



## NOTES FOR GUIDANCE – NEW ENTRIES

The preparation of information for the **Feed Additives** handbook requires thoroughness and does take some time. Some of the work is carried out, of necessity, by you as the product owner, and we are very grateful for your input.

In order to keep the task as simple as possible and to minimise the likelihood of errors, please follow the steps below and supply product information by the due dates.

1. Email [simon@simonmounsey.com](mailto:simon@simonmounsey.com) to confirm this communication has reached the appropriate person at your company and to advise us of any information of which we should be aware in preparing the book (eg timing issues or names of individuals who will be responsible for authorising/checking your entries).
2. Complete and return the **Product Entry Form** (next page) by 11 January 2021. This can be completed on-screen and submitted electronically.
3. Email high-resolution files (JPG or EPS) of your **company logo** and each **product logo** for products to be included to [simon@simonmounsey.com](mailto:simon@simonmounsey.com).
4. Forward us information on products you wish to be included as outlined below:

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### New products:

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If you have products you wish to appear in **Feed Additives 2021** which were not in the 2020 edition, please forward information about these by email ([simon@simonmounsey.com](mailto:simon@simonmounsey.com)). Where data sheets/SPCs are available electronically these are ideal but, in any case, the information provided must be in a form substantially similar to existing entries in the book.

**Please return all material at your earliest possible convenience but, in any event, no later than 18 January 2021.**

**Please call Simon Mounsey on 01246 569967 if you have any questions.**