



Making the Animal Care World a Better Place



A Unique Direct Sales & Service Opportunity

OPPORTUNITY

Would you like to experience the joy, fun and excitement of working with animals in the 80 billion dollar a year Animal Care Industry?

ProVetLogic has developed Educational Support Programs and Product Solutions unequalled in the Animal Care Industry. Our products and programs will allow you to supply and service virtually every type of professional animal care provider, including:

PROVETLOGIC TARGET CUSTOMERS	*TOTAL IN THE U.S.
Veterinarians	Over 108,000
Boarding Kennels & Groomers	Over 100,000
Animal Shelters	Over 3,500
Accredited Zoos & Aquariums	Over 200
Retail Pet Stores	Over 13,000

As well as:

Equine Hospitals & Stables	Veterinary Medical Schools
Law Enforcement K9	Military K9
Research Facilities	Canine Training Facilities
Commercial Carpet Cleaners	Commercial Restoration Companies

“When we made the switch to ProVetLogic we saw immediate results in the overall cleanliness of our shelter areas. Since switching to ProvetLogic we have noticed a decrease in the amount of illness in our building and the severity of the illnesses. We have also noticed that our dogs that were sensitive to our previous cleaner no longer have the skin irritation or sore paws”

Katie Trennepohl, Director of Operations / Humane Society for Hamilton County, IN

Notable ProVetLogic Customers

- Atlanta Humane Society
- Nashville Zoo
- ATF Canine Training Facility
- University of Tennessee
- Rood & Riddle Equine Hospital
- Birmingham (AL) Zoo
- VCA Bay Area
- University of Kentucky
- Chicago PD Canine Division
- Mobile County (AL) Animal Control
- New Beginnings K9
- Flint River Animal Hospital
- Beardsley Connecticut Zoo
- Cedar Bend (IA) Humane Society
- St. Petersburg (FL) College
- Hampton Cove Animal Hospital
- Lees Summit Animal Control
- Dallas Zoo
- Great Falls (MT) Animal Shelter



COMPANY

It is often said that no two companies are alike. This is especially true when comparing **ProVetLogic** to the other manufacturers and suppliers to the Professional Animal Care Industry. **ProVetLogic** is dedicated to the **health and welfare of all animal species**, to the **safety of those who care for animals** and to finding the **best alternatives for protecting the environment**.



What makes ProVetLogic different from the competition?

- 1. Multispecies approach to product chemistry:** Many of the cleaner disinfectants that are available to the animal care industry offer minimal animal infectious agent kill claims. Our **E.P.A. Registered Animal Facility Disinfectant** is truly a multispecies solution, providing single use applications for dogs, cats, horses, hoof stock, birds and reptiles.
- 2. Finding the right solution for the situation:** Disinfectants, bleach and most standard cleaners do not have the inherent chemical ability to breakdown disease and odor causing organic matter. As a result, biofilm can develop on virtually any surface creating an environment for recurring illness. We help the animal care provider select the right solution for the particular concern, task and/or situation.
- 3. ZONE approach to protocol development and implementation:** ProVetLogic technicians are trained to help animal care professionals develop and implement effective disease prevention and odor control protocols focusing on specific species, areas and facility requirements.
- 4. Educational support:** As a **Licensed Veterinary Medical Continuing Education Provider** we can offer animal care professionals a variety of educational support options including on-line courses, on-line Q&A support, training manuals and onsite staff **"Clean & Learns"**.
- 5. Environmental awareness:** Our goal is to minimize the impact on the environment by offering product selections and techniques designed to reduce the amount of harmful chemicals that can enter the environment through the cleaning process.
- 6. Giving back:** Whether through national support of the **Species Survival Plan** or through our local **S.T.A.R. (Stand Together and Rescue) Program**, which provides financial support to local shelters for food, maintenance supplies and medical expenses, ProVetLogic and our Partners throughout the country our proud to support a wide variety of animal charities.

On June 1, 2009 Colleen and Larry Shively started ProVetLogic in a small two room office in downtown Scottsboro, Alabama. The first objective was to develop educational programs with an emphasis on **"Disease Prevention & Odor Control"** in the animal care environment.

To our amazement, we discovered that there were virtually no approved online courses dealing with the basic cleaning and disinfecting of animal care facilities. So, with the help of our friend and business partner John Langlois, we started the process of writing online educational programs and in a few short months became the first and still today one of, if not the only Licensed Veterinary Medical Continuing Education Provider focusing on disease prevention and odor control in the animal care environment.

From there we developed and now offer a full line of branded chemical solutions, tools, supplies and equipment to compliment our cleaning protocols.

Today, ProVetLogic is one of the fastest growing companies in the animal care industry and hope that you join us in our mission in **"Making the Animal care World a Better Place"**.



INDUSTRY

Annual turnover in the Professional Animal Care Industry is 25% to 30% and the cost of training a new hire employee can range from \$4,000.00 to over \$6,000.00!

The high turnover rate in the Professional Animal Care Industry creates an economical problem for facility owners and operators. Combine this with an overall lack of knowledge in disease prevention and odor control and you have the perfect opportunity to introduce a concept that will prove both beneficial to the welfare of the animals and cost effective to the operator.

Professional animal care providers purchase product from a variety of sources including **Veterinary Medical Suppliers, Internet Based Suppliers** and **locally based Janitorial Product Suppliers**. Here are two methods of product distribution:

Traditional Distribution (or Store-To-Door Distribution)	PVL-In-The-Van Distribution
<ol style="list-style-type: none">1. Requires one representative to make the sale and the second to make the delivery (<i>and maybe a 3rd to install dispensing systems</i>).2. May take anywhere from 2 to 5 days (or longer) from placement of the order to delivery of the product.3. Usually requires that the delivery driver get a signature for the delivery, return the paperwork to the office and then the customer invoiced with terms.	<ol style="list-style-type: none">1. Requires one representative (technician) to make the sales call, the delivery and if needed, install the dispensing systems.2. The technician can deliver product on demand and upsell from their vehicle.3. The technician can take credit card payment on the spot. <i>Most privately owned animal care operators prefer to pay at the time of the order or delivery.</i>

We feel that the **PVL-In-The-Van** (route) approach to distribution is the most effective, as it improves the opportunity for the **Sales/Service Technician** to develop a mutually beneficial relationship with the buyer. A strong relationship with the buyer improves customer confidence and trust while giving the **Sales/Service Technician** the opportunity to **“Own the Closet”** (a concept that is taught during the training process).

“Since, switching to the ProVetLogic products, keepers have reported on the ease of using the foamers and how well the product removes dirt from different surfaces. With this new system in place we have been able to streamline the cleaning and disinfecting process. It also smells good! “

Christine Hoskinson, Animal Health Services / Birmingham Zoo

A UNIQUE INDUSTRY

The **Animal Care Industry** is different from most other commercial industries in how the business is operated, to how staff is trained and how vendors are paid. Here are a few unique aspects of the **Animal Care Industry**:

1. A large majority of for-profit animal care facility operators prefer to pay for product at the time of the order or delivery, as opposed to paying terms. **Great for cash flow!**
2. The **number 2** highest operating overhead expense at many animal care facilities is **“Drain Maintenance”**. We offer a product and consultation on how to reduce this expense.
3. Animal care operators have become accustomed to **“Buying Products on the Fly”**, not relying on suppliers to help them with understanding the best products to use and how to properly use them. The ProVetLogic direct service and training approach creates a wide gap between us and the competition.
4. Training staff on the basics of **“Disease Prevention & Odor Control”** was virtually nonexistent, before ProVetLogic entered the market.



PRODUCTS

From our E.P.A. Registered disinfectants, to our FDA compliant sanitary cleaning tools and specially formulated Ultra Skin Therapy Medicated Shampoo we have sourced the highest quality ingredients and materials available to create our line of products for **Animal Care Health & Hygiene**.

BRANDED SOLUTIONS

ProVetLogic Branded Solutions meet all regulatory compliance, as well as provide the necessary active ingredients to exceed the customer's expectations for disease prevention and odor control for their facility.

PROPRIETARY DISPENSING SYSTEMS

Our **Proprietary Dispensing Systems** not only offer protection from the competition, they also discourage a customer from switching vendors, while creating the foundation for upselling other products.

RETAIL PET CARE SOLUTIONS

ProVetLogic is one of the few companies that offer product solutions for both facility care and maintenance, as well as **Retail Sales**. This creates virtually endless customer and revenue opportunities!

HIGH QUALITY SANITARY CLEANING TOOLS

Manufactured with FDA compliant and autoclavable materials our **Toology Sanitary Cleaning Tools** are the highest quality and most durable cleaning tools available to the animal care industry.



PRODUCT CATEGORIES

- Animal Facility Disinfectant
- Kennel Cleaning Solution & Tools
- Equine & Large Animal Solutions
- Ultra Skin Therapy Medicated Shampoo
- Grooming & Retail Pet Shop Cleanup
- Isolation & P.P.E. Supplies
- Clean Hands Healthy Pet Hand Care Products
- Pet Dish Care Products
- Home Pet Care Solutions
- Sanitary Cleaning Tools
- Facility Cleaning Solutions
- Chemical Dispensing Systems



SERVICE

Anyone can sell a product. At **ProVetLogic** we offer solutions to problems and programs designed to help the professional animal care provider develop and implement effective, safe and economical facility maintenance protocols.



“The Greater Huntsville Humane Society has been using ProVetLogic products to clean and disinfectant our kennel, clinic and cattery since the first of this year. The product does a great job of cleaning and disinfecting and we have noticed a decrease in the amount and severity of upper respiratory infections since implementing this product here.”

Warren H. Candler, Executive Director / Huntsville Humane Society

ProVetLogic has developed a variety of **Facility Service** and **Staff Training Programs** that will separate your company from the competition, including:



ZONE Cleaning Consultation

The Sales/Technician will walk the facility and provide product ideas and solutions based on the animal species and needs of the facility and staff.



Staff Clean & Learn

Unlike traditional “Lunch & Learns”, ProVetLogic “Clean & Learns” are designed to get the staff involved through both Q&A and hands-on product demonstrations.



Online Educational Courses with Certificates of Completion

Our narrated courses teach basic product chemistries, cleaning techniques, safety techniques and hand hygiene. These courses minimize the time that the veterinarian and/or facility manager has to spend training new hire employees.



80/20 Rule Cleaning Manuals

These training manuals, which are great handouts when conducting a staff “Clean & Learn”, provide ideas and techniques for implementing effective protocols.

PRIORITY ONE SERVICE PROGRAM

The **ProVetLogic Priority One Service Program** is designed to build and maintain trust between the customer and the Sales/Service Technician, while at the same time ensure that the Sales/Service Technician is visiting and servicing the customer on a regularly scheduled basis.

The Sales/Service Technician will be able to offer the following:

- Regularly scheduled product delivery
- Dispensing system installation and service
- Dispensing system refill
- New product demonstrations
- Staff “Clean & Learns”
- Initial and ongoing consultation
- Upsell new products
- Accept product payment at the time of the delivery

“ProVetLogic offers solutions and programs designed to help you become a resource and not just a supplier”



PROGRAM

ProVetLogic is looking for motivated individuals and/or companies to join us in marketing and distributing the ProVetLogic brand of products and educational programs to the 80 billion dollar a year Animal Care Industry.

As a **Preferred ProVetLogic Dealer** you will receive the following benefits:

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|---|---|
| No contracts and/or restrictions | Special pricing and discounts |
| *Preferred regional dealer status | Participation in dealer specials & programs |
| Placement on our website Dealer Locator | Quarterly rebates |
| Access to our full line of products | and more..... |

Your initial order will include the following:

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|---|----------------------------|
| Product inventory | Prospect lists |
| Fully functional website w/shopping cart | Giveaways (Frisbees, etc.) |
| Product training, including hotel & meals | Custom Catalogs |

Additional product and service options include:

- | | |
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| Website hosting fee
(\$150.00 per month) | Website maintenance fee
(\$75.00 per hour – minimum 1 hour per month) |
|---|--|



Meet the Management Team

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