



PRESS RELEASE

Norbrook® Launches Cefenil® RTU (ceftiofur hydrochloride), First Ready-to-Use Generic Injectable for Cattle and Swine

OVERLAND PARK, KS (May, 2020) – Now more than ever livestock farmers are looking for ways to reduce input costs, while still maintaining animal health and productivity. To help, Norbrook, Inc. has launched Cefenil® RTU – the industry’s first ready-to-use, veterinary-prescription, generic ceftiofur hydrochloride injectable. It’s a quality, affordable way to treat common diseases like swine bacterial respiratory disease and foot rot, bovine respiratory disease and metritis in cattle.

“Farmers and ranchers want to do the right thing for their animal,” says Bruce Brinkmeyer, Product Manager, Norbrook. “Cefenil RTU provides them and their herds with the same effective treatment as other ceftiofur hydrochloride injectables on the market at a better value.”

In addition to being an effective and great value compared to the pioneer product, Cefenil RTU was designed to be easy to use – with the formulation and how it’s used.

“From a herd management perspective, Cefenil fits in well with existing protocols,” says Dr. Eric Moore, Director of Technical Services, Norbrook. “This is another value tool in their toolbox to fight disease.”

Cefenil RTU is available in 100 mL and 250 mL vials and will be available in June.

About Norbrook

Established in 1969 by the late Lord Ballyedmond, Norbrook is one of world’s largest manufacturers of veterinary sterile injectables as well as companion animal and livestock private-label brands in the U.S. Norbrook manufactures many of its own active pharmaceutical ingredients (APIs), ensuring quality and control over costs. With 50 years of experience delivering trusted, quality brands for its customers, it continues to drive the business forward by re-investing in its infrastructure and new product development. For more information about Norbrook brands, visit www.norbrook.com.

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