

Randob acquires Bacitraycin Plus portfolio

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By Chain Drug Review

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CORNWALL, N.Y. – Randob Labs announced on Wednesday that the company has acquired a portfolio of new brands from First Aid Research, including the first aid antibiotic ointment product line, Bacitraycin Plus, and skin rash treatment Zinc Oxyde Plus.

“We are thrilled to add these consumer loved brands into our first aid portfolio,” said James Creagan, President of Randob. “These brands fit in perfectly with our strategy of acquiring heritage brands with a loyal consumer base that can see improved retail distribution with the attention Randob Labs can pay to the brands and working with our partners at The Emerson Group. Bacitraycin Plus and Zinc-Oxyde Plus complement our popular first aid brands Sting-Kill and Chiggerex. Just like our acquisition of the venerable Balmex brand in 2018 and Chiggerex and E-R-O in 2019, we are proud to bring brands consumers love to more retail shelves.”



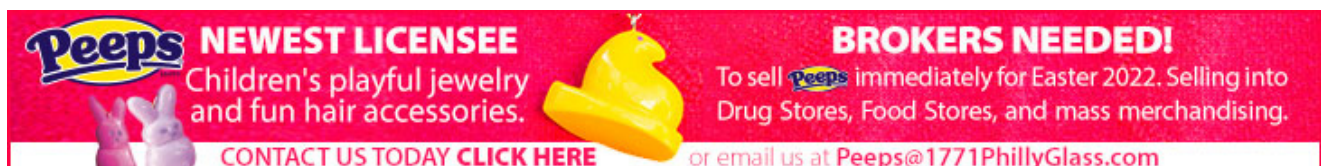
James Creagan

Both Bacitraycin Plus and Zinc Oxyde Plus are currently available on the shelves of many major retailers including Walgreens, Meijer, Shop Rite, Giant Foods, Stop n Shop, Food Lion, and Hannaford. There will be no disruption in current supply and Randob is excited to build national marketing campaigns around the new brands to drive consumer awareness and retail sales.




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