

30 years



HOKAMIX³⁰





www.HOKAMIX.de

CONTENTS

PERSONAL	Welcome	5
HISTORY	From yesterday to today	6
INTERVIEWS	30 customers have their say	11
	Annette Burda, Claudia Gerbl, Doreen Grothmann, Elke Hoefer, Gabriele Reif, Sandra Sax, Andreas Tarjan	
RECOLLECTIONS	Company founder Johannes Grau	22
HOKAMIX ³⁰ CONCEPT	Sales director Wolfgang Mooshage	23
30 HERBS	Selected from nature	24
INTERVIEWS	Customers have their say	26
	Noel Baaser, Silvia Dietz, Silvia Dilk, Brigitte Duschner- Lämmermann, Annette von Eerde, Daniela Fiola, Michael Harzheim, Dieter Jeskulke, Manuela Lexow, Beate Quast, Carla Romansky, Klaus Rothe, Thomas Scholz, Julia Sieger	
PRODUCT FAMILY	From the Lower Rhine out into the world	41
INTERVIEWS	Interviews with customers	42
	Klaus Dörnhöfer, Karina Eigner, Ingrid Gévay, Jutta Gobmeier, Annemarie Nauth, Sonja Porits, Marlies Ruf, Ann Swarovsky, Ulf Wachsmuth	
PHILOSOPHY/CONCEPT	We are Spezialtiernahrung grau (grau Special Animal Feeds)	51



Welcome

Dear animal lovers,

On this very special occasion, we would like to express our thanks to you all. As loyal customers, breeders, trade fair visitors and business partners, you made it possible for us in 2015 to look back on "30 Years HOKAMIX³⁰ in Germany".

Thirty of you have your say in this brochure, describing your experiences with HOKAMIX³⁰ for us in a very emotional way. During the interviews, we were able to say "thank you" to these dog owners who represented thousands of our faithful customers. In this way, we also express our thanks to all the others for the fact that, through you, our company has achieved such a high reputation for nutritional supplements and complete feeds after 30 years.

We are very aware of the responsibility involved in our work that we have each taken over from our parents. For one thing, maintaining the exceptional HOKAMIX³⁰ recipe created by Cor Kroeske and continuing to produce it exclusively. For another, having taken over an established business from Johannes and Geery Grau with the aim of leading it and its many motivated staff into a successful future.

Our love for animals led us to choose this path. Being able to develop and supply outstanding products to you and your four-legged friends after all these years still gives us great pride and satisfaction. For a long and healthy life.

Thank you for your confidence and "carry on",
regards,



Gerti Grau
Director



Jan Kroeske
Director



The business relationship between the families Kroeske from the Netherlands (left) and Grau from Germany (right) began in 1985.



Cor Kroeske, developer of the HOKAMIX³⁰ recipe

HOKAMIX³⁰ – from yesterday to today...

As an animal lover, Cor Kroeske was unable to accept the fact that there was no product for dogs to help with hip dysplasia. Practical experience showed that optimum nutrition could influence this ailment. And this is where the feed producer initiated his research. Following many experiments with vitamins and minerals, Cor Kroeske finally created the HOKAMIX³⁰ recipe using 30 different herbs.



In 1985, Johannes and Geery Grau gained initial personal experience of this herbal mixture that was still unknown in Germany at this point. Their Eurasier bitch Meike, which was suffering badly from HD, received permanent relief after just six weeks of supplementing with HOKAMIX³⁰. Meike's renewed good health laid the foundation for cooperation between the families

HISTORY



Johannes and Geery Grau with their first trade fair stand in 1988



Long term companion: Eurasier bitch Meike



Company headquarters up to 2000



Construction of a larger building in 2000



Extension to the building in 2009

grau company building



Kroeske from the Netherlands and Grau from Germany, as well as marking the start of an unusual company history. The friendly business relations evolved into the firmly established family-run firm Spezialtiernahrung grau GmbH, which now employs over 35 people.

In the early days, HOKAMIX³⁰ primarily became known through word of mouth. Dog owners with animals suffering similar problems were the first to be convinced. Initially, eight to twelve boxes of the curative herbal mixture could be dispatched every month. Within a few years, the success of



The first HOKAMIX³⁰ containers were launched in Germany in 1985



1988:
The appearance of the containers has changed and evolved over the years.



1990
Diversity on the HOKAMIX³⁰ shelf



new design since 2003

HOKAMIX³⁰ required it to move into a complex company building to replace the small sales room in a garage in order to process the large number of orders punctually and promptly.

Today, the grau-Fachmarkt, where the full range of Spezialtiernahrung grau GmbH is available over a sales area of 800 m², is housed in the "old" original company building in Isselburg in the Lower Rhine region. In 1985, Cor Kroeske set up the company Kroeske BV in the Netherlands, which has been run by his son Jan Kroeske since 1997 and still produces HOKAMIX³⁰ for grau GmbH to this day.



Italy, Netherlands

The next generation took over at grau GmbH in 1992: Gerti Grau and Jan Kroeske took the helm. The lasting success of grau GmbH is reflected in the expansion of the product range as well as in the additional warehousing and administrative capacities that became necessary (see photo on page 7). The current "new" company site next to the original building covers around 8,000 m² and accommodates an office and warehouse complex over 6,000 m². A wide ranging assortment has been developed from the exceptional discovery of the herbal effects, which can obviously be used for cats, horses, birds and rodents as well.

HISTORY



Anniversary containers 2005 and 2010



The HOKAMIX³⁰ product range



Anniversary container 2015

The HOKAMIX³⁰ philosophy of "Feed healthily, live better" was soon formulated, and has remained the characteristic guiding principle throughout the product development.

HOKAMIX³⁰ adverts have been published all over Europe for many years.



Croatia, Netherlands,
Germany and Austria



INTERVIEWS

30 customers have their say...

As suppliers of HOKAMIX³⁰ and many other products relating to the wellbeing of dogs, we have known for 30 years how important individual intensive counselling is. But we are also interested in the stories of the people and animals behind these consultations.

To mark the HOKAMIX³⁰ anniversary, we have decided to document some of these stories in detail. For this reason, Claudia Martinez (Martinez Agentur für Werbung und Kommunikation) conducted interviews in the summer of 2015 with 30 of our customers – ranging from dedicated private owners to established breeders. We sent our photographer Mareike Wegner (baamar Tierfotografie) on a trip through the country to capture the faces behind these reports as well. From the resulting interviews and a great deal of additional information, graphic designer Anette Wied (Wied Werbung e. K.) created this anniversary brochure to provide an emotional glimpse into the HOKAMIX³⁰ world.





"I've been feeding HOKAMIX³⁰ to my dogs for the past 16 years. My current dog Collin, a three-year-old Bernese Mountain Dog, receives his daily ration of HOKAMIX³⁰ in tablet form. His coat feels so good, he doesn't shed hair and as a very sporty dog he runs with light feet.

We think HOKAMIX³⁰ is great! "

Claudia Gerbl with Collin





INTERVIEW

Spitz cross Dicki in family circle

We heard a really lovely story about our product in an agreeable and almost friendly conversation with *Elke Hoefer* of Mönchengladbach.

Mrs Hoefer has been involved in animal protection for many years and has been a dog owner all her life. Going on holiday with animals isn't easy, so the family bought a mobile home many years ago to spend their holidays in nature with their animal family members.

One holiday when they were travelling with their old bitch which was suffering from severe arthritis, they met a lady from Ingolstadt, who is a devoted customer of Spezialtiernahrung grau. Mrs Zettel immediately recommended HOKAMIX³⁰ to them. They've had great experiences with this product for their dogs. The Hoefer family bought HOKAMIX³⁰ while still on holiday and fed it to their dog. Immediately she was able to run more comfortably. Mrs Hoefer says: "We were totally bowled over by HOKAMIX³⁰."

The family currently owns three dogs from animal rescue centres, all of whom are given our products. Mrs Hoefer is a great supporter of quality and nutritional value in dog feed. For the past 6 ½ years, 15 year old small Spitz cross Dicki has been part of the family. He spent his early life sitting on the sofa with an elderly master who gave him lots of treats, but very little exercise. When the old man died, Dicki was as round as a ball. And because he wasn't accustomed to being on his own sometimes, he didn't take to his new home with friends of the Hoefer family. As luck would have it, he moved in with the Hoefers. Regular walks and playing with the family's other two dogs soon enabled him to shed his excess weight. However, he still had severe joint problems, along with advanced arthritis. Based on their good experience with their bitch, which had by now died, the family supplemented his feed daily with HOKAMIX³⁰. Old Dicki now keeps up with walks for up to an hour despite his advanced age. Slowly but surely. The Hoefer family attributes this to HOKAMIX³⁰ and our gelatine drink. And the best thing is that Dicki doesn't need to take any additional medication to treat his arthritis.

Elke Hoefer was delighted about the interview and thinks that contact with the customer and sharing personal views are very useful.



"We were recommended HOKAMIX³⁰ 15 years ago for strengthening the tendons and ligaments and we have stuck with it. The Labrador Retriever puppies from our breeding kennels are given HOKAMIX³⁰ from the fourth week. We give it to everyone buying a puppy to take home with them and recommend regular supplementation, at least for the first year of life. Our fully grown dogs are given HOKAMIX³⁰ for at least four weeks ahead of the international dog shows. The dogs shine as a result, the coat is gleaming and the dog experiences all-round good health."

Sandra Sax from Zell am Andelsbach

INTERVIEW

Double benefit

I feed with HOKAMIX³⁰ on the recommendation of our breeder. Our Bernese Mountain Dog is now one year old and is really flourishing. We want him to retain strong muscles and joints into old age. And to ensure that our eight year old Shih Tzu isn't left out, we feed him at the same time.

My dogs are doing well and that's the way it should stay.

Doreen Grothmann, Parkentin





In conversation with Claudia Martinez: **Andreas Tarjan** "Eurasier de la Dynastie Rouge"

How did you find out about HOKAMIX³⁰? I found out about HOKAMIX³⁰ more or less by chance at a dog show.

How long have you been using HOKAMIX³⁰? For the past eight years.

What has been your experience of HOKAMIX³⁰? Eight years ago, our Eurasier had a problem with dry skin.

I was given lots of advice at the Spezialtiernahrung grau stand and immediately bought some HOKAMIX³⁰. Since then, I've been giving all our dogs a course of HOKAMIX³⁰ 3 times a year. The puppies receive their first course from the fifth week.

What can you thank HOKAMIX³⁰ for? We're grateful for the fact that we don't see either coat or joint problems in our dogs.

Our oldest dog has a wonderfully silky coat at the age of 11. He jumps about and plays with his dog friends with no sign of joint problems.

INTERVIEW

Interviewee Annette Burda

Burda's Tierwelt (Animal World), Gelsenkirchen

Mrs Burda regards the HOKAMIX³⁰ products as true problem solvers. In her exceptionally well stocked pet shop, she sells up to 99% to end customers who want to avoid a visit to the vet. Based on sound advice and the resulting success, her advice is: Good products always come out on top in the market.

It's obvious - thumbs up for HOKAMIX³⁰.



Gait recalls Charlie Chaplin

As a breeder of Pyrenean Shepherds, I constantly supplement my bitches with grau rice mixture with vegetables and HOKAMIX³⁰. I found out about the products through my main breeder at the show in Nuremberg in 2003 and I love them. The puppies are given it from the fourth week along with cottage cheese or low fat curd cheese to support their development. I always give the buyers of my puppies some HOKAMIX³⁰ to take with them.

I can even provide evidence of my good experience with examples: At a puppies meeting, I saw a dog whose joints were turned outwards and who walked a bit like Charlie Chaplin. I immediately advised the owners to give the dog HOKAMIX³⁰ on a regular basis. The joint soon repositioned itself and the dog was able to walk straight. A couple of years ago, one of my bitches jumped awkwardly.

After that she started walking badly and favoured the affected leg.

I gave her HOKAMIX³⁰ Joint+ and after just two weeks she was walking so much better that we didn't need to go to the vet. I'd like to thank HOKAMIX³⁰ for that.

***Gabriele Reif, Pyrenean Shepherd
"des Champs des Alouettes"***





When Johannes Grau introduced the issue of feed supplement products into the domestic pet market at the end of the 1980s he was seen as an exotic. Today HOKAMIX³⁰ is a fixed component of a well stocked pet shop.

Company founder Johannes Grau recalls...

After HOKAMIX³⁰ had given back our Meike a happy dog's life, I decided on a change of career at the age of 47. I'd become convinced of benefits of the herbal mixture and its market potential and switched from international trading in vegetables to supplements for dogs, becoming the sole importer of HOKAMIX³⁰ into Germany.

At first, we despatched the containers by hand from the cellar! Hard but fruitful work to convince people followed: My wife and I spent 50 weekends a year knocking on doors. We visited specialist breeding shows between the Baltic coast and the Alps, stuck our brochures behind the windscreen wipers of breeders and visitors and spoke at events on the curative and preventive successes achieved by HOKAMIX³⁰.

Initially people laughed at us. But those who tried our samples at home came back to us after four weeks saying: "Our dog is no longer in pain." That sort of thing is passed by word of mouth. The crux is: The product has won people over.

After four hard years, we had established the product in the German market. But it took another two years before HOKAMIX³⁰ was widely available as an animal feed



supplement in specialist outlets. From then on, the product began to be seen as an addition to the supply range even by former sceptics. As a result we gradually moved out of the cellar into a garage and finally we started building...

These days I don't attend trade fairs myself very often. But Jan Kroeske and my daughter Gerti with their team are always where the dog owners are so that can explain the HOKAMIX³⁰ concept in person. After 30 years, we are now more than ever convinced that we are marketing a virtually indispensable product for any dog.

Johannes Grau

Is it really that long ago that the success story of the grau family began in Germany with HOKAMIX³⁰?

grau Sales Director Wolfgang Mooshage on the HOKAMIX³⁰ concept

What do 30 years of HOKAMIX³⁰ mean for the sector and the company? Today the HOKAMIX³⁰ brand with its product variants is one of the leading nutritional supplements in the animal sector. Over the years, it has gained an almost legendary reputation, especially in traditional specialist shops. HOKAMIX³⁰ is mentioned in the same breath as other top products and is an essential presence on the shelves of specialist outlets offering advice. Internationally too, HOKAMIX³⁰ has launched its triumphal campaign, being loved and valued today in more than 20 countries around the world.

grau GmbH markets HOKAMIX³⁰ via various channels. The qualified specialist outlets are able to offer their customers comprehensive advice about their animal problems, offering suitable solutions – frequently from the grau range. A second pillar is direct contact with dog breeders, people who have a large number of dogs around them day in and day out, and who really care about their animals' health. Furthermore, like all other grau products, HOKAMIX³⁰ is sold directly to the end user. In order to ensure that an animal receives precisely the product that is optimal for its care, grau GmbH's competent consultants led by vet Gabriele Wessel-Falkenhain are on hand with advice.

Wolfgang Mooshage





Selected from nature

Here you will find a description of the most important herbs contained in HOKAMIX³⁰, CATMIX³⁵, VOPAMIX¹⁰ and HORSEMIX⁵⁰ as well as their effects on the animal's metabolism and its various organs. Obviously, we can't reveal all the ingredients at this point. The exact recipe for HOKAMIX³⁰ – the herbal mixture that improves the metabolism over the long term – remains a strictly guarded secret to this day.



Alfalfa (*Medicago Sativa L.*) boosts the lipid metabolism and has a positive effect on impaired growth, as well as on anaemia.

Star anise (*Anisum stellatum*) has been known for thousands of years in ancient China and India for its effects, although we haven't been using it for that long. Although it grows well here, it does need a lot of sun when in flower in order to develop its aromas to the full. Anise has feathery leaves. In July and August, fine yellow or white flowers form that exude a sweet smell. Anise promotes digestion, has a calming effect on nervous ailments, counters flatulence, works against cramps and has a positive effect on the liver and gall bladder.



associated with human habitation. Stinging nettle stimulates pancreatic and kidney function and also makes for a gleaming coat.

Lady's Mantle (*Alchemilla vulgaris L.*) is a delicate looking plant with cup-like lobed leaves. It produces delicate yellow flowers which exude a honey-like scent. Morning dew and rain typically collect in drops on the leaves of Lady's Mantle. It is a member of the family Rosaceae, being widespread across Europe, Asia and Africa and mainly growing in the mountains. Lady's Mantle purifies the blood and has an anti-inflammatory effect.



Stinging nettle (*Urtica dioica L.*) is indigenous to Central Europe and is common almost everywhere. It grows largely in clumps and often on soil that has been worked and is full of nutrients. For that reason, it follows agriculture and is



Golden Rod (*Solidago virgaurea L.*) boosts kidney activity.

St John's Wort (*Hypericum perforatum L.*) stimulates the liver, calms the nerves and strengthens muscle.



30 HERBS



Calamus(Acorus calamus L.) True Calamus originates in India, but came to Vienna in the 16th century, from where it spread across Central Europe. It grows to a height of between 60 and 100 cm and has small green flowers. The leaves are sword-shaped. It stimulates the kidneys and helps relieve joint and muscular pain.

Burdock(Arctium Lappa L.) purifies the blood and stimulates the gall bladder and liver, is weakly diuretic, has a beneficial effect on excreting excessive cutaneous fat, on acne, eczema and flaking skin.



Lungwort(Pulmonaria officinalis L.)
Lungwort is found on chalky soils in deciduous woodland, where it grows to a height of up to 20 cm. The plant has bell-shaped flowers that change colour from pink to violet, while the leaves have pale green flecks. It stimulates perspiration, has an anti-inflammatory effect and is a diuretic. Lungwort also contains a high level of silicic acid, which is a vital mineral in phytotherapy.



Rosemary(Folia Rosmarini) is an aromatic evergreen bush that grows to up to two metres. It originates in the Mediterranean, growing in sunny, dry spots. The high essential oil



content regulates the nervous system, has a positive effect on the genitals and promotes digestion.

Horsetail(Equisetum arvense L.) contains silicic acid, which has a positive effect on the central nervous system, bones, skin, ligaments and lymph glands.



Yarrow(Herba Millefolii) probably gets its German name (Schafgarbe) from the Greek hero Achilles, known for the Achilles tendon. Yarrow is native to Europe up to the Polar Circle. It prefers sunny and dry locations on meadows and road verges. The flowers of most varieties are white to pale yellow, but pink also occurs. Yarrow is an anti-inflammatory and stimulates the appetite.

It regulates the digestion and has a positive effect on stomach ailments.



Wild pansy(Viola tricolor L.) The wild pansy is native to Central Europe. It grows in lowlands and also in mountainous regions. The cultivated pansy is a descendant of the wild pansy and can be found in most gardens. The wild pansy has a positive effect on the skin, lymph glands, digestive tract, purifies the blood and is very effective against eczema.



Vegetables: Cayenne pepper(Capsicum frutescens L.) stimulates blood circulation and heart function.



A photograph of two women standing in front of a pet store window. The woman on the left is wearing a grey long-sleeved shirt and grey pants, holding two jars of HOKAMIX Joint+. The woman on the right is wearing a bright blue long-sleeved shirt and dark pants, also holding a jar. The window behind them has a sign that reads "Tierzentrum Wendelstein GmbH".

"For me and my customers HOKAMIX³⁰ has been the first choice for 15 years. My business is right next door to a vet's practice and so I often have contact with sick animals. I get the best feedback on HOKAMIX³⁰ Joint+. No other product can match it!"

*Brigitte Duschner-Lämmermann,
DUHO Animal Centre in Wendelstein*

A photograph of the exterior of a brick building with a red tiled roof. The building is identified as "Bimbo's Hunder- & Katzenboutique". There is a sign above the entrance that says "Bimbo's Hunder- & Katzenboutique". A large sign in the foreground features a cartoon dog and a cartoon cat. The building has several windows and a glass door entrance.

"Our Bimbo's dog and cat boutique has been in existence for 28 years, now in the second generation under my daughter.

We have correspondingly extensive experience with skin, coat and joint problems in dogs and cats. HOKAMIX³⁰ has been our first choice in every single problem case. The success has shown we are right.

*Manuela Lexow, specialist trader
from Rotenburg/Wümme*



How did you find out about HOKAMIX³⁰? More than 10 years ago, I read a small advert for HOKAMIX³⁰ in a dog magazine

How long have you been using HOKAMIX³⁰? Since then, so for about 10 years.

What is your experience of HOKAMIX³⁰? At the time I had a Leonberger bitch that suffered badly from allergies. No vet was able to really help her. But after a short period on HOKAMIX³⁰, she was free of ailments. Thanks to HOKAMIX³⁰, she didn't even need to be treated by the vet with cortisone. The allergy had gone!

What can you thank HOKAMIX³⁰ for? This positive experience gave me high regard for HOKAMIX³⁰. These days I breed English Springer Spaniels and I don't have any coat or joint problems thanks to HOKAMIX³⁰.

Silvia Dietz, English Cocker Spaniel "Of magic flashlights"





How did you find out about HOKAMIX³⁰?

Julia Sieger: About three years ago, friends advised me to use HOKAMIX³⁰.

What has been your experience of HOKAMIX³⁰?

Julia Sieger: I regularly use a course of HOKAMIX³⁰ for my Pharaoh Hounds. I find the Bonies ideal for when we are travelling. The powder is obviously ideal for mixing with BARF.

What can you thank HOKAMIX³⁰ for?

Julia Sieger: I'd like to say THANK YOU for this wonderful product that restores the bitch to a really beautiful and shining condition after giving birth to puppies.

***Julia Sieger "Killarney's Heartland"
Pharaoh Hounds & Rhodesian Ridgebacks***

Mrs von Erde, how did you find out about HOKAMIX³⁰?

I discovered HOKAMIX³⁰ at the dog and hound trade fair 10 years ago at the Spezialtiernahrung grau stand.

What has been your experience of HOKAMIX³⁰?

My experience has been thoroughly positive. I regularly use a course of it for my Hovawart to avoid coat and metabolism problems in the digestive tracts. By contrast, my son's Pudelpointer is given it daily.

What can you thank HOKAMIX³⁰ for?

I am so convinced that I take the HNK capsules, the herbal mixture for people, regularly myself.

Claudia Martinez spoke to **Annette von Erde** and her son from Kerken.



INTERVIEW



I regularly go to dog shows as a breeder of Basenjis. That's where I discovered HOKAMIX³⁰ some time ago. I've been feeding my dogs HOKAMIX³⁰ for 15 years to boost their metabolism. My bitches are given a course of HOKAMIX³⁰, particularly before gestation. I find bonies and powder are really good to use.

Noel Baaser "Mutabaruga Basenjis"





Low fat curd cheese and HOKAMIX³⁰

I've been breeding Golden Retrievers successfully for the past 13 years and am convinced of the effects of HOKAMIX³⁰. My bitches are given low fat curd cheese daily with HOKAMIX³⁰ during gestation and I've only had the best experience with it. I pass this experience on to everyone who buys a puppy. Everyone, absolutely everyone, who buys a puppy receives a 2.5 kg bucket of HOKAMIX³⁰ when they collect the puppy as a present. I want the puppies to thrive and for them to have only the best for their growth in their new home. I can provide evidence for the success in numbers. Of a total of 213 puppies from my breeding kennels, 184 have been X-rayed. And no puppy has ever shown serious HD. The health of the dogs is close to my heart, so every puppy receives a veterinary health certificate when it leaves. I say thank you to HOKAMIX³⁰ for my healthy brood!

Dieter Jeskulke, Golden Retriever "of Kirchderner Bach", Dortmund



INTERVIEW



The HOKAMIXIS

In 1991, my family and I bought our first dog at a breeder in Bremen. It was a Bernese Mountain Dog. The breeder advised us to add HOKAMIX³⁰ to the daily feed. We took that to heart. Unfortunately our dog died young as the result of a tragic accident.

For a long time we lived without a dog, but our dream of breeding ourselves at some point was born. We prepared ourselves carefully, looking for a breeding bitch from a very particular line.

We finally achieved our aim. We'd found the bitch that we wanted – an American Staffordshire Terrier. In 1997 we launched our first breeding cycle and we used HOKAMIX³⁰ throughout the entire gestation period. What can I say - we had wonderful puppies which were also given a little HOKAMIX³⁰ in their feed from the fourth week. Unfortunately it's become extremely difficult to keep this breed following reports in the media and regulations imposed by the states and local authorities. Sadly, we had to give up breeding them.

Since 2005, I've been successfully breeding Beagles. Thanks to HOKAMIX³⁰, our puppies are free of joint ailments. Our dogs are affectionately referred to in the Beagle world as "the HOKAMIXIS", because all the animals are free of HD and ED. We are delighted with our healthy dogs.

Beate Quast "Cuddling Cheeks Beagles", Hamburg



"HOKAMIX³⁰ was recommended by my vet. I have five Shih Tzus, two of whom are unfortunate souls. My little bitch Blümchen is much too delicate and her legs are much too short for her breed. She underwent three knee operations in her younger years. For the past 10 years I have been feeding HOKAMIX³⁰ and she runs with the others to this day. HOKAMIX³⁰ is just made for a problem dog with respect to coat, tendons and joints. In any event, my five dogs say THANK YOU."

Carla Romansky, Bad Pyrmont





Cracking of the joints has ceased

How did you find out about HOKAMIX³⁰?

I first came into contact with HOKAMIX³⁰ 16 years ago via a breeder in Hamburg. A few years later, I was given personal advice by someone from the company Spezialtiernahrung grau at a show in Offenburg. Since then, I've been giving my dogs a course of HOKAMIX³⁰ twice a year.

What has been your experience of HOKAMIX³⁰?

As a breeder of Irish Setters, I find the product extremely satisfactory and easy to use. Simply adding the powder to the feed has a great effect.

What can you thank HOKAMIX³⁰ for?

A few years ago, I bought a six month old dog from another kennel. Every time the dog stood up, his joints cracked. From then on, I gave him HOKAMIX³⁰. The cracking in the joints disappeared after just a few weeks. I'd like to express my thanks for this success.

Michael Harzheim, Schönwald



Baily's beautifully glossy coat is often admired

Daniela Fiola and her family fell in love 2 ½ years ago with the Eurasier puppy Baily and learned about the benefits of regularly supplementing HOKAMIX³⁰ from the feeding recommendations of her Eurasier breeder. And they continued using it. As a puppy, the Eurasier Baily sometimes turned his nose up because the HOKAMIX³⁰ mixture on the feed tasted a little too strongly of herbs. But that was soon over...

Even a Eurasier, which have a reputation as gourmets among dog breeds, looks forward to his feed scattered daily with HOKAMIX³⁰. As HOKAMIX³⁰ is composed of useful ingredients, the family had a very good feeling about the feed and knows that the dog is doing well. That's extremely important to them as dog owners in heart and soul! Even after nasty bite wounds on the nose, which had to be stitched in an operation, the coat has completely grown back - even over the scar tissue. These days, people often speak to the Fiola family when they're out on a walk, with strangers admiring the dog's beautifully glossy coat and his mobility and energy.

Daniela Fiola, Berlin

INTERVIEW

Friends in dog training

As a long standing breeder of German Boxers, I give HOKAMIX³⁰ as a feeding recommendation for the first year of life to anyone buying my puppies, so that cartilage and joints can develop well. HOKAMIX³⁰ was recommended to me in 2005 by dog trainers. I took this advice on board. My older dogs are given HOKAMIX³⁰ daily from the age of six. Thank you for this wonderful product!

Klaus Rothe, Boxer kennels "von Rothos"



Because it is so special...

In 1991, I bred Borzoi puppies. I sold one of these healthy puppies to a man in the Netherlands, who phoned me two years later. He asked me whether I would take the dog back, because he had to go to England for work and he wanted to spare the dog quarantine. What kind of breeder would I be... So I drove from Berlin to the Netherlands to pick the dog up. I was shocked by what I found.

Due to completely wrong nutrition, this Borzoi dog had only clumps of hair left, his skin was flaking off and he smelled terrible. On the long journey home, I remembered that a friend had recently told me about HOKAMIX³⁰. Back in Berlin, I phoned this friend and we looked more closely at the product's ingredients and effects. The vet agreed that all the symptoms resulted from poor metabolism based on poor feeding and that there was no serious illness.

That meant HOKAMIX³⁰. Within a few months, the dog looked fine again. After five months, I presented him at a show in the open class. And what can I say - he took first place among six dogs. Thanks to HOKAMIX³⁰ for this success! These days I breed Boston Terriers and feeding time always involves the daily administering of HOKAMIX³⁰.

Thomas Scholz, Mittenwalde



HOKAMIX³⁰? Of course!

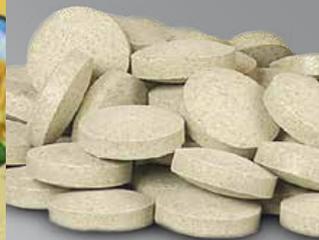
As a breeder of Rhodesian Ridgebacks over many years, we confronted the issue of nutrition in dogs in 2000 in a very comprehensive way. At the time, we decided to feed grau flakes to our dogs. We got to know HOKAMIX³⁰ in this way. Since then our feeding schedule has always included HOKAMIX³⁰!

We place great value on feeding our animals in a way that resembles nature with fresh meat, vegetables, high quality oils and of course HOKAMIX³⁰. Even our cats are given it every day.

We've only had positive experiences. For that reason, every family adopting our puppies is given our feeding recommendation and a bucket of HOKAMIX³⁰ to take to their new home.

Silvia Dilk, Rhodesian Ridgeback "Xarit D'Afrique"





PRODUCT FAMILY

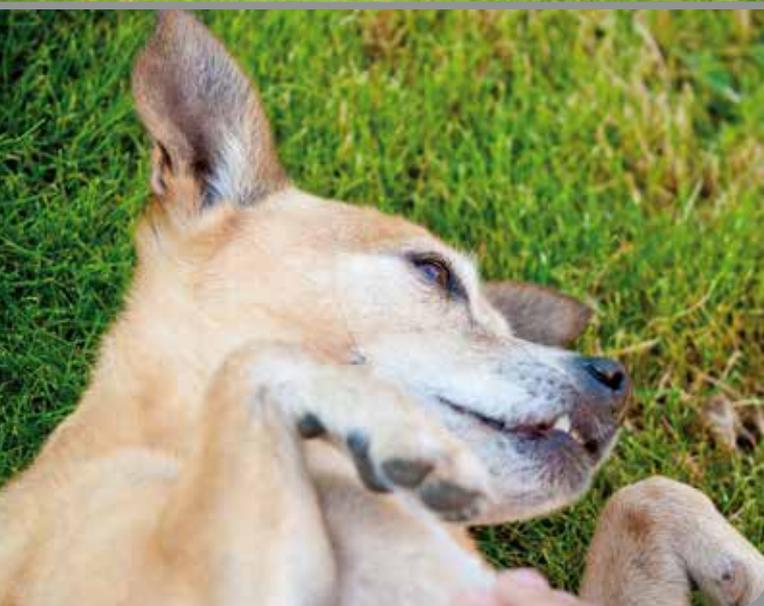
From the Lower Rhine out into the world

The products of the HOKAMIX³⁰ family allow the dog to absorb the nutrients contained in the feed. Changes caused by feeding to the skin and coat (itching, scaling, eczema and allergies, bald patches, excessive shedding) as well as to the musculoskeletal system (pain when getting up, problems with movement, weak tendons and ligaments, growth) are alleviated and eliminated. The result: improved happiness and an active, vital cohabitation between dog and person.

There are various products from the HOKAMIX³⁰ family for the various stages of a dog's life. Because it's important whether you want to preventively optimise the metabolism or find a solution to an acute problem. Thus a range of special products with different dosages and ways of administering has been created. However, the same 30 curative herbs are contained in every HOKAMIX³⁰ product. HOKAMIX³⁰ can't be compared with standard mineral feed mixtures, and for that reason any complete feed can be supplemented with this herbal mixture.

The success of this concept is reflected in its distribution. HOKAMIX³⁰ is now available in many countries around the world, including Belgium, Denmark, Germany, Estonia, Finland, France, Greece, United Kingdom, Ireland, Italy, Japan, Canada, Latvia, Lithuania, Netherlands, Norway, Austria, Romania, Russia, Sweden, Switzerland, Slovenia, Spain, Surinam and the USA. In fact HOKAMIX³⁰ is always useful and helpful wherever people and dogs have found each other as partners. And that after all is all over the world.





Three happy animals...

How did you find out about HOKAMIX³⁰?

Ulf Wachsmuth: I found out about HOKAMIX³⁰ through an advert in the terrier newspaper 12 years ago. I've been feeding it to my dogs ever since.

What has been your experience of HOKAMIX³⁰?

Ulf Wachsmuth: I love Airedale Terriers and give it to my dogs in tablet form. They regard it as a treat during our morning walk. One of our bitches had HD, but thanks to HOKAMIX³⁰ joint+ she's leading a completely normal dog's life. The same with our six year old dog, whose coat wasn't initially very good. These days, his coat is the way it should be for the breed. And then there's our little "problem child". A small mongrel that was about to be put down in southern Europe who found us as its new owners. This poor animal looked terrible, could scarcely stand on its legs and had a dull coat. Thanks to HOKAMIX³⁰, the little mischief looks like a dog again and is enjoying a pleasant life.

Ulf Wachsmuth from Osterode

How did you find out about HOKAMIX³⁰?

My father was editor-in-chief of a well known animal magazine and came into contact with Mr Grau senior at an early stage. And so we soon came into contact with HOKAMIX³⁰.

What has been your experience of HOKAMIX³⁰?

Our old dog reached the age of 16 thanks to HOKAMIX³⁰. I consider that as very old for an agile dog.

Obviously we also give our two year old Labrador Retriever Ulli HOKAMIX³⁰ for a healthy body and strong tendons and joints.

What I like about HOKAMIX³⁰ is that this wonderful product is available in different formats. You can choose powder, tablets or snacks according to need. First class!

Ann Swarovsky with Ulli, Schwalmthal





My experience of HOKAMIX³⁰ is very good. As a Staffordshire Bull Terrier breeder, I've been feeding HOKAMIX³⁰ to my dogs for the past 15 years. The benefits can be seen most clearly with the dark dogs. Their coats shine like paint. If one of the white puppies does not have a proper thick coat, with HOKAMIX³⁰ it is very quickly in optimal condition.

*Sonja Porits,
Staffordshire Bull Terrier "Buddystaffs"*

As a former Papillon breeder, I've known about HOKAMIX³⁰ since 1988. I first found HOKAMIX³⁰ at a dog fair. All my dogs, as well as the puppies, were given HOKAMIX³⁰ regularly. And I always passed on my conviction to the new "dog families".

I don't breed any more, but my 13 year old bitch "Biene Maja" is given HOKAMIX³⁰ daily in tablet form. I've been convinced of the product's benefits for many years and would like to mention here the good advice provided by Spezial-tiernahrung grau.

Annemarie Nauth, Loffenau



INTERVIEW

Motto for living "move it"

Our eight year old Giant Schnauzer Major Mücke is an exceptionally agile and active dog. We give him HOKAMIX³⁰ daily in his feed to provide positive support to his joints that are constantly in motion. Mücke is now our fourth dog. With his predecessor, we had allergy problems and here too we were able to supplement with HOKAMIX³⁰ with great success.

We know from experience that large dogs in particular are more susceptible to problems with muscles, tendons and joints. For that reason, we set great store by high quality feed from Spezialtiernahrung grau and HOKAMIX³⁰. The intention is that he retains energetic mobility into old age.

Recently he's been enthusiastically running on the underwater treadmill in our daughter's veterinary practice. Standing still is not his motto for living. The treadmill is a really enjoyable alternative during the winter months.

Marlies Ruf, Kirchendemenreuth



A black Labrador Retriever is lying on a wooden dock. The dog is looking towards the camera with a calm expression. It has a black collar with two silver rings. The dock is made of light-colored wooden planks, and the background shows blue water with some ripples. The lighting is bright, suggesting a sunny day.

"When my Labrador Retriever suffered elbow dysplasia at 9 months and had to undergo an operation, my breeder advised me to supplement with HOKAMIX³⁰ joint⁺. I have been feeding it for 12 years now and my dog is really well. He is still so fit and overestimates his powers at the sight of bitches. But a few weeks ago he was knocked over when "flirting" and hurt his nose. A good attitude to life thanks to HOKAMIX³⁰. That is something I am very happy about.

Ingrid Gévay, Königsbrunn



I've worked in the dog feed and care sector for 40 years. I'm also deputy chair of an animal home with associated animal sanctuary. My experience with the products of Spezialtier-nahrung grau has been entirely satisfactory.

Many of my customers' dogs, such as the Bernese Mountain Dogs, have a totally gleaming coat with HOKAMIX³⁰ and are healthy all round. I mostly sell HOKAMIX³⁰ Snack Petit, as they are most in demand from my customers.

Jutta Gobmeier, Dog Salon Berry from Baden-Baden





I regard HOKAMIX³⁰ as the ideal product for dogs where the price-performance ratio is right. Many of our customers look for specific products in specialist shops. For that reason, following extensive advice, we recommend products from the HOKAMIX³⁰ family, such as HOKAMIX³⁰ joint+ etc. Since 1995, we've stocked HOKAMIX³⁰ and that will continue to be the case. I'd like to praise the company Spezialtier-nahrung grau for their products and for their outstanding sales department. We are in a position to satisfy our customers through wonderful campaigns.

Klaus Dörnhöfer, Specialist dealer from Bayreuth





"A relative of my son-in-law once worked for the sales department of Spezialtiernahrung grau. And so I have known about the feed for a very long time. I fed HOKAMIX³⁰ only later at the advice of my daughter. I regularly give a course of HOKAMIX³⁰ Snacks, because I have the feeling that it does my Golden Retrievers good."

Karina Eigner, Kühbach



PHILOSOPHY/CONCEPT

We are Spezialtiernahrung grau

Since Johannes and Geery Grau, as HOKAMIX³⁰ pioneers, introduced Cor Kroske's herbal mixture to regional and national dog and cats shows across the country, a lot has happened. Besides high quality feed supplements, our family business now also offers complete feeds (for dogs and cats – on a natural basis), snacks, care products and accessories, as well as services for health and quality conscious animal lovers all over the world. Intensive cooperation with Kroske BV in the Netherlands is key to the fact that there are now highly successful herbal mixtures for horses, birds and rodents in the grau range.

The enormously positive feedback and numerous reports from our customers with their moving stories, which are all

still in the company archives, and the closely linked success of HOKAMIX³⁰ serve to motivate our staff, which has now grown to more than 35, every day.

We set great store by competent, honest and individual customer advice in order to come closer by the day to our vision – taking the HOKAMIX³⁰ philosophy "**Feed healthily, live better!**" into every home. For this reason, the number of our staff has steadily increased over the years. In 1998, vet Gabriele Wessel-Falkenhain joined our team. With her expertise (especially relating to feed supplements) and engagement, she is constantly on hand for our company and of course for our customers to find a solution to virtually every problem. This advice, aimed at finding the right product for every animal, is one of the most important cornerstones of our company philosophy.

Our guiding values – **Integrity, customer satisfaction and reliability** – are the basis of our cooperation. We tell you honestly what we can and can't do. We don't cajole, we convince. Our business policy is characterised by a high level of transparency. We know our customers in the distribution chains and exceed their individual expectations through engagement and



commitment. We keep our promises. The process of constant improvement is part of our daily business. Our conduct is proactive, solution-oriented and responsible. We are motivated, team-spirited, respectful and loyal. Our long term suppliers and partners share our values and ambitions on quality.

Thirty years of HOKAMIX³⁰ are a reason to look back with pride, and also sufficient motivation to move on with ambition and enthusiasm to tackle the tasks of the decades ahead. The next phone call from an animal owner looking for help will certainly come – and if the problem cannot be solved from the large range, the development department will be faced with its next challenge.



The staff of Spezialtiernahrung grau GmbH (from top left to bottom right) Gigi, Tane, Juri, Pepe, Aika and Querina



Spezialtiernahrung grau GmbH – Your perfect partner for feed supplements
Industriestr. 27 · 46419 Isselburg · Phone 02874 9036-0 · www.hokamix.de