

## Business Club Australia: Australian Member Profile

### Interpath Pty Ltd (Victoria)

Veterinary products manufacturer, Interpath Pty Ltd from Ballarat in Victoria, has enjoyed export success as a direct result of the Business Club Australia member matching service.

Interpath Company Director, Corina Bright says the initial pro-active approach from Rugby Business Club Australia had caught her company by surprise.

“At the time Interpath were concentrating of developing export opportunities in the Netherlands and we had not even considered Ireland as a possible new market. We were delighted with the opportunity to meet the Irish company, Dugan Veterinary Supplies within the Rugby Business Club Australia hospitality program, Mrs Bright said.

“It allowed both companies to discuss our mutual business aspirations in a more relaxed atmosphere. Apart from our common interest in Rugby there was also numerous business synergies. Our first export sale to Dugan came just three months later and the Irish company continues to be a valued customer,” she said. Interpath produce and export ‘Sasha’s Blend’ a product that helps animals battle the symptoms of osteoarthritis. It is made from marine ingredients, vitamins and minerals, and helps animals cope with stiff and sore joints arising from arthritis. Veterinarians from around the world have been unanimous in their endorsement for the product, reporting major breakthroughs in the health and wellbeing of their animals.

Corina Bright said the company’s export success was the result of many years of product development and extensive field trials.

“Our original objective was to have the Sasha’s Blend registered as a veterinary medicine and this required massive amounts of research data. We conducted trials with more than 660 dogs and continued to refine the formulation to ensure it both worked and met the appropriate regulations, Mrs Bright said.

“All these efforts paid off, and we subsequently became the first Australian company to have a natural animal product officially registered as a veterinary medicine.

Veterinary products manufacturer, Interpath Pty Ltd from **Ballarat** in Victoria, has enjoyed export success as a direct result of the Business Club Australia member matching service.

“The Ireland launch of Sasha’s Blend in June/July 2004 was very successful, with a 180% growth in Irish Sales over the past 9 months. A platform has now been laid to introduce our range of new products including an Equine joint treatment, Sasha’s Blend medicated chewable tabs and an arthritis treatment for humans. These will now be available at the conclusion of trials currently being conducted at Guelph University in Ontario,” she said.

Since being launched onto the Australian market in mid 2000, Sasha’s Blend has become the highest selling veterinary medicine animal joint treatment in Australia, outselling its nearest natural competitor by more than 10 to one.

#### Company Details:

#### **Interpath Pty Ltd**

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