The Alpha-Vet Animal Health Ltd. as one of the first company dealing with veterinary medicines, pet foods and related equipment has been around for a long time in the Hungarian market. The company was established in 1989.

2011: Established the Alpha Investment Holding Cplc.

Alpha-Vet Animal Health Ltd. develops, manufactures and continuously improves portfolio of veterinary medicine, feed supplements, vitamins. As a result of our innovative investments, a GMP certificated veterinary pharmaceutical factory, GMP+ certificated feed supplements factory and a plant nutrition factory. Our product portfolio include:

- A wild range of veterinary medicinal products. Oral and external use, tablets as well and a new generation of medicinal premixes to mix with the forage: the more modern form of granulated fluids.
- A wild range of feed supplements. Our liquid vitamins and feed supplements fulfil all the requirements of healthy feed additives. Due to their unique composition and chelatized new active ingredients they provide solutions for novel animal health challenges.
- A wild range of plant nutrition products. These products are a natural and economical alternative to conventional fertilization and plant protection technologies.

Our detailed history dates back to 1972 the foundation of the Teaching Hospital of the University of Veterinary Sciences in Székesfehérvár.

Our wholesale activity is backed by the 12 000 sqm storehouse for pet food and equipment and 3 000 sqm medicinal products. The establishment, opened in 2011, provides a retailing service meeting today’s quality requirements.

Ownerscanbuyproductsin27retailingoutlets and we have 72,000 registered customers in our sales network.

SERVICE - HIGH QUALITY SERVICE

The high quality of Alpha Holding’s logistic services is promoted by the company group’s modern IT and business management system. We can provide punctual and quality delivery with effective inventory administration and routing. Our system is capable of dealing with unlimited number of prices for each storehouse and article, keeping records of the products within the storehouse and making balanced average priced and/or FEFO inventory. Really modern devices are used in the storehouses. The system automatically provides the storehouse attendants with work by means of wrist PDAs and ring scanners, so the workers pack the goods with both hands in an efficient and mobile way. The system provides punctual, fast and smooth storage and movement of goods. Our customers can call us 24/7, including the weekends and bank holidays. These days over 100 vans and trucks deliver the products.

PROFESSIONAL DEVOTION

Alpha Holding’s each worker is convinced that accurate trade can only be done by a company that has professional background and expertise.

As a result of this theory, the animal hospital, which is the predecessor of the company group, is still working today. In the past twenty years the animal hospital has been renovated and modernized three times to become one of the most modern and busiest animal health institutions in.

The Alpha Holding incomes attained in 2015 exceeded it the 50 million €.
Agriculture and animal husbandry have always had a great importance in Hungarian history. High quality animal husbandry cannot exist without suitable veterinary support.

According to Alpha Holding’s philosophy, we can be successful and effective if we support national agriculture with complex solutions: counselling, reasonably priced and excellent quality products. In order to protect pets we developed excellent quality preservative-free pet food, which guarantees a long, happy life for our favourite ones.

Pharmaceutics is one of the most innovative industries in the world. Alpha Holding is proud of the fact that 30% of its employees, i.e. 120 people have a university degree: there are vets, agronomists, chemical engineers and other scientists. Apart from pharmaceutics and development, our experts also do counselling for our trade customers. Alpha Holding is devoted to implementing continuous innovation in all areas. In our developments we realized an investment of 3 billion HUF mostly subsidized from tenders.

Alpha Holding can be considered to be the intellectual successor of Phylaxia Oltóanyagtermelő Rt (Phylaxia Vaccine Production Co.) founded by János Köves in 1912.

Alpha Holding has Hungarian owners, and it is the market leader in veterinary medicine and food production and distribution in Hungary. Our detailed history dates back to the foundation of the Teaching Hospital of the University of Veterinary Sciences in Székesfehérvár.

TRADITION

INNOVATION
VETERINARY PHARMACEUTICAL MANUFACTURING
Location: Babolna, Hungary
Standard: EU GMP

FEED SUPPLEMENTS MANUFACTURING
Location: Balatonfuzfo, Hungary
Standard: EU GMP+

PLANT NUTRITION MANUFACTURING
Location: Balatonfuzfo, Hungary
Standard: EU GMP
The veterinary products of Alpha Holding are made in Babolna. The plant and the licence were bought from Phylaxia in 2010.

We modernized and expanded the veterinary pharmaceutical factory in addition to updating the registry documentation of the products. As a result of our innovative investments, a GMP cerificated factory and the range of veterinary medicinal products will be extended to solutions for oral and external use, tablets as well as a new generation of medicinal premixes to mix with the forage: the more modern form of granulated fluids. Our veterinary products contain antibiotics and antiparasitic, so they are capable of preventing bacterial and parasitic infections causing serious shortfalls in animal husbandry. Our activities are in conform with the latest EU directives both in production and product development. We have the permission to distribute our products in eight EU member states.
FEED SUPPLEMENTS

Forage supplements are produced in Balatonfuzfo. Those products can be divided into two major groups. The know-how of the water-soluble vitamin products has been developed by Phylaxia based on product development and sale experiences of several decades. Alpha Holding keeps producing these products of traditionally high quality.

The product group containing humic acid is able to decrease forage use, improve general immune conditions and consolidate special toxic materials as well as positively affect a lot of physiological processes.

The usefulness of the humic acidic products and the customers’ satisfaction is clearly expressed by the Animal Husbandry Prize received at the National Agricultural and Food Industry Exhibition of 2011| 2015

HUMIC ACID BASED FEED SUPPLEMENTS

Intensive agriculture has caused continuous micro-nutrient deficiency in soils and field crops. Scientific publications and human medical results are destined to make natural humic substances relevant ingredients for "alternative veterinary medicinal products" in the near future. Natural humic substances are complex and multifunctional natural ingredients without side effects and harmful residues. Their importance - as immune system stimulators, antiviral molecules, detoxification agent and organic chelates improving mineral uptake - focus the attention on these molecules.

Our products are the result of several years of research and technology development. The raw material of our products is of Hungarian origin which is medical quality source of natural humic substances. The quality and production of our products are ensured by ISO 9002 and HACCP system.
PLANT NUTRITION MANUFACTURING

Alpha Holding’s plant nutritional supplements contain only natural components and have ecological certification. The expected production results can be enhanced with their use. They promote production efficiency and environmentally friendly features as well as the use of chemicals can be reduced.

The plant nutrition portfolio are produced in Alpha-Vet Animal Health Ltd.’s in Balatonfuzfo. Our plant nutrition products are a natural and economical alternative to conventional fertilization and plant protection technologies. During the development by using innovative chemical solutions we achieved that the solution contains an organic complex of nutrients in an amount which up to now non of the known products could reach. With the use of our products we can achieve less pesticide residues, thus reducing the risk of these in the foo chain. Our goal is, to reduce pesticide and fertilizer expenses by product substitution, in this way production os crops can be more economical and healthy.

Alpha-Vet Animal Health Ltd.’s plant nutrition supplement products contain only natural components and have ecological certifications. The use of these products in many instances can increase the expected yield. Production efficiency and environmentally friendly attributes are facilitated, the use of typical chemicals are in turn can be decreased.
WHOLESALE

VET PHARMACEUTICAL
VET MEDICAL EQUIPMENTS
ANIMAL HUSBANDRY EQUIPMENTS
FEED SUPPLEMENTS
PLANT NUTRITION
PET FOOD & ACCESORIES

RETAIL

VET PHARMACEUTICAL
PET FOOD & ACCESORIES
FEED SUPPLEMENTS
PLANT NUTRITION
Our customers can buy any veterinary medicinal and forage supplementing product, having a certification in Hungary, from us. Apart from the global companies, we sell both national and foreign products. The backbone of the portfolio of veterinary medicine and forage supplements containing over 5,000 units comprises about 500 products of our own and are exclusively represented by us.

DEVICES AND EQUIPMENT FOR ANIMAL HUSBANDRY

Our industrial branch ANITECH provides Hungarian animal keepers with devices and equipment for animal husbandry. Both businesspeople of small enterprises and big farms of animal husbandry can find the suitable products in our stores of animal husbandry offering 15,000 different articles. We have more and more references with selling complex animal husbandry farm technologies and implementing investments by means of our experts.

VETERINARY MEDICINAL PRODUCTS

Apart from veterinary medicinal products, we sell tools of animal health and animal husbandry. Our industrial branch VETTECH provides vets with modern products with a good price to value ratio. Vets can find a wide range of tools here from simple hand tools to the most complicated diagnostic devices.
Alpha Holding has developed its own dog and cat foods based on its 20-year experience in pet feeding. Thus, we can provide our customers with high quality superpremium pet foods, meeting the requirements for the best products regarding physical features and components, at reasonable prices.

Pet owners can buy products in 27 retailing outlets and we have 72,000 registered customers in our sales network.

OUR PET FOOD

We can provide our customers with high quality superpremium pet foods, meeting the requirements for the best products regarding physical features and components, at reasonable prices.

The balanced proportion of the main components does not only care for the health and fitness of your pet, but also inevitable for the great flavour. Thus, providing the best flavour played a key role during the research. Our own products are manufactured without genetic modification, the meats always come from healthy substances and are even suitable for human consumption. Our forages do not contain artificial preservatives and colouring.

PET FOOD WHOLESALE

The pet food branch of Alpha Holding sells food and equipment for your pets. We have a great variety of goods both for retailers and end-users.

Our wholesale activity is backed by the 6000 sqm storehouse for pet food and equipment, in which 1 billion HUF were invested. The establishment, opened in 2011, provides a retailing service meeting today’s quality requirements. 10 sales representatives keep contact directly with retailers and animal keepers all over Hungary.
Our stores are typically 100-200 sqm big, but there are several ones over 500 sqm. ALPHAZOO is the first Hungarian-owned chain that sells pet food and equipment in a franchise system. In our stores you can buy anything an owner and a pet might need. Our primary aim is to open an ALPHAZOO partner store in each town having a population of over 20,000 people. This effort of ours was honoured with the prize ‘The Most Dynamically Developing Franchise of the Year’ in 2012 by the Hungarian Franchise Association.

Our retailing sales network works in ALPHAZOO franchise system. As a market leader in Hungary’s pet food sales, we believe that retailing companies can benefit from our experience and knowledge. We established ALPHAZOO pet food retail chain to assist national pet food stores. Not only pet food stores, but others can join ALPHAZOO franchise. You can join if you think that ALPHAZOO’s standardized products, sales culture, trainings and robust marketing can make your enterprise work more effectively.
TAKING SOCIAL RESPONSIBILITY

We are devoted to helping animals in trouble. Alpha Helping Hand Animal Hospital Foundation finds new owners for almost one thousand stray dogs every year, in cooperation with several local governments.
Milestones in the way toward our success

THIS IS HOW IT BEGUN

The Alpha-Vet Animal Health Ltd. as one of the first company dealing with veterinary medicines, pet foods and related equipment has been around for a long time in the Hungarian market. In 1972 which is eventually the institution year of the Animal Hospital of Szekesfehervar, the biggest animal hospital of Hungary.

In 1990 the University of Veterinary Science Practitioner Clinic Ltd. was established with the contribution of University of Veterinary Science.

1989: Established the Alpha-Vet Animal Health Ltd.

Between 1992 and 1995 the company had gone through several organizational changes: besides the typical services of an animal hospital the company’s operational portfolio has expanded with commercial activities and significant market penetration was achieved in the field of veterinary medicine.

1997: The Alpha-Vet Ltd. has opened own pet food wholesale in Budapest.

1997: The veterinary division and the pet wholesale division launched the Alpha-Vet and Alpha-Pet News, which is actually the information sharing newspaper of Alpha-Vet Animal Health Ltd. The purpose of the news was to inform our customers continuously and properly, which is a vital aspect of ours.

IF A COMPANY STARTS UP

1998: Our company became a market leader in the field of veterinary products, pet foods and supplements. The company was awarded the exclusive right to distribute Eukanuba-Iams products in Hungary.

1999: The company has established marketing department and graphic studio. We issued a professional book every year, which is written by one of our vet colleague with the purpose of retaining and sustaining the professional values and improvements. To support the faster and smoother services we opened a pharmacy in Debrecen and Sarvar.

2000: We modernized our Animal Hospital again, and we established a modern laboratory in order to provide wider range of services to our clients, customers, and vets. As a further sign of our growth, we opened a wholesale in Budapest but in a new location. This department is the biggest pet food and equipment wholesale and store in Hungary, which has the name of ALPHAZOO Budapest.

2001: The veterinary medicine business became the exclusive distributor of Norbrook products in Hungary. To support the smooth and complete transition of the east part of the country the company was expanded with an additional operation in Bekescsaba.

During the spring of 2002 we opened the most outstanding veterinary medicine and pet center of the Trans-Tiszanian region in Debrecen. This store came into existence for the purpose of serving the provision the eastern region, acting as logistic center there.

2004: A modern pet food store was established with 2000 m2 area in Szekesfehervar, which basically serves the growing product provision in the Transdanubia.

2006: A new pet pharmacy was opened in Budapest, in the building of Szent Istvan University Veterinary Faculty. The graphic studio was also modernized by an additional up-to-date digital printing machine.

2007: In Budapest a new hall was built with 1800m2 area, while in Bekescsaba space expansion occurred, reaching the 450 m2 area with modernization to serve our clients. Finally, our stock in Debrecen was improved by a 600 m2 area store hall in order to serve our clients faster and more efficiently.
2008: In several improvements were made in Szekesfehervar. First, through the site expansion the area of medicine store reached 2500 m², where according to the actual requirements a well-equipped facility supports the operations, while on the other hand a new cold store-house (+8–+15 °C) with the area of 190 m², and a refrigerant store-house (+2–+8 °C) with the area of 30 m² were made. These stores satisfy the need for storing wider product ranges. The pet food shop was also expanded by additional 200 m². Considering all these improvements done during the years, we could bravely state, that in Szekesfehervar there is one of the most relevant and biggest pet food and equipment store in Hungary, with almost 1000 m² space.

2008: The Alpha-Vet Animal Health Ltd. and the Phylaxia 1912. Holding Nyrt. have together established the Phylaxia Pharma Zrt., which is actually a joint venture producing and distributing vitamins and other products. We are proud that we have the exclusive right to distribute the well-known products of this historical Hungarian medicine producer Ltd. The exclusive right of distribution covers the Hungarian and export veterinary medicine markets.

2008: the Alpha-Vet Animal Health Ltd. became the majority owner of Kaspi Pet Food Ltd, procreating an associated company.

2008: The Alpha-Vet Animal Health Ltd. acquired the Organit Manufacturer and Commercial Ltd., which unique, top quality, humic acid bearing products are getting well-known and widely applied in fields of animal foddering. Their activities in the field of animal foddering additives were launched 7 years ago, and they are amongst the market segment leaders worldwide.

2009: We were awarded the exclusive distribution right of numerous EU company, acting as a local distributor of companies such as: Kon-Pharma (Germany) and Huvecpharma (Belgium).

2009: We established ALPHAZOO pet food retail chain to assist national pet food stores.

2010: Alpha-Vet Animal Health Ltd. created an own, pharmaceutical factory in Babolna. Our investment was driven by the aspiration to be able to maintain and support the Hungarian veterinary medicine service. Initiating the medicine registering reflects our professional commitment and our belief in the Hungarian knowledge-based industry and in its development. The pharmaceutical industry has one of the greatest added value in its potential in the business life, with constant and innovative research and development activities.

The company has won two times the Soliditet „AAA“ award in 2011 and 2012. The Soliditet „AAA“. The Soliditet „AAA“ Award recognises companies who have succeeded in maintaining the highest credit worthiness classification over a 20-year period.

2011. The usefulness of the humic acidic products and the customers’ satisfaction is clearly expressed by the Animal Husbandry Prize received at the National Agricultural and Food Industry Exhibition of 2011.


2012: The Alpha-Vet Animal Health Ltd. became the owner of Petfarmvet Ltd. The Alpha-Vet Animal Health Ltd. set up the Anitech. Our industrial branch ANITECH provides Hungarian animal keepers with devices and equipment for animal husbandry.
2012: As a result of our innovative process the Directorate for Research, Development and Registration. Our activities are in conform with the latest EU directives both in production and product development. Our veterinary products contain antibiotics and antiparasitic, so they are capable of preventing bacterial and parasitic infections causing serious shortfalls in animal husbandry.

2013: The Alpha-Vet Ltd. Pet division has started to our brand new eco, premium, superpremium pet food product development.

2013. The Alpha-Vet Animal Health Ltd. set up the Vettech. Apart from veterinary medicinal products, we sell tools of animal health and animal husbandry. Our industrial branch VETTECH provides vets with modern products with a good price to value ratio.

2013. The Alpha-Vet Animal Health Ltd. became the owner of Invet Ltd. The Alpha-Vet Animal Health Ltd. became the biggest hungarian veterinary medicine and pet food distributor in Hungary.

2014: The Alpha-Vet Ltd. has started the pharmaceutical production in Babolna. Our investments cost is more than 10 million EUR. At the opening ceremony attended by Viktor Orban, the hungarian Prime Minister.

2015: The Alpha-Vet Ltd has started the plant nutrition production in Balatonfuzfo. Our primary goal is to provide our products at the domestic market. Which product is cheaper than the import but as good as well.