



Media Alert

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EMEA Account Manager Appointed by Ziggity Systems and Butterfly Concepts

(MIDDLEBURY, INDIANA, USA) Ziggity Systems and Butterfly Concepts are pleased to welcome André van Rij, owner of ACPoultry, as their new contracted Account Manager, specializing in poultry watering and feeding. Van Rij will be serving the EMEA territories. In this role, he will be responsible for marketing each company's concepts, products, and providing onsite technical services.

For the past 25 years in the poultry industry, van Rij has focused on sharing his knowledge of poultry housing, hatchery and processing equipment, and general poultry management with producers around the world. He has worked with companies of various sizes, educating an industry that helps feed the world. Van Rij will be splitting his responsibilities between Ziggity and Butterfly Concepts supporting producers to achieve the best results and add value to customers' bird production.

"Ziggity has had a presence in the EMEA territory for years" according to President, Robert Hostetler, who also serves as Butterfly Concepts' Managing Director, "but this is the first time

Butterfly Concepts has had a dedicated team member based in the region." Much like Ziggity's mission for better bird welfare through hygienic water practices, Butterfly Concepts is focused on a more hygienic way to deliver feed through the use of perimeter feed trays. "Bringing André on board only means good things for both companies. The poultry industry is seeking out unique and better ways to provide water and feed to birds. André shares the same vision and business ethics as we do and is dedicated to helping the end user. His wealth of experience is going to add tremendous value to both companies' customers." says Rob Steiner, Ziggity's Vice President of Sales.

Van Rij resides in the Netherlands with his wife, Marga. Together, they run a bed and breakfast they started during the Covid pandemic. On their farm, they have several horses and enjoy riding Western style. Van Rij's first day with Ziggity and Butterfly Concepts was January 2, 2024.

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About Ziggity Systems:
Ziggity Systems is based in Middlebury, Indiana, USA, and is committed to designing and manufacturing hygienic poultry water systems to enhance bird welfare and performance by maintaining dry litter and slats. For more information, visit our website at www.ziggity.com.



About Butterfly Concepts:

Butterfly Concepts is based in Middlebury, Indiana, USA and is a company created specifically to manufacture and market the Butterfly Feeder. The Butterfly Feeder is a completely new concept in poultry feeding. For more information, visit our website at www.ButterflyConcepts.com

