



NEW PROMAX_x

PET FOOD MANUFACTURER

Maximum Care, Longer & Healthier Life

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ABOUT US

Founded in Adana, Türkiye in 2014, Promax Pet Food specializes in producing dry food for cats and dogs to meet their nutritional needs in the best possible way. Our modern production facility, covering 11.000 m², offers nutritious products formulated to help pets live longer and healthier, adhering to high quality standards.

Leveraging our experience in international supply markets from fish farming since 1989, we provide reliable and nutritious products for pet health and happiness. Our products, which we have developed using high quality raw materials, are meticulously formulated to meet the needs of our beloved pets.



Aiming to offer the best quality products to our customers both domestically and internationally, our company continually strengthens its position in the industry with an innovative and high quality production approach. Our dry pet food production facility, located in Adana-Kozan Organized Industrial Zone, 140 km from Mersin Port and 150 km from Iskenderun Port, benefits from logistical advantages and has an annual production capacity of up to 25.000 tonnes. In addition to our 3.000 m² production area, our 6.000 m² shipping and storage area ensures that the trust and success we have gained in the domestic market are also extended to international markets. Our pet food is carefully produced to meet the expectations of clients in various countries around the world.

Together with our professional R&D team of veterinarians and nutritionists, we continue to develop products that support pets to live a healthy and happy life, and add health and taste to their food bowls.



QUALITY & PRODUCTION

We focus on a future where the longer and healthier lives of pets are achievable even if they face health issues, with the help of proper nutrition solutions.

At Promax Pet Food, we meticulously manage the journey of carefully selected raw materials through our production facility. This process reflects our commitment to quality and belief in excellence at every stage.

The raw materials that form the basis of the quality of our products go through a careful selection process. Raw materials obtained only from reliable and sustainable sources are preferred in a way that best meets the healthy nutritional needs of pets.

As a testament to our emphasis on quality, safety, environmental responsibility, and occupational health, we uphold the highest quality standards in our production processes through ISO 9001, ISO 22000, ISO 22716, ISO 14001, and ISO 45001 certifications. This is a guarantee of our commitment to always providing the best to our customers.

Our professional R&D team produces innovative solutions to develop our products by researching pets' nutritional needs. We aim to offer the best products at competitive prices, ensuring our pets enjoy healthy and happy lives.

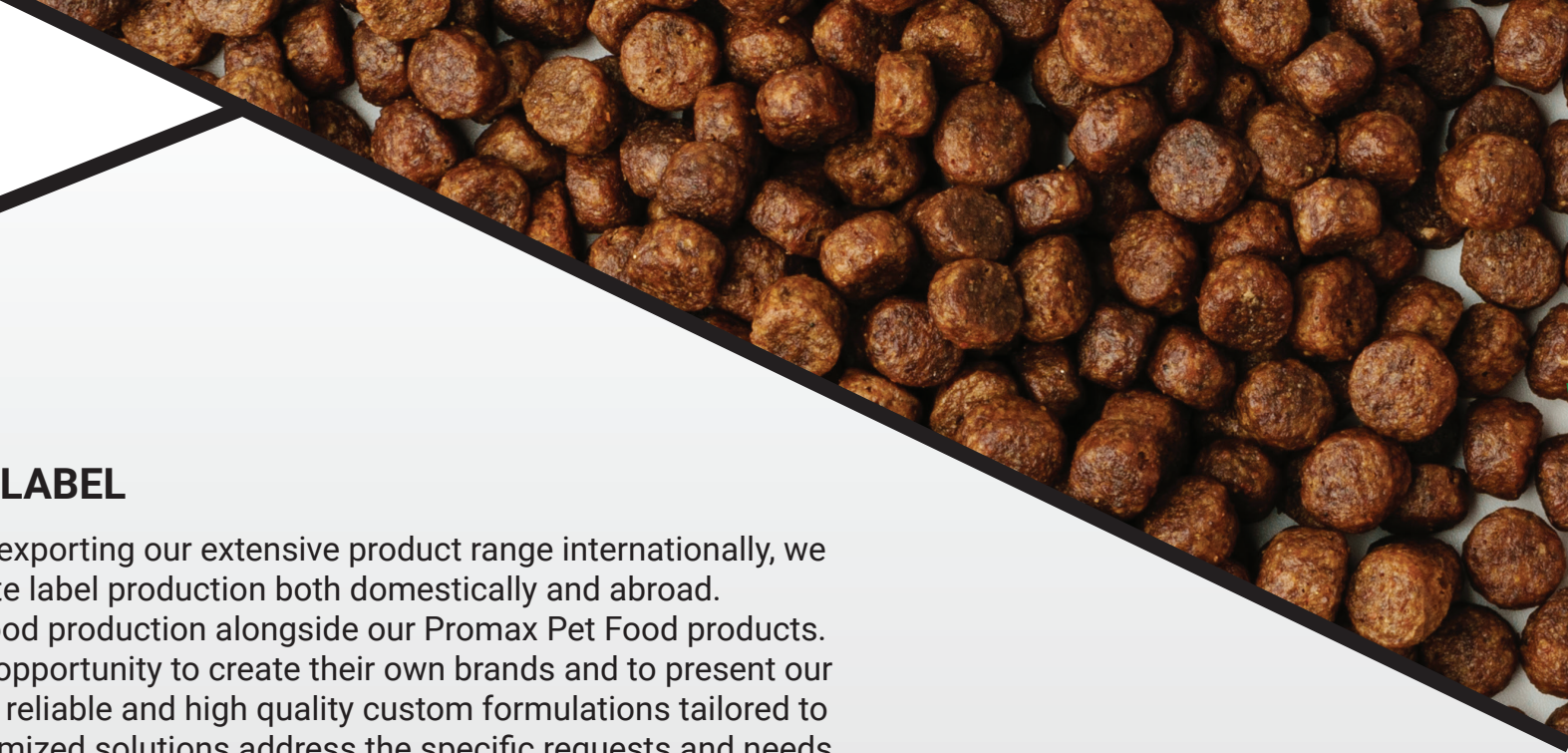


EXPORT

In our export processes, we adopt with a professional approach at every stage from logistics to customs procedures during the journey of the products starting from our production facility in Adana-Kozan Organized Industrial Zone, which is an hour and a half away from the Ports of Mersin and Iskenderun. We offer the best products and services to our business partners and pet owners in different regions by constantly expanding our international trade network with our expert team.



ADANA/KOZAN - MERSIN PORT : 140 KM
ADANA/KOZAN - ISKENDERUN PORT : 150 KM



DISTRIBUTION & PRIVATE LABEL

At Promax Pet Food, in addition to exporting our extensive product range internationally, we also offer distributorship and private label production both domestically and abroad. We specialize in private label dry food production alongside our Promax Pet Food products. We give our business partners the opportunity to create their own brands and to present our brands to their market. We develop reliable and high quality custom formulations tailored to our clients' brand needs. Our customized solutions address the specific requests and needs of our clients. Our pet food is safely delivered to clients worldwide, meeting their demands effectively.

SHIPMENT & PACKAGING

With a 6.000 m² enclosed shipping and storage area, we follow a meticulous process to ensure safe and timely delivery of orders. Our spacious enclosed shipping area allows orders to be loaded on to transport vehicles safely, unaffected by weather conditions during loading. We prioritize the preservation of our products' quality and freshness through our careful packaging choices, ensuring that our products are presented to customers in a secure and high quality manner.





We Produce with **Solar Energy** for a Sustainable Future!

Energy Efficiency in the Production Process

We attach great importance to energy efficiency when producing our cat and dog dry food. By using solar energy, we consume less fossil fuel in our production processes. In this way, we both reduce costs and our environmental impact. We constantly monitor our energy consumption by using innovative technologies and equipment to save energy.

Investing in the Future

Promax Pet Food prioritizes sustainability by using solar energy in the production of cat and dog dry food. While fulfilling our responsibility towards nature, we continue our mission to provide the best products to our pet friends. In this journey supported by solar energy, we will continue to produce solutions that benefit both pet owners and our planet. Let's walk together towards a sustainable future!

BRAND POSITIONING PYRAMID

Carefully prepared formulas,
inspired by love for pets



CAT FOOD

It is specially formulated to meet all the nutrients that cats need. This food, enriched with high-quality contents, ensures that your cat has a delicious and balanced nutritional experience.



Analytical Components

CAT FOOD	Weight	Analytical Components	
		Protein	Fat
Adult Cat	Chicken	15 / 2 Kg	%34
	Chicken & Lamb & Salmon	15 / 2 Kg	%32
	Salmon	15 / 2 Kg	%35
	Fish	2 Kg	%33
Urinary /Light & Sterilised	Chicken & Rice	15 Kg	%34
Sterilised Cat	Salmon	15 / 2 Kg	%34
Kitten	Chicken	15 / 2 Kg	%36



DOG FOOD

Each Food Elite formula contains functional ingredients to improve the quality and length of dogs life. The formula we've developed for the Food Elite Series is designed to help pets thrive by using functional ingredients with maximum efficiency, supporting overall health and strengthening the immune system.

Analytical Components				
DOG FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Dog	Lamb & Rice	15 / 3 Kg	%32	%20
	Chicken & Lamb & Salmon	15 Kg	%22	%10
	Fish & Chicken Low Grain	12 Kg	%32	%15
Small - Mini/ Light & Sterilised	Lamb & Salmon	15 Kg	%28	%11
Senior / Light & Sterilised	Chicken & Rice	15 Kg	%26	%13
Puppy	Chicken & Rice	15 / 3 Kg	%32	%20



OUR CAT AND DOG FOOD

It is specially formulated to meet all the nutrients that pet's need. This food, enriched with premium quality contents, ensures that your pet has a delicious and balanced nutritional experience.



Analytical Components				
CAT FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Cat	Chicken	15 Kg	%29	%12
	Chicken & Salmon & Lamb	15 Kg	%30	%14
	Salmon	15 Kg	%32	%14
Sterilised Cat	Salmon	15 Kg	%33	%11
	Chicken	15 Kg	%33	%11
Kitten	Chicken	15 Kg	%34	%14
DOG FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Dog	Lamb & Rice	15 Kg	%28	%18
Light & Sterilised Adult dog	Lamb & Salmon (Small/Mini)	15 Kg	%26	%14
Puppy	Lamb & Rice	15 Kg	%30	%14





CAT AND DOG FOOD

London products are formulated to meet the complete and balanced nutritional needs of cats & dogs. The London series consists of many different varieties according to the special needs of pets.



Analytical Components				
CAT FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Cat	Chicken	1,5 Kg / 5 Kg / 15 Kg	%29	%13
	Salmon	1,5 Kg / 5 Kg	%30	%13
	Chicken & Lamb & Salmon	1,5 Kg / 5 Kg / 15 Kg	%32	%13
Sterilised Cat	Salmon	1,5 Kg / 5 Kg	%33	%11
Kitten	Chicken & Anchovy	15 Kg	%34	%15
DOG FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Dog	Lamb & Rice	3 Kg / 15 Kg	%19	%10
	Lamb & Salmon	3 Kg / 15 Kg	%22	%10
	Beef	3 Kg	%25	%12
Puppy	Lamb	3 Kg	%26	%16



CAT AND DOG FOOD

Formulated in the standard segment, Vegas is made with high-quality animal proteins to deliver complete and balanced daily nutrition. It is designed to meet the essential dietary needs of pets, supporting healthy growth, sustained energy, and overall well-being.



10 Kg | 15 Kg | 20 Kg



20 Kg



2 Kg



15 Kg



15 Kg



15 Kg



Analytical Components

CAT FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Cat	Chicken	2 - 15- 20 Kg	%26	%10
	Chicken	10 Kg	%27	%10
	Salmon	20 Kg	%28	%11

DOG FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Dog	Lamb & Rice	15 Kg	%23	%12
	Beef	15 Kg	%22	%11
Puppy	Lamb & Salmon	15 Kg	%26	%18

CAT AND DOG FOOD

It has been specially formulated by nutritionists to provide all the nutrients needed for cats and dogs to live a healthy and happy life and to meet their special needs.



Analytical Components				
CAT FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Cat	Chicken	2 Kg	%27	%10
	Chicken & Lamb & Salmon	2 Kg	%27	%10
Sterilised Cat	Salmon	2 Kg	%30	%10
Kitten	Lamb	2 Kg	%34	%16
DOG FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Dog	Lamb	3 Kg	%21	%10
	Salmon	3 Kg	%21	%10
	Beef	3 Kg	%22	%10
Puppy	Lamb & Rice	3 Kg	%26	%18
DOG FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Dog	Chicken	15 Kg	%19	%9
	Lamb	15 Kg	%21	%10
	Salmon	15 Kg	%21	%10
CAT FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Cat	Chicken	15 Kg	%27	%10
	Salmon	15 Kg	%27	%10
	Chicken & Lamb & Salmon	15 Kg	%27	%10



OUR CAT FOOD

The wide range of high quality products makes Petcoin one of the most preferred brands in its segment, both locally and internationally.



15 Kg

15 Kg

7 Kg | 15 Kg

15 Kg



1,5 Kg

1,5 Kg

1,5 Kg

1,5 Kg

Analytical Components

CAT FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Cat	Chicken	1,5 Kg / 7 Kg / 15 Kg	%27	%10
	Chicken & Salmon & Lamb	1,5 Kg / 15 Kg	%28	%11
	Salmon	1,5 Kg	%28	%11
Sterilised Cat	Salmon	15 Kg	%30	%12
Kitten	Chicken	1,5 Kg / 15 Kg	%32	%14



OUR DOG FOOD

The wide range of high quality products makes Petcoin one of the most preferred brands in its segment, both locally and internationally.



15 Kg

15 Kg

15 Kg

15 Kg



3 Kg

3 Kg

3 Kg

3 Kg

Analytical Components

DOG FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Dog	Chicken	15 Kg	%20	%10
	Lamb & Rice	3 Kg / 15 Kg	%22	%10
	Beef	3 Kg / 15 Kg	%23	%11
	Salmon	3 Kg	%22	%10
Puppy	Lamb & Rice	15 Kg	%30	%14
	Lamb & Rice	3 Kg	%30	%14

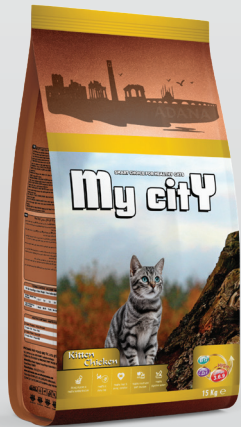


CAT AND DOG FOOD

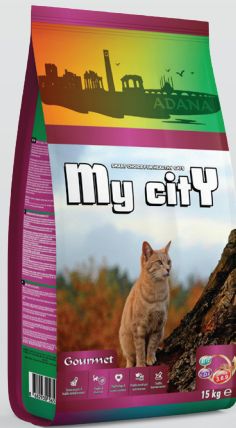
Contains high quality animal proteins. It is a complete and balanced food produced to meet daily nutritional needs.



15 Kg



15 Kg



15 Kg



15 Kg

Analytical Components				
CAT FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Cat	Chicken	15 Kg	%25	%10
	Chicken & Lamb & Salmon	15 Kg	%25	%10
Kitten	Chicken	15 Kg	%29	%12
DOG FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Dog	Beef	15 Kg	%17	%9



New Food

CAT AND DOG FOOD

New Food provides a complete and balanced diet formulated by our experts for the daily nutritional needs of cats and dogs.



15 | 20 Kg



15 Kg

15 Kg

15 Kg

20 Kg



20 Kg

15 Kg

Analytical Components

CAT FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Cat	Chicken	15 / 20 Kg	%25	%10
	Chicken	20 Kg	%24	%10
	Fish	15 / 20 Kg	%25	%10
	Chicken & Beef & Salmon	15 / 20 Kg	%25	%10
Sterilised	Lamb	15 / 20 Kg	%28	%11
Kitten	Chicken	15 / 20 Kg	%29	%12
DOG FOOD		Weight	Analytical Components	
			Protein	Fat
Adult Dog	Beef	15 Kg	%18	%9
	Lamb & Rice	20 Kg	%17	%9





10 L

Baby Powder Scented



10 L

Activated Carbon



10 L

Lavender Scented



Granule Size
0,6 - 2,38 mm



10 L

Marseille Soap Scented



10 L

Coffee Scented



10L

SUPER MIX



10 L

Unscented



CLUMPING BENTONITE CAT LITTER SPECIFICATIONS

GRANULE SIZE	0,6 mm-2,38 mm
Moisture	8-10 %
Westinhouse	280 % min.
Absorbtion Feature	18-22 ml 2/gr
White Colour (HLab)	88-92 %
pH	8,8-10 pH
Density	870-890 gr/L
Colour	White
CLUMPING	Standard
Clumping Weight (20 ml water)	55-65 gr
Clump Diameter	3,5-4,5 cm
Clump Thickness	3,5-4,5 cm
Clump Shape	Oval
Clump Colour	Beige
Clump Consistency	5

Cat & Dog Food Bags Packing & Pallets Stacking

Piece/ Kg	Pieces/ Cartons	Carton / Pallet	Total Pieces / Pallet	Pallet / 20" Container	Pallet / 40" Container	Pallet / Truck
1,5 Kg	12	40	480	10	21	24
2 Kg	10	40	400	10	21	24
3 Kg	7	40	280	10	21	24
5 Kg	200			10	21	24
7 Kg	150			10	21	24
10 Kg	105			10	21	24
12 Kg	90			10	21	24
15 Kg	70-75			10	21	24
20 Kg	60			10	21	24

*Pallet size is standard. (100 cm x 120 cm)

Cat Litter Bags Packaging and Pallet Stacking

LOADING CAPACITY			
Transport	Pcs/Pallet	Pallet	Pcs/Pallet
Truck	125	24 palet	3.000
20 ft Container	125	20 palet	2.500
40 ft Container	125	24 palet	3.000

*80x120 cm Euro pallet is used



PROMAX_x
PET FOOD MANUFACTURER

**Food
elite**

PET COIN^{PLUS}

London Vegas

Happy Feed[®]

PET COIN^{SMART CHOICE FOR HEALTHY DOGS}

My citY[®]

New Food[®]

MaXxlit^{Clumping Cat Litter}

PROMAX PET FOOD

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