



Human Nutrition & Health

Animal Nutrition & Health

Specialty Products

Industrial Products

Press Release

Balchem Expands KeyShure Chelated Mineral Line

New Hampton, New York. January 27, 2020. As part of IPPE 2020, Balchem Corporation (NASDAQ: BCPC), a global nutrition and health company, introduced the new KeyShure Plus line of chelated minerals. KeyShure Plus utilizes Balchem's proprietary chelation technology combined with new formulation techniques to deliver a line of minerals with higher metal content and improved handling characteristics. KeyShure Plus product line includes Zinc, Copper, Iron, Manganese and Magnesium.

"Scientists from the Balchem family of companies pioneered mineral chelation nearly 60 years ago and they continue to develop advancements and improvements to increase animal efficiency and productivity still today," says Tom Powell, director of the monogastric business for Balchem Animal Nutrition & Health. "Minerals can be confusing with the many technologies and options available, but Balchem keeps it simple, delivering chelated minerals with superior performance and exceptional value."

The KeyShure line of chelated trace minerals are proven to deliver higher bioavailability as compared to other chelated and inorganic minerals. Greater bioavailability means improved animal performance and producer profitability. KeyShure Plus also features improved handling characteristics. The granular texture reduces dust and improves flowability and the larger particle size also enhances mixability for a more consistent distribution in feed.

To learn more about KeyShure minerals and the entire line of animal products from Balchem, visit BalchemANH.com.

Segment Information

Balchem Corporation reports four business segments: Human Nutrition & Health; 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.

Forward-Looking Statements

This release contains forward-looking statements, which reflect Balchem's expectation or belief concerning future events that involve risks and uncertainties. Balchem can give no assurance that the expectations reflected in forward-looking statements will prove correct and various factors could cause results to differ materially from Balchem's expectations, including risks and factors identified in Balchem's annual report on Form 10-K for the year ended December 31, 2018. Forward-looking statements are qualified in their entirety by the above cautionary statement. Balchem assumes no duty to update its outlook or other forward-looking statements as of any future date.

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