

# Hagen Tropicana Baby Hand-Feeding Formula Now in New Packaging

## New 1 Kg (2.2 lb) Bag has Refreshing New Look

MONTREAL, Canada – September 11, 2012 – Rolf C. Hagen Inc. is pleased to announce a fresh new look to its 1 Kg (2.2 lb) bag of Tropicana Baby Hand-Feeding formula (Item # B2261).

The new bag now features completely redesigned artwork combining stunning new graphics as well as some familiar faces from the previous packaging.

Predominantly green and gold with red accents, the new bag features a redesigned Tropicana brand name, rendered in gold. The familiar faces are the Peach-Faced Lovebirds, who were also featured on our previous packaging. The artwork is framed inside a gold border with a tone-on-tone leaf pattern.

As always, consumers will find clear and current product information—such as Mash Preparation, Feeding Guide, Ingredients and Guaranteed Analysis—in three languages: English, French, and German. There is also a helpful table at the back of the bag that provides useful guidance regarding Baby Formula Preparation, Baby Brooder Guideline Temperatures, Hot-Water-to-Dry-Formula Ratios, all based on specific age groups.

derived source of fat and protein, as well as a source of 8 essential grains that complement amino acid profiles, all critical to the proper growth and well-being of parrot chicks from hatch through the fledgling age. A rich source of Omega fatty acids from flaxseed, peanuts and sunflower seeds, Tropicana makes feathers shine and helps support a healthy body.



**Born in July 2012 at HARI, these healthy 8-week-old Double Yellow-Headed Amazons are lovingly fed Tropicana Baby Hand-Feeding Formula.**

A long-time favourite among parrot breeders, Hagen Tropicana Baby Hand-Feeding Formula is formulated based on industry-leading research and development at Hagen Avicultural Research Institute (HARI), the world-renowned avian research arm of Rolf C. Hagen Inc. A HARI-approved seal of approval is on every bag.

Tropicana Baby Hand-Feeding Formula is made in Canada at Hagen Industries in Montreal and undergoes rigorous 3-stage testing, which is unprecedented among bird food makers. Two onsite tests at Hagen Industries and final batch testing at HARI—where staff gently hand-feed precious nursery chicks with tender care—ensure that consumers get safe, dependable and top quality bird food for their treasured feathered friends.

As before, the new bags have a transparent, oval-shaped window on the front panel that allows consumers to see the baby food inside. And as always, the bags are air barrier sealed to ensure freshness. **The new bags will be available at retail stores in September.**



Old Bag

New Bag

While the artwork has changed, the baby food inside continues to be the same high quality food that parrot breeders all over the world have come to trust for providing their baby birds with all the essential nutrients necessary for excellent growth and brilliant plumage.

Tropicana's advanced hand-feeding formula delivers all the nutritional potency that makes it a leading baby parrot food. It's an excellent peanut-

### About HARI

Established in 1985, Hagen Avicultural Research Institute is dedicated to the study of captive breeding, maintenance and nutrition of companion birds as well as to research into the care and health management of small animals and reptiles. HARI currently houses over 350 pairs of more than 50 various parrot species. Areas of study include disease control, pair bonding, nutrition, early parrot education, and the influence of temperature, humidity and light cycles on breeding. **For more information about HARI, visit [www.hagen.com/hari](http://www.hagen.com/hari) or [www.hari.ca](http://www.hari.ca).**

### About Hagen Industries Ltd.

Founded in 1974, Hagen Industries develops and manufactures a wide range of Hagen and Hagen brand products, including Tropicana and Tropimix Bird Food, Dogit Bust-It, Exo Terra Food and Supplements, Le Salon and Essentials Shampoo, Nutrafin Aquarium Conditioners, Laguna Pond Water Conditioners, Living World Extrusion and Hagen Gourmet for Small Animals, and Hagen Bird Cages.

### About Rolf C. Hagen Inc.

Founded in 1955, Rolf C. Hagen Inc. is a family-owned, leading international manufacturer and distributor of pet care products, pet food and treats. Headquartered in Montreal, Canada, the company has sales, manufacturing and distribution facilities in North America, Europe and Asia. The company has a large portfolio of trusted, quality, leadership brands for all pets, including Fluval, Exo Terra, Dogit, Catit, Nutrience, Laguna, Living World, Tropicana, Tropimix, Prime, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit [www.hagen.com](http://www.hagen.com).