

FOR IMMEDIATE RELEASE

Scott Sorrell, Balchem Corporation
(845) 326-5603/ ssorrell@balchemcorp.com



Balchem Launches PetShure Product Line

offering unique nutrients and processing additives to the pet food industry

New Hampton, New York (April 10, 2017) – Balchem Corporation (NASDAQ: BCPC), a global health and wellness company, introduced a new line of specialty nutrients and unique processing additives developed for the pet food market during the recent PetFood Forum held in Kansas City, MO.

Balchem has combined global leadership in choline and precision release nutrient production, with a deep understanding of the food ingredient business to develop these unique products for the pet food industry. The new PetShure line currently includes eight products.

Choline

70% Choline Chloride Non-grain, non-GMO

98% Choline Bitartrate

97% Choline Chloride

pH Control Systems

Controlled Release Lactic Acid

Controlled Release Glucono-Delta-Lactone

Structuring & Forming Technologies

Activating Agent, Controlled Release Calcium Lactate

Porosity & Texture Management

Controlled Release Sodium Bicarbonate – Slow Release Profile

Controlled Release Sodium Bicarbonate – Medium Release Profile

“We are excited to bring these unique products to the market and provide new options to help overcome those technical and manufacturing barriers our pet food customers face,” says Dave Larson, Global Business Manager for PetShure. “These products will increase flexibility, allowing our customers to improve existing products, expand capabilities and increase processing options.”

The PetShure line of products is manufactured in the United States.

About Balchem Corporation

Balchem Corporation (NASDAQ: BCPC) consists of four business segments: Human Nutrition & Health (formerly SensoryEffects); Animal Nutrition & Health; Specialty Products; and Industrial Products. The Human Nutrition & Health segment delivers customized food and beverage ingredient systems, as well as key nutrients into a variety of applications across the food, supplement and pharmaceutical industries. The Animal Nutrition & Health segment manufactures and supplies products to numerous animal health markets. Through Specialty Products, Balchem provides specialty-packaged chemicals for use in healthcare and other industries, and also provides chelated minerals to the micronutrient agricultural market. The Industrial Products segment manufactures and supplies certain derivative products into industrial applications. For more information, visit www.balchem.com.

###