

LA BUVETTE®

The specialist in watering



NEWS

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EDITORIAL



Our presence at SIMA was one of the highlights of the beginning of this year. The high attendance to our stand and the wide interest shown by the visitors, breeders and dealers brought an invigorating energy to the entire team.

I have to say that our stand was resolutely focused on our innovations in services and products as well as on our assisted sale of the SOLAR-FLOW™ range, the new one-piece troughs for small animals and the new oval-shaped INTERBAC troughs (please read the corresponding articles in this newsletter).

The acute concerns of the breeders we have met on the trade fair only strengthened our conviction that it is important to develop watering solutions that are ever more effective in the zootechnical and economic fields.

Therefore, SIMA sent a positive note within the general context of slowdown from the beginning of this year.

It is up to us now to transform all that we have learned from the people in the field into new solutions.

Have fun reading,

Jean-Philippe BOUSQUET
President



NEW TOOL HELPING TO MAKE DECISIONS FOR THE SOLAR-FLOW™ RANGE

As a pioneer in the field of solar watering solutions since more than 20 years, our position on this innovative market is still as firm as ever. The SOLAR-FLOW™ range now benefits from a DST (Decision Support Tool) developed to channel the advice of the retailers and dealers in order to respond to the needs of the breeders in a personalised way.

The autonomous SOLAR-FLOW™ waterers and pumping stations offer the breeders a technology based on the know-how of LA BUVETTE®: save time and money from a wide choice of appropriate solutions based on the expertise of 500 installations that are currently in operation. The solar range had to be presented in a clearer way and as personalised as possible integrating the parameters of each breeder. This has now been done by means of this new DST developed in the format of an interactive PDF.

Personalised approach for each breeder

The tool starts of course by recalling the history of the solar range by LA BUVETTE® of which the first prototypes were tested already back in 1992. This is followed by an overall look at the entire SOLAR-FLOW™ range and its assets. The interactive SOLAR-FLOW™ tool helps you find the types that best match the specific restrictions the breeders have to cope with by calculating the necessary pumping performance and the daily amount of water needed.

The strong point of the DST however is its water hauling cost calculator. It allows the breeder to become aware of the amount of money that is wasted each year and after how many seasons he can start make savings with one SOLAR-FLOW™. As a final convincing feature, the tool gives detailed examples of real life installations for each type of the range.

Discover more about this service on our website
www.labuvette.com !

SIMA 2015: INNOVATIONS BY LA BUVETTE® UNDER THE SPOTLIGHT



Strategically located in the new hall 7, which was reserved for livestock farming, LA BUVETTE®'s stand focused on our latest innovations such as the new one-piece troughs for small animals and the new oval-shaped INTERBAC troughs (see opposite page). Our stand attracted large crowds of visitors from the profession and buzzed with real life conversations.

Record number of visitors

This year, almost 240,000 visitors strode along the aisles of the trade show, a number equalling that of 2013, which was a record year in terms of attendance and which can be considered particularly satisfying in the current tense economic climate. Foreign visitors also flocked to the event since they represented almost a quarter of the visitors according to the organisers of the trade fair.

Our stand was located in the new hall 7, which was reserved for breeding, handling, transport and mechanisation equipment. This hall also hosted the SIMAGENA ring (open show of Charolais without horns, competition of primiparous Holsteins...), creating a lively dynamic in the entire hall of which we also took advantage.

Great interest in innovations

Well placed in the central aisle leading to the ring, our stand was the largest of the manufacturers of watering solutions. We welcomed a large crowd of visitors throughout the 5 days of the trade fair. We had very enriching exchanges of views with the breeders who came to us with many questions in mind, but they also emanated positive energy despite

the difficult economic times. And they showed much interest for our innovations. The dealers and the professionals from central procurement offices also came to visit our stand to share with us and to discuss the outlook for economic recovery of our market in the second semester.



NEW ONE-PIECE TROUGHS: CUSTOMISED FOR YOUNG AND SMALL ANIMALS



New in 2015 and presented at SIMA, the one-piece troughs for young and small animals complete the range for adult animals. Their arrival on the market again demonstrates the capacity of LA BUVETTE® to address the specific needs of the animals.

The one-piece troughs are available in 3 lengths and are ideal for calves and sheep. They can be used both for the distribution of solid feed and for the distribution of milk to calves, which is served in buckets that fit in the specially provided shapes. These sturdy troughs are easy to install, move around and clean, which makes them ideal for use both indoor and outdoor.

Same quality as large one-piece troughs

The one-piece trough made of food-safe, high-density polyethylene treated against UV rays is guaranteed for 5 years. They are quick and easy to install. The troughs are easily maintained: suitable for high-pressure cleaning, resistant to acid, drain plug removable without tools (30 mm diameter) and rounded internal shapes. The frame is highly resistant: hot dip galvanised steel, solid tubes of 27 mm diameter with central reinforcement under the trough, 4 feet with adjustable height every 5 cm (from 31 to 46 cm), 4 or 6 attachment points (depending on type) but without fixed connection to avoid breaking due to differences in expansion between the polyethylene trough and the steel frame.

These troughs will be available from the end of may.



NEW OVAL SHAPED INTERBAC TROUGHS: LA BUVETTE® EXTENDS ITS RANGE OF PASTURE PRODUCTS



The grazing season returns and with it also the chores of the breeders to make sure that their herds have enough water wherever they are. The new, light and resistant, oval-shaped INTERBAC watering troughs with a capacity of 600 and 900 litres are designed for easy transportation. They complement the LA BUVETTE® INTERBAC range that already consists of 3 round troughs.

Excellent price/quality ratio.

Just as the round INTERBAC troughs, the new oval shaped troughs of this range are made of 100 % pure, food-safe polyethylene treated against UV rays and they are recyclable. Their special design improves rigidity of the troughs. The oval INTERBAC troughs are easy to handle, carry and load inside a utility vehicle. A special compartment is provided for the installation of a float valve. The 50 mm diameter screw-in drain plug allows quick emptying. They come in stacks of 5 troughs with a 3 years warranty against all manufacturing defects.



Optional valve set with stainless steel cover (reference A623).

NEW EXPORT MANAGER FOR THE NETHERLANDS



Héloïse DUSSART entered LA BUVETTE® in September 2014 as export manager for the Netherlands. She holds an advanced technician diploma in analysis, management and strategy of the agricultural enterprise (BTS ACSE), a master's degree in EED Agribusiness (European Engineer Degree) obtained in the Netherlands and an Agricadre bachelor's degree (with the option of international commerce in the agricultural sector). Héloïse has applied her knowledge in actual practice by working for agricultural enterprises in France and abroad since 2007. Hosting very dynamic enterprises that keep one of the largest dairy herds in Europe (1.4 million dairy cows), the Netherlands are a key market for LA BUVETTE® in the immediate vicinity of our company site at Charleville-Mézières in the Ardennes.

COME VISIT US SOON

MEETINGS



LIBRAMONT
from 24 to 27 July



FONTAINEBLEAU
from 29 August to 6 September



RENNES
from 15 to 18 September



CLERMONT-FERRAND
from 7 to 9 October

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