



## Roxell launches Titan, the largest feeder pan on the market for heavy turkeys

*New automatic feeding system enables maximum growth*

**Maldegem – 30 January 2019** – Today, Roxell, the leading manufacturer of automatic feeding, drinking, nesting and heating systems, is launching Titan, a new automatic feeding system for heavy turkeys. In recent years, these birds have undergone a huge evolution in terms of weight. This XL feed solution anticipates the practical problems that come with feeding these more voluminous and stronger turkeys. With Titan, Roxell is putting the largest, strongest and most easy to clean pan on the market. **Visit Roxell at IPPE in hall C at stand 10929.**



### **New features of Titan**

Driving the development of Titan was the question: 'how can we give turkeys the best possible access to feed and therefore the best chance of growing to their maximum weight.' The pan is larger than any other pan to accommodate the heavy animals. The circumference of the pan is also 21% larger than Optimax, Roxell's previous turkey pan. However, the issue with heavy, adult turkeys is not only the extra space they require; they're also stronger. Titan was therefore designed to be more durable than its predecessors. The connection between the pan and the tube at the top is now 20 cm or 8" compared to 5 cm or 2" previously. This provides a larger anchor, which makes an already strong pan much stronger. Cleaning the pan after each flock is now quicker than ever. You click the pan open on the side, which allows you to clean it thoroughly without having to completely remove the bottom pan. For new flocks of chicks, there is also a starter pan: a small, gray bottom pan, which is easy to switch once the birds are 5 to 7 weeks old.

### **A customer testifies**

"The slaughter weight of turkeys has increased dramatically in recent years," says Alex Castele, a Roxell customer from Heuveland in Belgium. "Nowadays, we are talking about 22 kg (49 lbs), whereas 5 years ago it was 17.7 kg (39 lbs). It's a huge evolution that has resulted in changes to our daily operations. Last year, Roxell installed the new Titan pans at our farm. Since then, we've used them for 3 flocks. The first thing you notice when you compare the old pan with the new pan is the difference in size. The new feeder pan is much larger, which is noticeable in the houses as more

animals are able to feed at once. I've also noticed an increase in feed intake, because the larger pans result in the turkeys spilling less feed. The previous flocks also had improved feed conversions and, therefore, better end weights. "

"In addition, these pans seem more durable, since the connection to the tube is very sturdy. When cleaning the Titan, we click open the bottom pan. It stays attached on one side and is therefore easy to thoroughly clean with a pressure washer. My wife is particularly pleased with this system. There's no more manual work involved and we get it done much quicker. And with the central control system, I can easily adjust the feed level."



#### **Test process for quality and durability**

"Each of Roxell's product launches is the result of careful research," says Frank Hartmann, Marketing Manager at Roxell. "Before we put a new product on the market, there is a test period during which we do trial runs with animals. We then ask our customers to try out the prototypes. We determine some testing metrics and monitor these metrics systematically. Through this process, we learn a lot about the quality, durability and ease of use, and can make adjustments where necessary. Titan also underwent this testing process. Our durability tests prove this feeder pan is a quality product that achieves excellent end results compared to existing systems."

#### **About Roxell**

ROXELL, with its head office in Maldegem, Belgium, is a worldwide market leader in automated feed, drink, heating and ventilation systems for the poultry and pig operation. Our success and our reputation are based on our diverse product innovations, a sound investment policy and the talent and dedication of our 300 staff and more than 165 distributors worldwide.

Roxell BVBA is a subsidiary of CTB Inc. CTB is a global leader in the development, manufacture and distribution of systems and solutions for the poultry, pig, egg and grain sectors. You can find more information at [www.roxell.com](http://www.roxell.com).

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