

# e-news

News & Events for  
Poultry Producers from

**ChickMaster**



## ChickMaster displayed New Technologies at IPPE 2016

ChickMaster displayed new technologies at IPPE 2016 which took place in Atlanta, Georgia, USA on January 26-28, 2016. The International Production and Processing Expo is the world's largest annual trade show for the meat, poultry, egg and feed industry which attracted over 1,200 exhibitors and over 30,000 visitors. The ChickMaster display featured the latest in incubation, energy management and environmental control technologies that will keep a "Hatchery in Harmony" and increase hatchery performance.

Incubation technology on display at ChickMaster's booth included the **Avida Symphony** Setter which is the newest single stage setter in the incubation product line-up. With over 20 new improvements to increase hatchability and quality, Avida setters and hatchers are proven worldwide to be extremely efficient and simple to operate.



Also on display was the latest ChickMaster Energy Management System. The **CC3-5400LC** is an intelligent climate control system providing an optimal amount of air, water, cooling and heating to

the hatchery with energy saving heat recovery for heating or dehumidification. The CC3-5400LC is one of many energy management systems ChickMaster offers. More than 50 of the CC3 systems are in operation globally today.



New control technologies were also on display including **Resonance**, the new ChickMaster device that makes calibration of incubation equipment easier using Bluetooth technology. The display also included **Tempo**, the new tool to monitor eggshell temperature in real-time, a key element to improve hatchability and chick quality.

"The booth was busy from beginning to end with customers from around the world", stated Robert Holzer, president of ChickMaster. "We were very pleased to see many familiar faces from the USA, Latin America, Pakistan, Egypt, and many other countries. This show always reminds us how global we and this industry are, but how incubation technology brings us all together. Our customers came to see us and were happy to share their success stories during these three days. Looking to improve incubation and ventilation together was our message. The CC3 and Aria product lines exemplify our commitment to a better system."



Latest Gen IV controls

## Avida Symphony Playing in Harmony Over 300 Hatcheries using Avidas and Growing!

ChickMaster Avida setters and hatchers set the standard for efficiency and productivity worldwide. With Avida installations working in over 100 countries, hatcheries are continuing to select ChickMaster incubation systems to increase productivity and keep their *Hatchery in Harmony*.

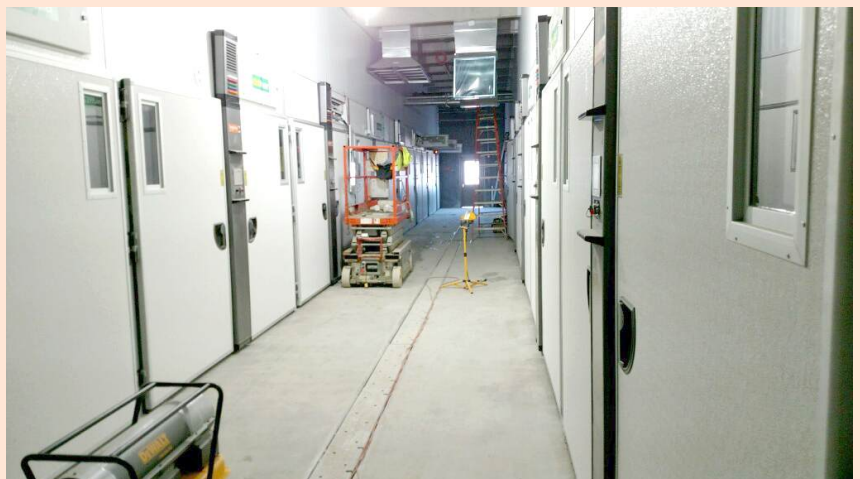
The new Avida Symphony setters and hatchers provide an opportunity to take hatchability, chick quality and reliability to more advanced levels. The newest single stage setter in the ChickMaster product line was introduced in 2015 with over 20 improvements.

Response from our customers has been strong with over 200 Avida Symphony setters being sold since introduction. Hatcheries large and small are looking to Avida Symphony for productivity improvements due to its uniformity and proven performance.

Contact the local ChickMaster Sales Manager or sales representative to see how ChickMaster Avida setters and hatchers can put your *Hatchery in Harmony*.



Avida Symphony Setters at work producing high quality poualts!



Avida Symphony setters under construction



# New Territory Assignments and Promotions

We are pleased to announce new territory responsibilities and promotions within our sales team. **Euclides “Andrés” Fernández** has been named Territory Sales Manager for the United Kingdom, Ireland, Pakistan, Italy, Spain and Portugal. Andrés has been with ChickMaster UK since September 2015 after moving from his native Venezuela. He previously worked for Inversiones Femur, the ChickMaster sales representative in Venezuela where he had several years of experience working with our customers and equipment. Since joining ChickMaster, Andrés has worked closely with our customers in the United Kingdom developing stronger working relationships with the many hatcheries using ChickMaster systems.

**Ab Broshuis** has been with ChickMaster for several years and has been very involved in working the territories of Russia, Africa, the Middle East and Australasia. Ab will now take over the sales responsibilities in Turkey, Scandinavia and Switzerland, along with his previous areas for sales management. Ab has been successful in building strong customer relationships, working closely with our sales representatives to achieve a “Hatchery in Harmony” for all our good customers. Ab has over 25 years of experience in the poultry industry.

Both Ab and Andrés are part of the UK Sales Team managed by Martin Keswick, Managing Director of ChickMaster UK. Robert Holzer, President of ChickMaster stated, “As a group, we will continue to offer excellent support and equipment through a dedicated team of people providing sales and service. The UK has expanded its ability to support our large geography and these promotions will add to those efforts.”



*Andrés Fernández*



*Ab Broshuis*



INTRODUCING

# Resonance

The new ChickMaster wireless device that makes calibration easier using Bluetooth technology

One of the most critical of all hatchery maintenance programs is sensor calibration. Incubators need to have accurately calibrated sensors to control temperature and humidity. While all incubators are designed and built for tight control, humid conditions inside the setter can lead to accuracy drift and signal deterioration over time. The best way to get a good quality hatch is to make sure all sensors are properly calibrated to the reading set points. Resonance is a simple new device that makes it easier and more convenient to improve setter and hatcher calibration.

Twenty-five foot probes connected to the wireless device are routed through the incubator roof to transmit actual zone temperature readings wirelessly via Bluetooth technology to an Android device\* using a unique ChickMaster Android app.



*Resonance device with hard-shell case  
\*Android phone or tablet not included*



*Probes connected to the Resonance device  
are routed through the incubator roof*



*An Android device receives the actual  
temperature values and allows the technician  
to make adjustments at the control screen*

- A hand-held tool that comes in a durable hard-shell case that is easy to carry and store
- A rechargeable lithium-ion battery with an easily accessible and convenient charging cord
- Monitor up to 8 temperature readings at one time
- Easy to set up and operate via an Android device utilizing Bluetooth technology – Internet availability not needed – no more long wires connected to probes through the fascia



**Genuine  
ChickMaster Parts**

[www.chickmaster.com](http://www.chickmaster.com)

**Visit us at the  
Midwest Poultry  
Federation Convention  
March 15-17, 2016**



The largest regional poultry convention in the United States will take place in Minneapolis, Minnesota, USA. Over 2000 participants from the United States, Canada and several other countries are expected to attend. Participants represent all segments of the poultry industry including egg layer, broiler, turkey and organic/specialty poultry production.

## Keep your Maestro or Advisor System Up-to-Date

To receive the latest update to your system's software package, please send us an email to [maestro@chickmaster.com](mailto:maestro@chickmaster.com) and we will be happy to assist you.

**ChickMaster Incubator Co.**  
945 Lafayette Rd, P.O. Box 704,  
Medina, OH 44258 USA  
Tel: +1 (330) 722-5591  
Parts Sales: (800) 727-8726  
e-mail: [sales@chickmaster.com](mailto:sales@chickmaster.com)

**ChickMaster UK Ltd.**  
1 The Leggar, Bridgwater,  
Somerset, TA6 4AF, United Kingdom  
Tel: +44 (0)1278 411000  
Fax: +44 (0)1278 451213

**For Worldwide Customer Service  
Emergency Support: +44(0)1278 555111**