

For Immediate Release:
Lynn Loken, Activon President
Phone: 970-667-3477
Fax: 970-669-8613
Email: loken@activon.com

EfferSan, the Ultimate Multi-purpose Disinfectant and Sanitizer For Cattle Operations

(Beaver Dam, Wis.)—For the cattle industry, maintaining a healthy and sanitary environment is crucial in sustaining a prosperous operation. As the industry advances, there is growing awareness of bio-security issues and the need for precautionary steps to assist beef producers.

Activon, Inc. is aware of these rising concerns and proudly announces a new EPA-accepted disinfectant status for EfferSan. EfferSan is one of the most advanced, effective, economical and versatile disinfecting and sanitizing agents available to the cattle industry.

The multi-purpose sanitizing tablet is designed for use in cattle facilities and barns. EfferSan contains *hypochlorous acid*, which penetrates cell walls and deactivates an organism's primary energy-producing functions. When dissolved in water, it creates a mild, skin-friendly solution that eliminates and destroys a broad range of bacteria, even highly resistant strains.

EfferSan effectively disinfects in five minutes against *Pseudomonas aeruginosa*, *Staphylococcus aureus*, and *Salmonella enterica*, and will sanitize in one minute against *Salmonella typhi* on pre-cleaned, hard, nonporous surfaces.

“EfferSan provides cattle producers with confidence, convenience and control, and is now EPA-labeled as a disinfectant,” said Lynn Loken, president of Activon. “Recent studies have indicated that implementing bio-security boot rinses in all cattle facilities means a broad adaptation for EfferSan throughout the animal production industry.”

While many sanitizing chemicals are harsh on skin and surfaces, EfferSan solution has a near-neutral pH level that reduces irritation. The small four-gram tablet allows easy mixing, handling and storage. The tablets have a non-hazardous DOT rating and a three-year shelf life.

EfferSan is easy to apply and use with no rinsing required after application. Additionally, EfferSan controls odors while leaving no unpleasant odors or harsh residues, added Loken.

As bio-security heightens within animal production operations, EfferSan provides cattle producers with a reliable, beneficial multi-purpose sanitizer that eliminates germs and odors, and meets EPA regulations.

To learn more about EfferSan and its capabilities, visit www.effersan.biz.

###