



Jurox enters partnership with national dermatology company

For more information contact:
Tom Wealand (tom@wealandgroup.com)

Kansas City, MO - Jurox Animal Health USA has announced the completion of a comprehensive sales and co-marketing agreement with Stratford Pharmaceuticals, located in Oldsmar, FL. Stratford serves over 8,000 veterinary hospitals with premium dermatology, joint health, oral and otic products for companion animals.

The agreement, according to Jim Van Proosdy, Jurox Animal Health's COO and U.S business leader, provides a strategic lift to both companies. "Since Jurox entered the US three and a half years ago, we have focused on building a sales and technical force capable of introducing Alfaxan, Jurox' flagship anesthesia induction agent," Van Proosdy said. "Now, this expanded portfolio lets us get more productivity from our own sales team, as well as from our distributor partners, and better leverage the positive image created by Alfaxan."

Since its inception in 2012, Stratford has built a product line containing more than 40 products and achieved nationwide distribution. "The markets we serve are perhaps the highest volume markets in the veterinary industry," said Brian Nugent, CEO of Stratford Pharmaceuticals. "Our industry leading and unique custom label program allows thousands of veterinarians the opportunity to brand and market their practice and drives clients back to their practices for re-orders. Now, with Jurox' highly proficient sales organization, we can extend our reach and offering to veterinarians making the most of these opportunities."

"The US veterinary market offers enormous potential," said John O'Brien, Jurox Pty's CEO and managing director. "The addition of the Stratford product range to our US operation helps us build upon the momentum we have developed behind Alfaxan and gives us the multi-category product offering we feature in Australia, New Zealand and other countries."

Sales and marketing activities in support of the Stratford line will be configured to leverage the growing popularity of both brands. The line features both medicated dermatology products to give veterinarians treatment options requiring antiseptic or keratolytic activity as well as a wide array of products useful in grooming and maintenance of a healthy hair coat.

Featured products include KETO-C[®] shampoo, flush, spray and wipes which help control dermatological issues which respond to ketoconazole and chlorhexidine. EZ Clenz[™] rawhide chews and medicated wipes allow daily management of pet dental health. The EZ-CHEW[®] line includes proven formulas providing essential fatty acids, joint support for dogs and cats and digestive support.



“This agreement provides Jurox USA with more than a broad, competitive product line,” said Van Proosdy. “The creativity and energy we have witnessed from the Stratford team will translate to increased product and marketing innovations as this agreement unfolds.”

Jurox Animal Health, Pty formulates, manufactures and distributes companion and commercial animal health products from its CGMP-compliant facility located in Hunter’s Valley, New South Wales Australia. Jurox products, including the surgical induction agent Alfaxan, are currently distributed the US and in more than 20 countries around the world.

Stratford Pharmaceuticals (www.stratfordrx.com) provides to companion animal veterinarians more than 40 products in the dermatology, joint health, otic, dental health and digestive support categories from its headquarters location and warehouses in Oldsmar, FL. Stratford is certified as a quality provider by the National Animal Supplements Council.