

## FOR IMMEDIATE RELEASE

### CAT Squared Joins CTB Sister Companies to Present CYNERGY™: Advancing Poultry Processing at IPPE

Atlanta, Georgia - [Monday, January 8, 2024]

CAT Squared, a trusted provider of advanced software solutions for the food processing industry, collaborates with CTB sister companies Chore-Time, Meyn, and Cabinplant to unveil CYNERGY™ at the International Production & Processing Expo (IPPE) from January 30 to February 1, 2024, in Atlanta, Georgia.

#### A Collective Approach to CYNERGY™ at IPPE:

CYNERGY™ is a joint initiative of CAT Squared, Chore-Time, Meyn and Cabinplant, four companies under the CTB, Inc. umbrella. The collaborative vision is to create a digital ecosystem that connects CTB technologies, fostering continuous improvement and seamless integration for CTB equipment. This connection enables CTB and its partners to develop value-added digital services, contributing to a more efficient food supply chain for customers.

#### Key Features of CYNERGY™ for Processors:

- **Balanced Solutions for Poultry Processing:** CYNERGY™ leverages the strengths of Cabinplant, CAT Squared, and Meyn to offer a balanced approach to poultry processing. The collaborative effort ensures that the processing equipment, software solutions, and digital technologies work synergistically to enhance efficiency and quality.
- **Customized Weighing and Packing Solutions:** Cabinplant's expertise in weighing and packing solutions complements CYNERGY™, providing accurate portion weighing, reducing giveaway, and improving yields for a variety of products.
- **Advanced Software Integration:** CAT Squared's advanced software suite seamlessly integrates with processing equipment from Cabinplant and Meyn, offering real-time data insights on key performance indicators. This data-driven approach empowers decision-makers with actionable information to enhance production efficiency, reduce downtime, and minimize waste.
- **Digital Ecosystem for Continuous Improvement:** The collective vision behind CYNERGY™ is to build a digital ecosystem that connects CTB manufacturing technologies. This approach enables continuous improvement and facilitates the development of value-added digital services for customers.

#### TECHTalk Schedule:

Join the TECHTalk on Tuesday, January 30, 2024, from 3:30 p.m. to 3:50 p.m., at Theater C Hall, Booth C14185. We've assembled a distinguished panel of experts representing various facets of the poultry value chain for an insightful conversation on the tangible benefits of digital transformation. Guided by the Industry 4.0 Maturity Model, our experts will delve into real-world examples of value generated through innovative digital practices in the poultry industry.

## **Booth Locations at IPPE:**

- **Cabinplant:** Booth C28165
- **CAT Squared:** Booth C28174
- **Meyn:** Booth C26159

## **Visit us at IPPE 2024:**

Explore live demonstrations and engage with industry experts at Cabinplant, CAT Squared, and Meyn booths to learn more about CYNERGY™ and its potential to revolutionize poultry processing operations.

## **Media Contacts:**

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### **About CAT Squared:**

CAT Squared is a trusted provider of advanced software solutions for the food processing industry. The company's software suite empowers food manufacturers with real-time data insights, traceability solutions, and predictive analytics to optimize production processes, enhance food safety, and ensure compliance with industry standards.

### **About Chore-Time:**

Chore-Time develops and manufactures complete solutions to maximize poultry and egg production, offering a full range of feeding and drinking systems, smart solutions for feed handling and climate automation, and intelligent management controls and software.

**About Cabinplant:**

Cabinplant is a leading global supplier of innovative processing equipment and solutions for the food industry, specializing in food processing technology and weighing/packaging systems.

**About Meyn:**

Meyn is a global leader in providing innovative poultry processing solutions, offering a comprehensive range of equipment and services to poultry processors worldwide.