

**Keep the package.
A watering system
is as important
as a feeding
or ventilation
system.**

**Performance
is more valuable
than a
package price.**

**BIRD,
LITTER,
SYSTEM
PERFORMANCE**

Solid profits come from more than equipment discounts. To get great bird performance growout after growout — and increased revenue — all of your operating systems need to work efficiently and effectively. That's why it's important to choose reliable, well-engineered feeding, ventilation and watering systems that are made with quality components and supported by a dedicated team of professionals.

Weigh the costs — long term and short term.

We all want the best price, regardless of what we buy. The same principle holds true for equipment in a poultry house. However, producers sometimes are tempted to choose a one-time discount over long-term quality and performance when buying new equipment. Conditional package pricing is a common sales technique that forces a producer to buy all of the equipment in a package — including inferior components that reduce bird performance — in order to get the best purchase price.

Beware of this pricing gimmick. It may cost you a lot in the long run.

**Product packaging can create
more problems than solutions.**

Performance matters.

Each piece of equipment in a house needs to perform well in order to maintain good bird performance.

For example, a ventilation system needs to provide fresh air and maintain dry floors. The watering system needs to be engineered to last and provide ample water, as well as keep litter dry. If any major component does not perform well or wears out quickly, it can cause birds to underperform and ultimately revenues to drop.

Return on investment makes the difference.

When building a new house, choose reliable equipment that provides birds with everything they need to thrive — food, air and water. Equipment systems should be built with high-quality materials and well-constructed components that withstand harsh house conditions and perform well over a number of years.

Long-term profits vs. one-time savings.

A package price is a one-time savings that quickly evaporates over time. Results prove that producers recoup the additional cost of better-performing equipment within the first year by improving bird performance and lowering operating costs. It all adds up — bigger birds, lower costs, more profit.

**Superior system performance leads
to better bird performance.**

A watering system that performs well can lead to higher profits with every growout. Important features of a quality-built watering system include:

- ▶ Efficient and effective method to administer medications and interventions.
- ▶ Flushing system that helps prevent biofilm formation.
- ▶ Effective and easy flushing system, either attended or unattended.
- ▶ Simple management techniques for ample water delivery without spillage.
- ▶ Warranty backed by a reputable manufacturer that stands behind its distributors and products, as well as provides good service and backup.



**For more information
about how to maximize**

**your bird, litter and
system performance,**

contact

Ziggity Systems, Inc.

or visit our Web site.

Tel: + 1 574.825.5849

www.ziggity.com



The Poultry Watering Specialists