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I'Anson Brothers Ltd Celebrates Queen's Award for Enterprise

I'Anson Brothers, manufacturers of the British Horse Feeds range is celebrating the most prestigious corporate accolade in its 108 year history, having won a 2008 Queen's Award for Enterprise in the Innovation category.

The family business is well known throughout the equestrian world for producing Speedi-Beet, Fibre-Beet, Natural Country Cubes and Natural Country Mix.

The award recognises the development of the revolutionary quick-soaking sugar beet feed Speedi-Beet, which has become a market leader in the equine feed sector.

The patented process used to produce Speedi-Beet was developed by I'Anson Brothers and turns sugar beet into a convenient quick-soak flake, which can absorb up to five times its weight of water in under 10 minutes. It is one of the most recent innovations from a company that prides itself on high quality, feedstuffs supplied to livestock owners.

Speedi-Beet is the only sugar beet feed to be awarded the seal of approval by the Laminitis Trust, thanks to its low starch and high fibre content.

The award was presented to Sales Director Will I'Anson at a Winner's Celebration at the Gladstone Library in Whitehall, London.

Said Director Will I'Anson: "We are delighted to receive the Queen's Award and we will be extremely proud to display the Emblem which will add further prestige to the company as we expand worldwide.

"It is a very proud achievement for the I'Anson family and I would like to thank everyone who has contributed towards our success including our loyal and hard working employees.

"The development and promotion of Speedi-Beet has been a real team effort with everyone from our own staff to suppliers and marketing professionals all playing a part in the products success."

The Queen's Award Emblem now joins the high profile logos and awards already displayed on I'Anson literature, adding further credibility to the company's excellent quality products and focus on customer service.



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INNOVATION
2008

For more information contact I'Anson Brothers Ltd on 01765 689332 or visit www.ianson.co.uk

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