



SECCO INTERNATIONAL

NEWSLETTER

Issue
October 2012



SECCO INTERNATIONAL INC SALES FORCE. FROM L. TO R.: YVAN BLANCHETTE, DOMINIQUE LAMARRE, ÉRIC CÔTÉ, STÉPHANE CLOUTIER, NELSON VARGAS, TONY VAN GELDEREN, GÉRALD ARSENAULT (NOT APPEARING ON PICTURE: JAN BULKENS)

SECCO EDITORIAL

Secco International sustains its growth and world leadership in integrated ventilation system conception. Our sales force is in full development mode, business markets and opportunities within Canada and international markets, and transmit their knowledge and knowhow with the sole objective of increasing milk yields and quality without negative environmental impacts.

Our sales and customer service team ensures itself to be tuned with the market and on the cutting edge of technologies we are conceiving. Passion, world vision, confidence, care and creativity are mottos our multidisciplinary team stands by every day. Thank to its sales team, Secco's growth has made it possible to update and refresh its sales and marketing tools as well as its corporate image.

As of 2012, Secco International began to redesign and create new corporate and program logos, many new marketing tools and documents as well as reference guides on products and services. Our web site will also be updated with links on Facebook™ and Twitter™ accessible through our newsletter.

Our newsletter main mission is to inform and gather stakeholders and experts of the dairy production industry, and then share world knowledge and technologies, therefore contributing to its improvement and growth.

Our sales team completes its mission while attending various dairy production and agricultural trade shows. Secco International will be your host at the World Dairy Show in Madison, WI from the 2nd to the 6th of October (booth EH 1617-1718) as well as the EuroTier in Hanover, Germany from the 13th to the 16th of November (hall 13 / booth 13C43a). Our entire team will be present as well as our new marketing images and concepts. We will take the EuroTier opportunity to unveil, through our technological stand, a new Web open source controller with data accessible to all, as well as our ELITE DAIRY program.

Dominique Lamarre
Customer Service Director

SECCO PARTNER

Barn technology, Ing. Bräuer GmbH – a classic family business - celebrates its 35 year success story

Now and in the future, all its actions focus on the customer and providing the best quality. That's the 35 year success concept of the company Bräuer Stalltechnik GmbH, held in high esteem by thousands of satisfied, loyal customers.

Eng. Michael Bräuer founded the company in 1975; his two sons Eng. Michael and Eng. Alexander Bräuer now continue to lead the family business, leading inland and European barn construction families which supply the agricultural industry. Stability with change – based on this motto, innovative ideas are implemented with the most modern production facilities and highly qualified employees with many years of experience to stay a step ahead of the constantly changing market situation. In the early 90s, a production facility was built in Chechnya, since it was not possible to hire more than the existing 80 employees in Steyr-Behamberg. This brilliant move laid the foundation for today's success in the Eastern EU countries. Aside from Germany, Switzerland and Italy, business relations now extend into Slovenia, Croatia, Chechnya, Hungary, the Ukraine, Russia and the Scandinavian countries as well.

A trained team of competent employees handles every project according to the highest quality criteria – from individual overall planning to the final production of every product with all services.

Aside from classic business sectors such as cattle, hog and horse barns, as well as computer controlled feeding and ventilation systems, some of the capacities of modern technical systems are made available to industry for contract work. Contract manufacturing has become an important part of the company's strategy. Positive past and present developments indicate a bright outlook for the future, with hopes for numerous innovations and satisfied customers.

Company chronicle:

1975: Founded by B. Eng. Michael Bräuer and Alfred Forster in Steyr–Dietach with 15 employees

1976: Construction of a new office building and production hall at the Behamberg location

1978: Co-founder A. Forster leaves the company. From now on, it is called Ing. Bräuer Stalltechnik GmbH

1980: Construction of a separate supply hall with an electronics development section

1992: Due to its continuous expansion, the Behamberg location with its more than 80 employees reaches the limits of its capacities. Consequently, a 30 000m² factory floor is purchased in Chechnya, and a production and manufacturing hall with warehouse and office areas is built.

1996: The electronics development section is given up, and a cooperative venture with the companies WEDA in the liquid feeding sector and MICROFAN in the ventilation sector – both leading companies within Europe - commences. The electrical services department remains in place.

1998: Construction of a highly modern metal working hall (welding robot, CNC trimming press, pin bending machine, flatbed laser, tube laser) connected to an office building at the Chechnya production site. The Behamberg office building receives an expansion in the form of two added floors. Another production hall with 1200m² of floor space is built.

2003: Company founder Eng. Bräuer retires, passing management on to his children.

2005: Modernisation of the machine fleet with the acquisition of a Trumpf laser machine and a 3D pipe bending centre, also commencing construction of a new production hall with 2000m² floor space in Chechnya.

Franz Hold
Sales Manager
Fa. Brauer Stalltechnik GmbH



TESTIMONIAL SECCO INTERNATIONAL CUSTOMER

Ferme Vinbert Holstein
Acton Vale, QC Canada

We are very satisfied with our tunnel ventilation system that Secco International has suggested and customized for our dairy production. Our tunnel ventilation is efficient and performing, thus allowing a sound energy consumption, thanks to the integrated system and electronic controls from Secco.

We have combined our tunnel ventilation to a 3-stage high pressure misting system that ensures our cows comfort, especially during heat waves. When in operation, the misting has allowed us to witness, within 15 minutes, a decrease of 5°C (9°F) compared to the outside temperature.

Following the very hot and dry summer we have experienced in Quebec and around most parts of North America, the effectiveness of our system has enabled us to keep our dairy yield constant, while having to manage and operate a simple system.

We enjoyed an excellent technical support and customer service from the Secco International team.

Jacinthe Guilbert, Mario Vincent

Ferme Vinbert Holstein
Acton Vale, QC Canada
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LED TECHNOLOGIES

Changing from fluorescent to LED lights can boost milk yields Ever since its invention, LED (light-emitting diode) technology has continuously evolved to its modern-day version with various applications in the industrial and commercial markets. Light-emitting diodes are used in applications as diverse as aviation lighting, automotive lighting, advertising, general lighting and traffic signals. The technology is being used increasingly in dairy and other productions for its low maintenance, low energy consumption and high benefits on production results.

Increase Comfort and Yield

A recent study by Oklahoma State University found that by switching the lights in dairy sheds from fluorescent to LED lights increased milk yields by up to 6%. LED lights produce no ultraviolet light, so do not attract flies like conventional lights. They do not flicker and switch on and off instantly. The more natural light allows dairy workers to see the cows more clearly and identify any injuries or welfare issues more quickly. One theory says that LED lights reduce stress, making for more contented and productive cows. Many researches show that light really makes a difference in both human and animal behavior in ranges from human biorhythms, to light-stimulated animals helping them find their food. Other productions can benefit from the technology; baby pigs gain more weight when there is more light. Even in poultry production, which relies on fluorescent lights, their flickering can upset chickens causing them to lose weight.

Reduce Energy Costs

LED lights use 70% less energy than conventional lights and can be dimmed when there is plenty of natural daylight to save even more energy. If compared with incandescent lights, they reduce electricity consumption by 85 percent. Even against the lower investment needed for fluorescent lights, proving that LED lights can increase milk production would change radically the economics of LEDs. Recovering the investment through the energy savings the technology provides is usually over a 4-year time frame. Based on increased dairy yields and %, the payback could be brought down onto a shorter length of time.

Reduce Maintenance Costs

The lights can burn for up to 60 000 hours, nearly 7 years continuous use, before they need to be changed. Normally used, they are vibration and shock proof, so once installed they need no ongoing maintenance.

Supporting by studies and reports, the LED technology is making its way increasingly in dairy barns across Europe and North America. Universities and their agricultural faculties will keep on researching on the direct benefits on dairy cows and other animals well-being and therefore increasing productivity.

Jacob Hoekstra

JHG Agri Totaal BV, Netherlands

INNOVATION FROM SECCO INTERNATIONAL

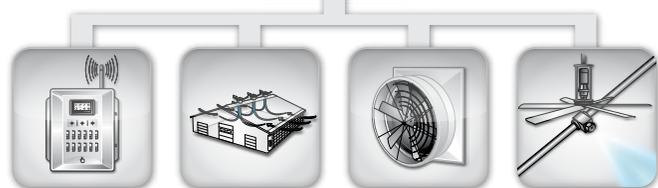
Secco pursues its goal, within its mission of innovation and development, of creating technologies and programs that will allow milk yields and quality growth.

We will unveil shortly the main topic of our strategies: the ELITE DAIRY program. This new, unique and fully integrated elite program gathers all the parameters needed to achieve optimal environmental and performance conditions for high-producing dairy cows. It divides itself in four modules (as chart above):

- Management module
- Natural ventilation module
- Mechanical ventilation module
- Complementary regulation module

The high-tech modules which are part of the program allow a simple, efficient and preventive management process. The Management module introduces a new open source Web controller, user-friendly that will facilitate training sessions, software and firmware updates as well as remote service calls and troubleshooting.

A fully integrated automatic and intelligent system, that allows management of natural and mechanical ventilation as well as luminosity. The ELITE DAIRY program enables remote access to experts and will gather all optimal conditions to dairy producers to achieve their goals.



As leader of integrated ventilation systems within continental climates, our mission is to ensure the transmission of our knowledge and our unique technologies contributing to worldwide dairy production and high-quality milk available to all families. In our continuing efforts to increase quality and milk yields, it is possible to reduce environmental impacts by focusing on growth-of-milk-production results per cow instead of increasing herd numbers and volume.

We have the capacity and the obligation to create sound environmental conditions to make dairy production farms more profitable and eco-responsible.



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