

Benefit Statement of Heartland Health Mfg & Supply Co USA

Principles and Motives

- **Hoof Solutions™ is a rapid growing brand in the US and Europe**
- **Product line does not require prescriptions**
- **All products are blended without Antibiotics**
- **Formulas are field tested by multiple trimmers throughout the US and Europe in all climates prior to market release.**
- **100% of our blended products are locally made and inventory is always available**
- **Quality Control is strictly enforced at manufacturing facilities**
- **Clean and quality packaging**
- **Marketing support from manufacturer including promos**
- **Sales support from manufacturer including spiffs**
- **Drop ship to out of state customers**
- **Midwest stocking warehouse coming soon**
- **Highest profit margins for distributors**
- **Competitive suggested retail pricing**

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Summary

-Growth

Hoof Solutions™ is a product line that since conception, was built solely around quality to obtain the best results, not on marketing and advertising. Slowly through time its became a staple in the Hoof Care industry.

-Scripts

The concept of the Hoof Solutions™ product line was to create effective products that ensure positive results without the requirement of a prescription from a vet. Hoof Trimmers are not generally licensed vets so access to antibiotics is limited. Hoof Solutions™ replaces scripted antibiotics.

-Testing

Field testing is the best way to obtain accurate results. We work directly with hoof trimmers around the globe in all weather conditions to ensure the best possible results before we release any products to the public. Essentially this takes more than a year until we have the assurance that the products we release provide better results than any other products on the market.

-American Made

We have manufacturing facilities in Southern California and Central Valley. We formulate, blend, package, and ship all within our company, so product availability is rarely an issue.

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-Quality Control

We are a family owned and operated company. We take pride in our products and are extremely thorough, precise and consistent with our manufacturing, production, and packaging process. You can expect that each product will be blended and packaged the exact same way as the next.

-Packaging

We believe in protecting the investment of our products. With that being said, we ensure that our packaging is secure and strong so that it will withstand the harshest of environments. Our powders and pastes are packaged in air-tight resealable pails and our sprays are filled in unbreakable bottles with child resistant caps. Our Chemical blends are in the required code compliant containers.

-Marketing

Being in a competitive market leads us to an understanding that many distributors need to market and advertise. Heartland Health will work with our distributors to integrate our products into their marketing plans and create promotions that can motivate sales staff as well as end users.

-Sales Support

We strive to encourage and motivate the sales force! We will work side by side with salesmen as well as schedule ride alongs. We will conduct sales meetings at your location(s) to educate sales teams about the Hoof Solutions™ products, sales points, go over promotion opportunities, and offer spiffs.

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-Drop Shipping

If distributors run out of any of our products before their next order arrives, or if there is a customer closer to one of our locations, we would be happy to drop ship on behalf of our distributors.

-Expansion

Heartland Health Mfg & Supply Co. USA is evolving. In order to serve our growing customer base more productively, we are currently prospecting for an additional facility in the Midwest. This will increase the efficiency for our logistics, maximize our product manufacturing, as well as give our company a convenient demographic to better serve the US market and provide a better service for our distributors.

-Profits

While the Hoof Solutions™ product line maintains high standards and pushes to maintain competitive pricing, we provide our distributors with higher profit margins than any other known brand on the market. We believe in our distributors and want the companies supporting our brands to be financially motivated and the sales teams that are in the field to sustain and recognize that they are being rewarded for their contribution in the successes of our company.

-Retail pricing

We study the market and ensure that our retail pricing is competitive to comparable products on the markets. Please note, we base our numbers off of reputable brands with strong backbones and industry icons, not from smaller “one off” brands and products.

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-Strength

Heartland Health Mfg & Supply Co. USA is on pace to be the fastest growing Hoof Care company in the world. Per our research, we are the only known company that offers a complete hoof care line ranging from our clinically proven topical treatments and hoof bath concentrates, to hoof wraps, blocks, and adhesive. As is with our growing family, our company strength is derived from our strive for forward progress and efforts to raise the standards of the Hoof Care industry. The Hoof Solutions™ brand is only 1 segment of the Heartland Health company.

Heartland Health Mfg & Supply Co USA
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