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AB Vista to extend reach across Asia Pacific with Signis

AB Vista is to continue its expansion across the Asia Pacific region with the launch of Signis in three more countries: Vietnam, the Philippines and Thailand.

Signis – the world's first 'stimbiotic' product – is a feed additive that improves the gut health of poultry and swine and improves animals' resilience to challenges.

It works by stimulating and accelerating the microbiome's ability to ferment fibre efficiently, thereby improving nutrient digestibility and optimising gut function. This makes the animals more efficient, perform better and improves liveability.

What's more, using Signis helps to significantly reduce production costs – a particularly welcome benefit at a time when animal producers are having to grapple with increasing prices.

Commenting on the launch, ASPAC Technical Director, Dr Usama Aftab, said: "We are very excited to be bringing Signis to more countries, to improve the gut health and performance of even more animals.

"As animal agriculture looks to reduce or eliminate antibiotic usage, Signis can help fill that vacuum by offering an alternative nutritional strategy that ensures the right balance between animal health, performance, and feed efficiency."

Signis, which is already available in Indonesia and Malaysia, will launch in Vietnam this month – in Ho Chi Minh City on 21 September and Hanoi on 23 September – followed by the Philippines and Thailand in November.

For more information, contact AB Vista on +44(0)1672 517 650 or info@abvista.com. Follow AB Vista on Twitter: [@ABVista](https://twitter.com/ABVista).

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Notes to editor:

AB Vista is a global animal nutrition technology company offering pioneering products and technical services to the global animal feed industry. Since its establishment in 2004, AB Vista has grown to be a top-three player in feed enzymes. Working in close collaboration with academics and customers, AB Vista is committed to developing new nutritional applications based on scientific insight. This is achieved through research, nutritional expertise and the ability to analyse nutritional factors – the combination of which is referred to as “feed intelligence”. This serves to bring an improved nutritional picture to the industry. AB Vista has a portfolio of products and technical services spanning the poultry, swine, ruminant and aquaculture sectors. AB Vista is headquartered in the UK, with regional offices located in the USA, Brazil, Singapore, Spain, India, China, Germany and Finland.

AB Vista is part of AB Agri, the agricultural division of Associated British Foods, one of Europe's largest food & retail companies with a market capitalisation of £22 billion.

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