

MEDI NOVA ALWAYS BY YOUR SIDE

medi nova

zotechnics & veterinary



CONTENT

MEDI NOVA	pag. 5
About us	pag. 6
Our values	pag. 9
Our divisions	pag. 10
INSEMINATION	pag. 13
IDENTIFICATION	pag. 19
SERVICES	pag. 22
SOCIAL RESPONSIBILITY	pag. 24



Medi Nova has meant commitment, research and evolution, alongside the livestock sector for over two decades.

We offer tools, products and technologies to improve farm efficiency and animal welfare.

Expertise and innovation have always been our guiding principles.

Today, we can call ourselves leaders in Italy in the production of semen extenders for the artificial insemination of swine and a key player in the trade of equipment for the veterinary and livestock sector.

FROM THE BEGINNINGS TO THE FUTURE. A HISTORY OF GROWTH AND EVOLUTION

1997

Medi Chimica, a family-owned business, is set up in the mid-nineties. Its great ambition is to become a reference point in the production of semen extenders for the swine artificial insemination.

2009

An important year for Medi Nova, which begins a prestigious collaboration with the University of Parma that is still active today.

2016

On the occasion of its twentieth year in business, Medi Nova inaugurates a new headquarters that expresses an ever-increasing focus on environmental impact, enhancement of occupational well-being and energy sustainability.

2018

Medi Nova begins an industrial research doctorate with the University of Parma, to develop a new antibiotic-free extender.

2020

Collaboration with the University continues alongside the search for eco-sustainable products that represent a high contribution to the current environmental and health problem in the livestock sector.

2007

Medi Chimica takes on the definitive name of Medi Nova. In the same year, it becomes the first Italian company in the swine sector to obtain UNI EN ISO 9001:2008 certification. An important achievement that underlines the quality of the company's growth.

2014

The research carried out with the University of Parma Medi Nova leads to patenting FORMULA, the line of swine semen extenders. It is an innovative line based on controlled energy release and antibiotic reduction.

2017

In the research conducted with the University, in addition to developing new extenders, the company improves the quality of its products by introducing online monitoring equipment to its industrial production to ensure the homogeneity of the mixed raw materials.





OUR GUIDING VALUES



EXPERTISE

Twenty years of direct and in-depth knowledge of the real needs of farmers has always characterised our work. There is no innovation without know-how.



DIALOGUE

Growing year after year, we have always maintained a direct relationship with each customer. We believe that the ability to listen is the ideal starting point in any working relationship.



COLLABORATION

Our biggest satisfaction comes from actively contributing to the development of our customers' business. Whether it is a big farm or a small farmer, we establish partnerships based on a truly co-operative approach.



INNOVATION

We constantly monitor developments in the livestock market and devise state-of-the-art solutions and products every day. Innovation for us is much more than a word: it is an ongoing and essential commitment. The collaboration with the University of Parma falls within this framework.



RESPECT

We devise solutions that satisfy customer's needs whilst fully respecting animal welfare. For us, respect also means attention to the environment and development of human resources.

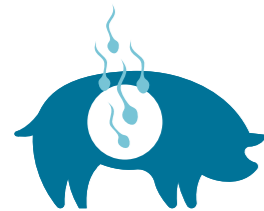


TRANSPARENCY

Our sales policies have always been based on transparent and reliable pre and after-sales services. We believe that the service is just as important as the quality of our products.

ONE PARTNER TWO SPECIALISED DIVISIONS

Medi Nova has organised its offer into two divisions, **Artificial Insemination** and **Animal Identification**, to provide an excellent service in every area of the livestock sector. The same business philosophy emerges in two compartments of both sectors.



ARTIFICIAL INSEMINATION

Artificial insemination of the livestock ensures a high success rate in breeding. Medi Nova **designs and develops state-of-the-art extenders for the artificial insemination of swine** that guarantee excellent results, fully respecting animal welfare. Twenty years of experience and the ability to innovate make us a leader in this sector.



ANIMAL IDENTIFICATION

Ministerial brands are a legal obligation and a requirement for excellent livestock management. They are also a key element in product traceability. In the **Animal Identification** division, a team of specialist technicians develop state-of-the-art solutions for every identification need.



ARTIFICIAL INSEMINATION. THE SECRET OF YOUR SUCCESS

A QUALITY EXTENDER: FOUR ADVANTAGES THAT MAKE THE DIFFERENCE

1. IT INCREASES THE FERTILISING ABILITY OF A BOAR
2. IT GUARANTEES A HIGH LEVEL OF CONSERVATION BY DECREASING THE METABOLISM OF THE SPERM CELLS
3. IT PROTECTS AND STABILISES THE SEMEN
4. IT CONFERS AN ENERGY SUPPLY THAT IS ALWAYS AVAILABLE

Medi Nova has achieved a high level of specialisation in the development and production of **extenders to preserve swine semen**. In this market sector, which represents our core business, our specific know-how translates into high-quality products and services for the end customer.

In particular, thanks to an evolved technology, **our line of swine semen** extenders ensures excellent **preservation** of the seminal material. The result is the **outstanding performance**, obtained through **a safe preparation** that provides **an energy supply that is always available**.

INSEMINATION

THE PRIVILEGE OF INNOVATING WITH THE UNIVERSITY OF PARMA



UNIVERSITÀ
DI PARMA

Since the beginning, we have made significant investments in research, convinced that it represents the way forward in perfecting the formulations and designing ever-more effective products. In 2009, this led to the beginning of a prestigious collaboration project with the **Faculty of Veterinary and Pharmacy of the University of Parma**.

More than a purely theoretical relationship, it has been an effective and fruitful path that has led to the **evolved formulae now protected by a patent**. Over the years, the relationship with the University has gradually consolidated itself, enabling us to place a professional figure at the University and to create an R&S division within the company: a significant investment that bears witness to the solidity of our commitment.

ONE RANGE OF SERVICES TO SUPPORT YOU IN EVERY ASPECT

Over the years, Medi Nova has structured a **complete offer of technologies, services and products** to support farmers and operators of the livestock department at every stage of their work.

They range from diagnostic equipment to the tools essential for setting up an optimal laboratory. **We are by the customer's side to ensure efficient and fruitful livestock management in all aspects.**



INSEMINATION

ZERO ANTIBIOTIC TARGET BECAUSE ANIMALS DESERVE RESPECT

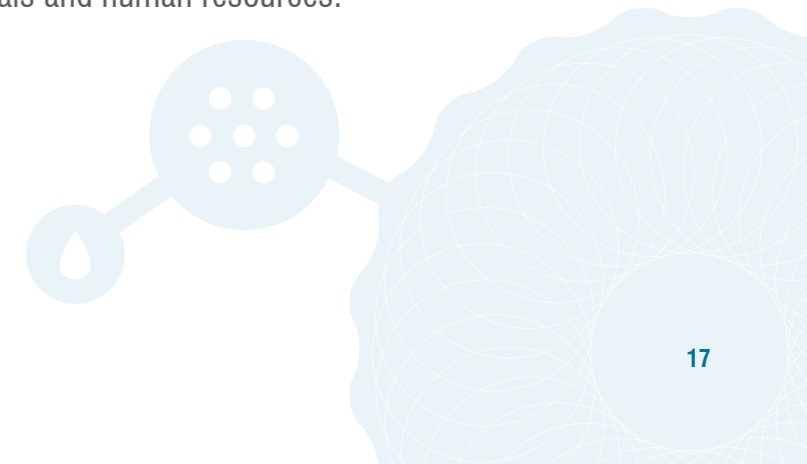
Our profession cannot ignore the sensitive and complex issue of animal welfare. Our research has always focused on solutions that guarantee maximum effectiveness for farmers. We offer the highest possible guarantees in terms of respect for the health of livestock.

The same spirit lies behind the collaboration with the University of Parma. We have improved our products, year after year, to minimise the amount of antibiotic in the product while maintaining efficacy for the farmer.



FORMULA LINE

Today, the FORMULA line is an incredibly virtuous example of this, but our commitment goes further. Thanks to the partnership with the University of Parma, we have been developing increasingly innovative solutions towards a clear and compelling goal: the total absence of antibiotic in the semen extender. There can be no progress in the livestock sector, without a wide-ranging idea of social responsibility that protects the environment, animals and human resources.





ANIMAL IDENTIFICATION FROM COST TO BENEFIT

ANIMAL IDENTIFICATION: THREE KEY ADVANTAGES

- 1.** EFFECTIVE AND PROFITABLE
BARN MANAGEMENT
- 2.** HEALTH CONTROL
OF THE LIVESTOCK
- 3.** TRACEABILITY
OF ANIMAL PRODUCTS

Italian law requires that all livestock be identified individually and recorded in the National Database established at the Ministry of Health. Medi Nova is by your side to support you in this task.

IDENTIFICATION

ONE RANGE OF SOLUTIONS ALWAYS IN STEP WITH INNOVATION

Medi Nova is duly registered in the National Database as a producer and supplier of ministerial identifiers for farm animals.

MINISTERIAL IDENTIFIERS

We laser print conventional and biopsy ear tags, programme the electronic tags and the ruminal boluses. Thanks to modern production units, we guarantee correct matching with the data provided by the Ministerial Registry and fast order processing times.

BUSINESS IDENTIFIERS

We avail of a vast choice of ear tags of all types, sizes and colours, which can be customised to meet the needs of the customer. We propose electronic tags to which we combine a vast range of readers that facilitate the farmer in effective automated livestock management. We also make available many other products used to identify the animal.

A QUALITY SERVICE IN EVERY RESPECT

Not only products. The team dedicated to the sector of animal identification provides many services to farmers. On request, thanks to specific technical expertise, it also provides training and advisory activities on significant issues such as:

- Ministerial Identification
- Business Identification through Conventional ear tags
- Business Identification through Electronic tags
- Readers and hand-held devices for scanning Electronic tags
- Business Software management



SERVICES

THE PRODUCT IS NOTHING WITHOUT SERVICES

We like to think of our customers as people with needs and desires to be fulfilled, which is why we believe in the importance of pre and after-sales service. The process starts with listening and develops as a dialogue. It does not end with the purchase: our personnel supports you in after-sales, making available its expertise to respond to all your needs.

ONE PARTNER FOR EVERY NEED

Medi Nova is a reference point for all livestock needs. The customer who chooses to work with us has the advantage of being able to rely on a single partner, able to provide solutions for all business needs.

FROM MICRO-BUSINESS TO MULTINATIONAL

There is no such thing as a customer that is too big or too small to work with us. The organisational structure of Medi Nova allows us to meet the needs of the big company and the micro-business in the livestock sector. We meet every challenge with enthusiasm, responsiveness and effectiveness.

TRAINING AND ADVICE

The livestock sector is vast and continuously evolving. Our technicians are also available to support you with targeted advice or to undertake training courses. They will help to clarify the technical and practical aspects of your work.

AN E-COMMERCE DEDICATED TO YOU

To complete our range of services and keep up with the times, we have developed an online store. It is a reliable, transparent and intuitive platform to enable anyone to order the products required for livestock management.



SOCIAL RESPONSIBILITY

ONE HEADQUARTERS FOCUSED ON ENVIRONMENTAL SUSTAINABILITY

Medi Nova inaugurated its new headquarters in 2016, with the intent of giving an unmistakable sign of its commitment to environmental impact issues.

The design used the most advanced solutions and materials to minimise the ecological footprint.

Thanks to a modern photovoltaic system, also used for heating, the building does not require fossil and gaseous fuels. All this, together with appropriate constructive measures, contributes to high environmental performance.





SOCIAL RESPONSIBILITY

HUMAN RESOURCE DEVELOPMENT

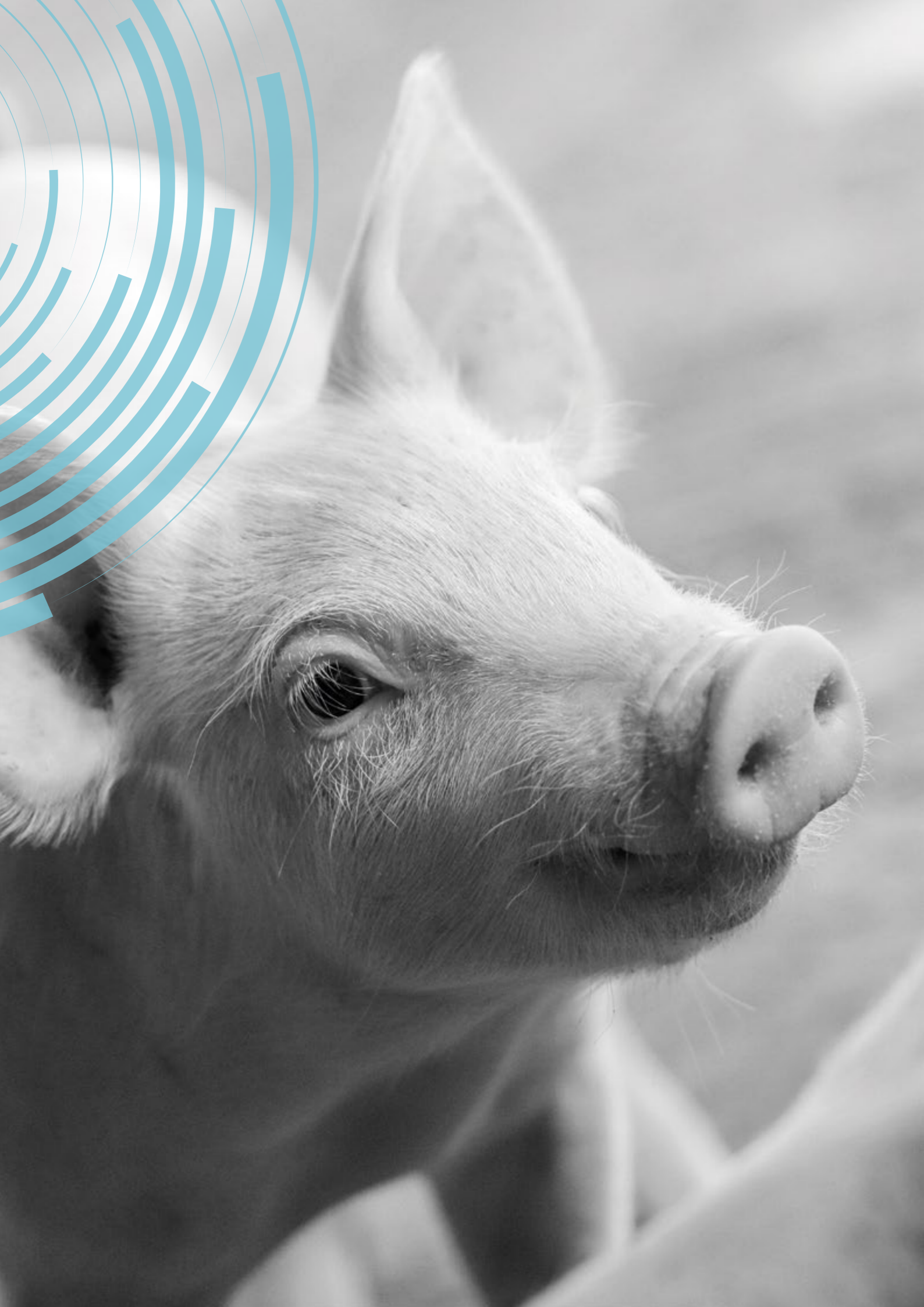
Put human resources first and enhance relations between all the professionals who revolve around the business world: collaborators, customers, suppliers. It is a vision that has guided our way since the beginning. With the construction of the new headquarters, our commitment has taken on a solid and tangible shape.

The architecture creates large **bright spaces, designed to restore a sense of wellbeing and total comfort** to both the visitor for a short time and the employee who spends several hours there. To protect everyone's health, we have also chosen to adopt anti-seismic standards that are more restrictive than those required by law.

In addition to the environment, the working relationship is goal-oriented, bearing in mind individual needs. The company is like a close-knit team **that values the contribution of each resource in the constant quest to raise the quality standards to the highest levels.**



MEDI NOVA. ONE PARTNER FOR EVERY NEED.



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