

# Tropicant<sup>®</sup> and Tropimix<sup>®</sup> Launch New Packaging

MONTREAL, Canada – November 2nd, 2015 – Rolf C. Hagen Inc. is pleased to announce the unveiling of a fresh new design in product packaging for two well trusted brands of pet bird food-Tropicant and Tropimix. The updated bags include beautiful new graphics, as well as valuable content that properly communicate the features and benefits of each formula.

The new look-and-feel is a significant improvement over the old packaging. “It is important to evaluate a Parrot’s life stage, species size, predisposition, lifestyle and amount of energy expended before selecting the appropriate formula” explains Mark Hagen, Director of Research for Hagen Avicultural Research Institute (HARI).

There are currently several different life stage formulas available under the Tropicant umbrella; Hand-Feeding, High Performance, Lifetime and Alternative. “The existing packaging for all Tropicant formulas resembled one another, making it difficult to identify which formula is contained inside the bag. Our new colorful bags clearly communicate the difference between the Tropicant formulas, making it easier for consumers to purchase a bag that is well suited for their individual Parrot”, clarifies Melanie Parnass, Associate Brand Manager of Tropicant and Tropimix.



Old



New

The packaging for Tropimix, a global favorite enrichment food, has also been revamped with a new updated look. While the color codes for each mix are similar to the existing packages, the new bags feature close ups of brightly colored companion birds over a dark background. The different formulas are distinguished by the use of different banding and side panels. The Cockatiel and Lovebird formula features bright yellow, Small Parrot formula is in bold orange, and Large Parrot formula is in vibrant red.



Old



New

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

## 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, Tropicant, Tropimix, Prime, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit [www.hagen.com](http://www.hagen.com).

## 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. The HARI Colony consists of multi generations of various parrot species commonly kept as pets and exclusively fed Tropicant, some since 1986. Areas of study include nutrition, early parrot education, disease control, pair bonding, and the influence of temperature, humidity and light cycles on breeding. For more information about HARI, visit [www.hari.ca](http://www.hari.ca).