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TechMix Global Hires Laurens van Gilse

Stewart, MN – TechMix Global has hired Laurens van Gilse to support sales efforts and distributor relations in the EU region. Significant international business growth has spurred the need for additional staffing. Not only has TechMix built relationships with distributors in a number of new countries, but they have also further developed their product line. In addition to the staple Fresh Cow YMCP that has been an international hit, TechMix has brought other domestically accepted products such as Bovine BlueLite Pellets, BlueLite Replenish M, and Rumen Yeast Caps, global. Mr. van Gilse, a graduate from Groenhorst College Barneveld, Netherlands, has an MBO level degree focused on dairy farming and livestock management. Post-graduate training includes significant technical training in artificial insemination, hoof trimming, milking parlors and equipment and van Gilse holds certificates in each discipline.

“The addition of Laurens to the TechMix international team will help us serve customers more efficiently and with another level of expertise. Laurens’s knowledge of the dairy industry and animal physiology will be of tremendous value to dairy farmers across the region”, says David Muysson, TechMix Global COO and International Director.

Training on parlor equipment and management by van Gilse has spread across the EU from Ireland to Italy as well as to Australia. His on-farm experience will be key as he begins to visit various customers across Europe. Van Gilse’s fluency in multiple languages will help him understand the challenges of the EU dairy farmer and effectively communicate and advise on solutions.



For more information, visit: <http://www.techmixglobal.com>

About TechMix Global: Since 1983, TechMix has been manufacturing and marketing BlueLite®, the most recognized brand in animal hydration. It is often recognized as “Gatorade for animals.” TechMix innovates with dairy and cattle producers, veterinarians, nutritionists and universities around the world to provide the best hydration products to protect animals and producer investments. The TechMix product dairy and cattle product lineup includes Bovine BlueLite®, YMCP®, and Restart® products and helps dairy and beef producers manage bovine stress events from birth to transport by providing the right hydration and nutrients at the right time. TechMix Global is redefining hydration to keep cattle drinking, eating and producing.