 'LOW STARCH & SUGAR'. At the bottom, the Versele-Laga logo is displayed in a white oval on a dark blue background, followed by the website 'www.cavalor.com' in white text.

Advertisement



The advertisement is a smaller version of the roll-up, tilted at an angle. It includes the Cavalor logo, the 'NEW' badge, and the product name 'FiberForce' with the tagline 'the ultimate fiber mix'. The same list of benefits is included:

- high fiber content 25%
 - only 8% sugar & starch
 - grain-free
- for horses with
 - stomach ulcers
 - gastro intestinal problems
 - insuline resistance
 - laminitis

The circular inset image with the 'LOW STARCH & SUGAR' banner is also present. At the bottom, the Versele-Laga logo is shown in a white oval, followed by contact information: 'VERSELE-LAGA Inc, Kapellestraat 70, 9900 Dender, Belgium - T +32 9 381 32 00 - F +32 9 386 05 13 - www.cavalor.com'. The Cavalor logo and Versele-Laga logo are also placed separately at the bottom right of the advertisement.

COMMUNICATION

Online bannières



COMMUNICATION

- **Sales promotion**
 - Sampling



- Educational movie
 - subtitles

