



**DOUBLE L**  
GROUP LLC

2020 Beltline Road, PO Box 324 | Dyersville IA 52040 | 563-875-6257 | doublel.com

## For Immediate Release

# DirectAire Cool Cell: Revolutionizing Poultry Cooling Technology

*DirectAire Cool Cell, Double L's latest innovation in poultry cooling technology.*

**Atlanta, GA- January 30<sup>th</sup>, 2024-** Double L, a pioneer in agricultural solutions, proudly introduces the DirectAire Cool Cell, an innovative cooling technology designed specifically for poultry growers. This state-of-the-art system is set to redefine cooling efficiency in the poultry industry, offering a sustainable and high-performance solution.

## Innovative Cooling for Poultry Growers

The DirectAire Cool Cell is engineered to meet the unique demands of poultry growers. With its 60-inch height pad thickness and an internal water capacity of 2.6 gallons per foot, it ensures optimal cooling for poultry environments. Its unique trough design allows for a 20% larger water holding capacity than other systems. The system's UV stable PVC design and corrosion-resistant materials guarantee durability and longevity in demanding agricultural settings.

Double L has long been dedicated to enhancing agricultural practices with technology-driven solutions. The DirectAire Cool Cell exemplifies this commitment, offering growers a cutting-edge tool to maintain ideal poultry conditions.

## Innovation Meets Practicality

Key Features of the DirectAire Cool Cell:

- Enhanced Water Distribution: Ensures even pad saturation for effective cooling.
- Corrosion Resistant Materials: Provides durability and resilience through time.
- Simple Installation and Maintenance: With fewer parts and easy-to-repair design.

Trinity Persful, President of Double L, remarks on the launch: "The DirectAire Cool Cell is a testament to our dedication to the poultry industry. We understand the challenges faced by growers, and this innovative cooling system is our answer to their needs. It represents our ongoing effort to provide sustainable, efficient, and high-performance solutions to the agricultural community."

## Transforming Poultry Farming

The DirectAire Cool Cell is more than just a cooling system; it's an integral part of a sustainable poultry farming strategy. Its unique design and features make it a standout choice for growers seeking to optimize their operations while ensuring the well-being of their poultry.



**DOUBLE L**  
GROUP LLC

2020 Beltline Road, PO Box 324 | Dyersville IA 52040 | 563-875-6257 | [doublel.com](http://doublel.com)

## **A New Era in Poultry Farming**

This launch marks a significant step forward in providing energy-efficient and effective solutions for the poultry industry. The DirectAire Cool Cell is poised to become a critical component in poultry farms, contributing to eco-friendly and productive farming practices.

## **Embrace Innovation with DirectAire**

Learn how the DirectAire Cool Cell can revolutionize your agricultural processes. Visit [Broilers Evaporative Cooling - Home \(doublel.com\)](http://doublel.com/Broilers-Evaporative-Cooling-Home) for more information.

## **About Double L Group**

Since 1973, Double L Group has been committed to providing high-quality ventilation and flooring products and services worldwide that are based on value, customer's needs, and excellent sales support. We strive to provide our distributors and customers with innovative products with a great return on investment.

## **Media Contact**

Kariann Kuntz

Marketing Manager

[kkuntz@doublel.com](mailto:kkuntz@doublel.com)