

SUPERIOR PERFORMANCE SINCE 1976!



GATEWAY PRODUCTS

SU-PERstore

Retail Product Listing

Prices effective January 1, 2024



If you would like a ***SU-PERinfo*** with complete information about all of our products, you have a couple of options:
Go to SU-PER.com, you'll find a link on the home page to a PDF file or call us at 800-472-2825 and we'll send you a bound copy.

Retail Website: www.SU-PERstore.com

Customer Service: 888-472-2825 719-537-6380

GP Fax: 888-GP FAXLINE (888-473-2954) 719-537-6974

GP Information: 888-GP INFORMATION (888-474-6367) 719-537-6383

LOOK FOR THE SU-PER BRAND!

Gateway Products • P.O. Box 529 • 301 S. Main St. • Holly, Colorado, USA 81047

Terms & Conditions

Order Online: www.SU-PERstore.com

We have an easy to use, secure ordering system with complete product information.
Available 24 hours a day, 7 days a week.

Order by phone: (888) GP CATALOG (888) 472-2825

Simply call your order in during business hours.

Our hours are 7:00 a.m. to 5:00 p.m. MST (Mountain Standard Time)

Monday through Friday, except holidays!

Order by fax: (888) GP FAXLINE (888) 473-2954

Stop by our manufacturing facility: Our address is 301 South Main Street in Holly, Colorado. As you come into Holly on US Hwy. 50 just turn south on Main Street. We are two blocks down on the east side of Main Street!

Shipping information: Orders are processed immediately upon receipt.

If you order by noon, all in stock items will ship that day!

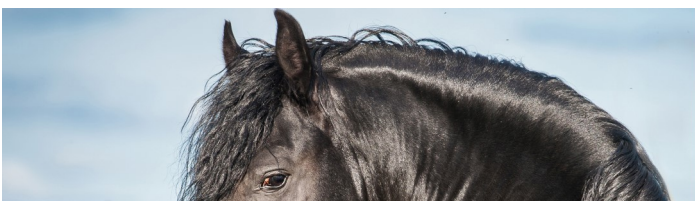
All orders are shipped via UPS Ground Service (*PAID BY US!*). When special routing is requested or required, any additional charges will be billed to the customer. For all orders shipped to a Colorado address, there will be a tax charge of 6.9% added.

Special shipping services: All orders are shipped via UPS Ground Service unless special routing is requested. **UPS Ground is FREE for all orders! There will be a \$15.00 handling fee added to all order less than \$75.00.** Upon request, your order may be shipped by one of the following services: UPS 2nd Day Air, UPS 2nd Day Air AM, UPS 3 Day Select, UPS Express Saver, UPS Next Day Air, UPS Next Day Air Early AM, UPS Next Day Air Saver, U.S. Postal Service Express Mail, U.S. Postal Service First Class Mail, U.S. Postal Service Parcel Post, U.S. Postal Service Priority Mail. For any special shipping request, you will be required to pay any associated cost. For these special requests, if the order is \$75 or more, we give a 10% discount off of shipping (since we are not having to pay for the UPS Ground Service). Also C.O.D. is available through UPS, but there will be an \$21.50 C.O.D. charge added per box.

Refunds & Exchanges: Products may only be returned within 1 year of purchase date, proof of purchase will be required. If you want to return an item for any reason, call us during regular hours. We will arrange to have UPS pick up the item at your location. You will then receive a full refund, exchange, or credit.

Alphabetical list of *Superior PERformance* products!

<i>product</i>	<i>unit size</i>	<i>per case</i>	<i>unit price</i>
A			
ALLER-G	2.5 lb.	4	32.36
	12.5 lb.	1	145.62
ANTI-OXIDANT	4 lb.	4	86.86
	20 lb.	1	390.87
APPETITE	quart	12	11.75
	gallon	4	43.24
B			
B-1	<i>LIQUID</i>	quart	12 13.58
		gallon	4 49.97
	<i>POWDER</i>	2.5 lb.	4 16.63
		12.5 lb.	1 74.84
B-12	<i>LIQUID</i>	quart	12 13.69
		gallon	4 50.38
	<i>POWDER</i>	2.5 lb.	4 14.48
		12.5 lb.	1 65.16
B-15	<i>LIQUID</i>	quart	12 11.87
		gallon	4 43.68
	<i>POWDER</i>	2.5 lb.	4 10.05
		12.5 lb.	1 45.23
B-OIL		pint	12 8.79
		gallon	4 59.07
B-PLEX	<i>PASTE</i>	30 cc syringe	12 7.96
	<i>POWDER</i>	2.5 lb.	4 30.82
		12.5 lb.	1 138.69
BIOTIN		2.5 lb.	4 16.07
		12.5 lb.	1 72.32
BONE BOOST		2.5 lb.	4 27.57
		12.5 lb.	1 124.07
BUG AWAY		2.5 lb.	4 35.58
		12.5 lb.	1 160.11
BYE-FLY NATURAL		qt w/sprayer	12 27.84
		gallon <i>refill</i>	4 102.45



<i>product</i>	<i>unit size</i>	<i>per case</i>	<i>unit price</i>
C			
C	2.5 lb.	4	20.78
	12.5 lb.	1	93.51
CALM	<i>PASTE</i>	30 cc syringe	12 7.33
	<i>POWDER</i>	4 lb.	4 32.84
CALMplete	<i>PASTE</i>	80 cc syringe	4 11.48
	<i>POWDER</i>	4 lb.	4 57.38
		20 lb.	1 258.21
CAP - BASEBALL (<i>NEON!</i>)	each		10.00
Blue, Charcoal, Gold, Green, Khaki, Orange, Pink, Red, White, Yellow, USA			
CAUSTIC WOUND	6 oz.	12	6.65
CELL BUILDER	1/2 gallon	4	13.87
	gallon	4	26.63
CHASTEBERRY	quart	12	11.72
	gallon	4	43.13
COD LIVER OIL	gallon	4	111.00
COLD GEL	pint	12	10.85
	gallon	4	72.91
CURAZONE	1 lb.	12	13.36
D			
DERMA CLEAR SHAMPOO		quart	12 10.45
		gallon	4 38.46
DERMA CLEAR SPRAY		pt w/sprayer	12 5.60
DI-CALCIUM PHOSPHATE	4 lb.	4	16.14
	20 lb.	1	72.63
DMG 3000	<i>LIQUID</i>	quart	12 22.35
		gallon	4 82.25
	<i>POWDER</i>	2.5 lb.	4 34.12
		12.5 lb.	1 153.54



Alphabetical list of *SU-PER* products *FOR YOUR HORSE!*

<i>product</i>	<i>unit size</i>	<i>per case</i>	<i>unit price</i>
E			
E-8000	4 lb.	4	79.91
	20 lb.	1	359.60
E-SE	<i>LIQUID</i> quart	12	21.54
	gallon	4	79.27
	<i>POWDER</i> 4 lb.	4	25.72
	20 lb.	1	115.74
E NATURAL	1 lb.	12	79.61
ENERGIZE	<i>PASTE</i> 30 cc syringe	12	8.21
EPSOM SALTS	8 lb.	4	19.05
EQUI-TINIC	1/2 gallon	4	23.96
	gallon	4	46.00

F			
FARRIER'S SELECT	4 lb.	4	42.56
	<i>POWDER</i> 20 lb.	1	191.52
	<i>SU-PER Size</i> 40 lb.	1	286.00
FIRST RESPONSE	syringe 30 cc	12	8.36
flexWRAP	roll	1	1.27
	Black, Blue Light, Blue Navy, Blue Royal, Green Neon, Orange, Pink Neon, Purple, Red, Teal, White, Yellow		
FORM	3 lb.	4	22.54
	15 lb.	1	101.43
	25 lb.	1	156.52
	<i>SU-PER Size</i> 40 lb.	1	220.40
FREEZE	pint	12	16.02

G			
GAIN WEIGHT	10 lb.	1	99.14
	25 lb.	1	235.46
	<i>SU-PER Size</i> 40 lb.	1	364.84
GastroShield	4 lb.	4	94.66
	20 lb.	1	425.97
GEL	pint	12	10.01
	gallon	4	67.27
GELATIN	2.5 lb.	4	67.18
GLUCOSAMINE	2.5 lb.	4	20.79
	12.5 lb.	1	93.56
GLUCOSAMINE C.S.			
	<i>LIQUID</i> quart	12	22.57
	gallon	4	83.06
	<i>POWDER</i> 2.5 lb.	4	45.10
	12.5 lb.	1	202.95
GLYCERINE	gallon	4	46.59
GRAPE SEED EXTRACT	2.5 lb.	4	16.47
	12.5 lb.	1	74.12

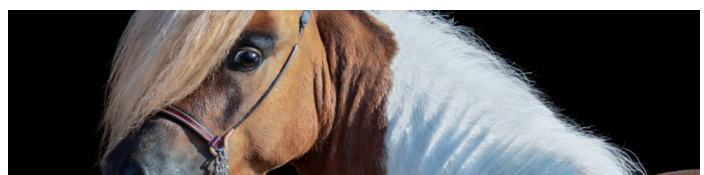
<i>product</i>	<i>unit size</i>	<i>per case</i>	<i>unit price</i>
H			
HOOF	2.5 lb.	4	20.13
	12.5 lb.	1	90.59
HOOF DRESSING	quart w/brush	12	22.05
	gallon	4	60.64
HYALURONIC	<i>LIQUID</i> quart	12	14.57
	gallon	4	53.62
	<i>POWDER</i> 2.5 lb.	4	19.56
	12.5 lb.	1	88.02

I			
ICHTHAMMOL	14 oz.	12	43.15
IMMUNOBOOST	4 lb.	4	84.38
	20 lb.	1	379.71
IODINE SHAMPOO	quart	12	14.73
	gallon	4	54.21

J			
JUG	<i>PASTE</i> 80 cc syringe	4	11.29

K			
KOOL-N-SOOTHE	12 lb.	2	34.14
POULTICE	24 lb.	1	65.55
	48 lb.	1	125.64
KREATINE	2.5 lb.	4	54.44
	12.5 lb.	1	244.98

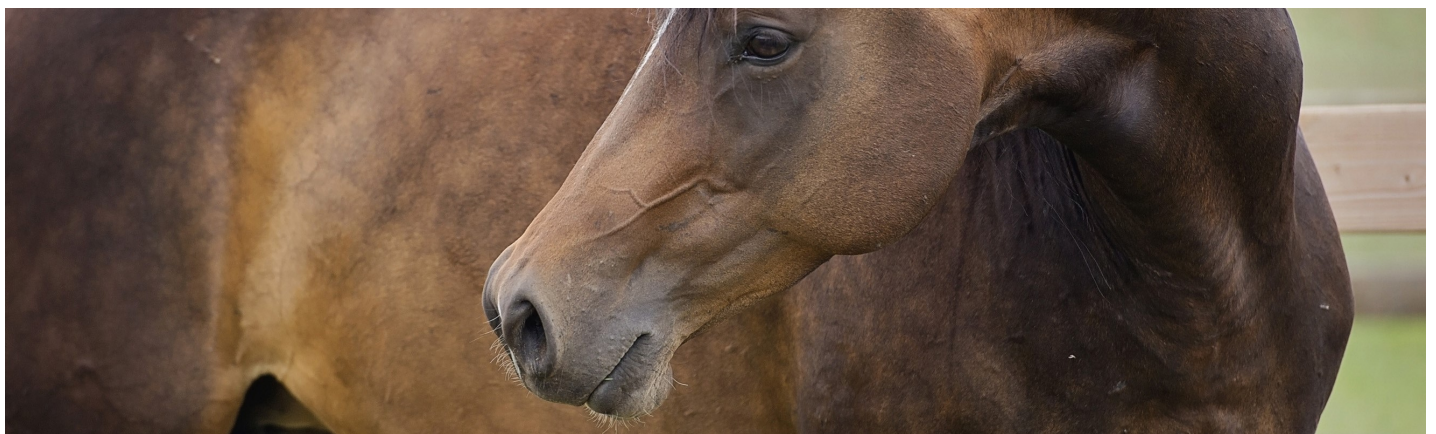
L			
LaminAid	8 lb.	1	224.43
LEANABOLIC	4 lb.	4	100.26
LINIMENT	pint	12	6.03
	gallon	4	40.52
LYSINE	2.5 lb.	4	20.63
	12.5 lb.	1	92.84
LYTE	<i>PASTE</i> 30 cc syringe	12	7.10
	<i>POWDER</i> 5 lb.	4	21.53
	20 lb.	1	79.23
	30 lb.	1	113.68
	<i>SU-PER Size</i> 50 lb.	1	172.24



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M			
MAG PASTE	pint	12	12.28
	gallon	4	82.52
MAG PRO	4 lb.	4	34.74
	16 lb.	1	127.84
Meta-Balance	8 lb.	1	169.37
MINERAL OIL	gallon	4	39.53
MSM BLEND <i>LIQUID</i>	quart	12	8.47
	gallon	4	31.17
<i>POWDER</i>	2.5 lb.	4	15.43
	12.5 lb.	1	69.44
MSM ULTRA PURE	2 lb.	4	23.50
	5 lb.	4	55.81
	10 lb.	1	105.75
	20 lb.	1	188.00
	40 lb.	1	329.00
MUSCLE BUILDER			
<i>LIQUID</i>	quart	12	50.81
	gallon	4	186.98
<i>POWDER</i>	2.5 lb.	4	66.74
	12.5 lb.	1	300.33
N			
NASAL OINTMENT	14 oz.	12	34.50
NEATSFOOT OIL	quart	12	16.78
	gallon	4	61.75
O			
omegaBOOST	gallon	4	81.26
omegaFLAX	15 lb.	1	87.67
	30 lb.	1	168.33
OXY-UP	2.5 lb.	4	31.01
	12.5 lb.	1	139.55

<i>product</i>	<i>unit size</i>	<i>per case</i>	<i>unit price</i>
P			
POLAR TITE	12 lb.	2	20.09
POULTICE	24 lb.	1	38.57
	48 lb.	1	73.93
POTASSIUM CHLORIDE	4 lb.	4	11.68
	20 lb.	1	52.56
POULTICE	12 lb.	2	22.26
	24 lb.	1	42.74
	48 lb.	1	81.92
PRE-RACE			
	case of 4 syringes - 60 gm.	4	68.13
PRO-MAXX	10 oz.	12	14.26
	2.5 lb.	4	52.48
PSYLLIUM <i>PELLETS</i>	5 lb.	4	73.18
	10 lb.	1	140.51
	25 lb.	1	329.31
	<i>SU-PER Size</i> 40 lb.	1	491.77
	<i>POWDER</i> 5 lb.	4	82.77
	20 lb.	1	304.59
PulmoShield <i>PASTE</i> 30 cc syringe		12	8.90
<i>POWDER</i>	4 lb.	4	39.99
	20 lb.	1	179.96
PUMP (1 ounce - fits our gallon bottles)			
	each	12	4.46
R			
RED HOT SPRAY			
	quart w/sprayer	12	10.32
	gallon	4	37.98
REJUVEN8	2.5 lb.	4	35.43
	12.5 lb.	1	159.44
REJUVEN8 NOW			
	<i>PASTE</i> 30 cc syringe	12	8.85



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S			
SHAMPOO	quart	12	9.04
	gallon	4	33.27
SHOW COAT	2.5 lb.	4	23.91
	12.5 lb.	1	107.60
SOLE FORMULA	4 oz.	12	7.72
SOOTHE liniment	pint	12	15.78
	gallon	4	106.04
SOUND <i>LIQUID</i>	quart	12	21.71
	gallon	4	79.89
<i>POWDER</i>	2.5 lb.	4	39.91
	12.5 lb.	1	179.60
SOUND PLUS	2.5 lb.	4	95.81
	12.5 lb.	1	431.15
StressEx	4 lb.	4	24.40
	20 lb.	1	109.80
suBstitUTE <i>LIQUID</i>	quart	12	30.47
	gallon	4	112.13
<i>POWDER</i>	2.5 lb.	4	40.30
	12.5 lb.	1	181.35
	25 lb.	1	322.40
SWEAT	ointment 1 lb.	12	18.14

T			
THRUSH	pint	12	17.47
TIE DENY <i>PASTE</i>	30 cc syringe	12	13.18
<i>POWDER</i>	2.5 lb.	4	72.38
TITE-N-UP	12 lb.	2	25.40
POULTICE	24 lb.	1	48.77
	48 lb.	1	93.47
TRAINING CHART	each	1	1.62
TRYPTOPHANE	2.5 lb.	4	21.06
	12.5 lb.	1	94.77



<i>product</i>	<i>unit size</i>	<i>per case</i>	<i>unit price</i>
U			
UVA URSI	4 lb.	4	25.39
V			
VINYL TAPE	roll	100	2.98
Colors: Black, Blue, Gray, Green, Orange, Purple, Red, White, Yellow			
W			
WHEAT GERM OIL			
BLEND	gallon	4	27.19
PURE	gallon	4	55.11
WIND	pint	12	33.85
	quart	12	64.99
WRAP CUTTER	each		2.80



*Compare our products to the competition,
and you'll see how we provide SUPERior PERFORMANCE!*

Product comparison



	SU-PER® Cell Builder 2 ounce serving	Red Cell (Horse Health) 2 ounce serving	Go-Max (Farnam) 2 ounce serving	Lixotinic (Pfizer) 2 ounce serving	Iron Power (Finish Line) 2 ounce serving
Vitamin A	43,000 I.U.	14,000 I.U.	28,450 I.U.	NONE	NONE
Vitamin D-3	7,250 I.U.	5,600 I.U.	7000 I.U.	NONE	NONE
Vitamin E	85 I.U.	70 I.U.	70 I.U.	NONE	NONE
Vitamin B-1	120 mg.	60 mg.	60 mg.	24 mg.	114 mg.
Vitamin B-2	60 mg.	50 mg.	56 mg.	12 mg.	142 mg.
Vitamin B-6	45 mg.	16 mg.	19.6 mg.	12 mg.	42 mg.
Vitamin B-12	250 mcg.	240 mcg.	114 mcg.	25 mcg.	182 mcg.
Niacin	325 mg.	NONE	0.4 mg.	120 mg.	300 mg.
D-Pantothenic Acid	100 mg.	96 mg.	42 mg.	NONE	300 mg.
Folic Acid	20 mg.	14 mg.	20 mg.	NONE	20 mg.
Biotin	1,025 mcg.	40 mcg.	50 mcg.	NONE	1,000 mcg.
Iron	625 mg.	600 mg.	600 mg.	150 mg.	560 mg.
Cobalt	1 mg.	NONE	NONE	NONE	21.6 mg.
Copper	75 mg.	72 mg.	60 mg.	2.4 mg.	0.6 mg.
Potassium	200 mg.	200 mg.	200 mg.	NONE	NONE
Magnesium	45 mg.	40 mg.	30 mg.	NONE	NONE
Manganese	80 mg.	78 mg.	40 mg.	NONE	NONE
Zinc	210 mg.	22 mg.	200 mg.	NONE	NONE
Selenium	1.5 mg.	1.3 mg.	0.5 mg.	NONE	NONE
Choline	425 mg.	400 mg.	358 mg.	NONE	NONE
Iodine	0.6 mg	0.5 mg	NONE	NONE	NONE
Retail price per gallon	\$26.64 SU-PERstore	\$29.99 (KV)	\$34.99	\$147.99 (KV)	\$33.01
Price per serving	\$0.41	\$0.46	\$0.54	\$2.31	\$0.51

Healthy blood cells allow the body to support normal energy and stamina levels, while delaying fatigue and speeding post-competition recovery!

Red Cell Guarantee - www.kvsupply.com - 09/18/23 Go-Max Guarantee - www.farnamhorse.com - 09/18/23
Lixotinic Guarantee - www.kvsupply.com - 09/18/23 Iron Power Guarantee - Finishlinehorse.com 09/18/23
SU-PER Cell Builder Guarantee - www.SU-PERstore.com - 09/20/23

SUPERIOR PERFORMANCE SINCE 1976!



***WE OFFER A SIMPLE SOLUTION
FOR YOUR PRODUCT NEEDS!***

- ◆ We manufacture *over 100 products*
for YOUR HORSE and for YOU!
- ◆ *FREE UPS SHIPPING* on orders over \$75,
and only a \$15 handling fee for smaller orders!
- ◆ *Same Day Shipping* if your order is received by noon!
- ◆ *100% Money Back Guarantee*
on product and shipping!
- ◆ We are proud to be an *Audited Member of the NASC!*
- ◆ Family owned with *friendly, small-town service!*
- ◆ Our products are *proudly made in the USA!*
- ◆ We have been manufacturing high quality,
affordable products *since 1976!*



PROUDLY MADE IN THE USA



LOOK FOR THE SU-PER BRAND!

Gateway Products • P.O. Box 529 • Holly, Colorado, USA 81047
(800) 472-2825 • fax (888) GP FAXLINE