

# LA BUVETTE®

## The specialist in watering



### NEWS

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## EDITORIAL



**A**utumn is coming and this also means the start of a new tradeshow season. This is of course the time to show our new products such as the Blue Intelligence™ which will mark a turning point in the management of the water distributed to racing and other sport horses.

This also gives me and my teams the opportunity to exchange interesting professional ideas in an informal way with many dealers and breeders.

Added to the daily work of our teams in the field, these meetings contribute to the improvement of our current and future products as well as the development of new services both for our partners and the end customers.

Much more than a commercial argument, service is a value we have been defending for a very long time, convinced of the fact that a product without service has no future! This Buvette News summarises the wide range of services we offer you.

Our complete range of services and competences makes us proud to be a specialist in watering solutions. This is confirmed by the development of our distribution network both in the world and in France, where our products are now sold in 200 new sales points throughout the country.

The entire LA BUVETTE team and I hope you will enjoy reading this newsletter.

See you soon,

*Jean-Philippe BOUSQUET*  
President



## Blue intelligence™

## INNOVATION FOR HORSES

**After many years of investigation and experimentation, LA BUVETTE® launches the first waterer that is connected to a remote management system for the water intake of horses: Blue Intelligence™.**

All horse owners are well aware that the water quality and the amount taken in determine their health. The importance to supervise the water intake is even more evident for racing and other sport horses that exert great physical efforts.

As a specialist in watering solutions, LA BUVETTE® wanted to offer a solution for more safety, comfort and traceability for the trainers, riders and breeders who keep a close eye on the performances of their horses. After presenting a prototype to a few privileged people at the World Equestrian Games in Caen last year, this technically sophisticated solution is now available.

Connected to NORMANDY (the waterer mounted on a stand against the wall recently launched with success by LA BUVETTE®), BLUE INTELLIGENCE™ manages, supervises and alerts in case of abnormal consumption. In practical terms, the electronic system installed on the NORMANDY is remote controlled by a tactile PC tablet, supplied with the installation. The tablet not only stores the consumption data from each box but also the climatic conditions that influence the behaviour of the horses.

This very innovative system has been labelled by the Committee of experts for the Labelling of Pôle Hippolia. This committee distinguishes projects of which the innovation helps increase the competitiveness of the equine sector.



This new product will surely set a new landmark in the equine world!  
For more information: [www.blueintelligence-labuvette.com](http://www.blueintelligence-labuvette.com)

# SERVICE: OUR NUMBER ONE PRIORITY... FOR

**Whether you are a dealer, breeder or partner, you all know that we make a point of honour to give you maximum service.**

**But do you know how far our services go?**

**Small reminder.**

## ADVICE OF A SPECIALIST IN WATERING SOLUTIONS

Every single product, that we designed, is first studied by our Research & Development Department with the purpose to improve the performances of the farms and the welfare of the animals, but also with a view of giving expert advice to meet the requirements of the breeders which are getting legitimately even more stringent. And this, in all countries where we are present.

In an increasingly competitive environment where productivity has become the watchword, we have understood already for a long time that product and service go hand in hand.

Therefore, we have been regularly spreading practical advice for many years in various media: Buvette News, product catalogues, guidebooks, web site with more than 1 340 product sheets... advice mostly relayed by our commercial staff in the field to the network and the breeders.

Our sales and consulting workforce composed of 6 representatives in France and 6 abroad, is a major asset to regularly pass on your comments allowing us to constantly improve ourselves.

## EFFICIENT AND RENOWNED AFTER-SALES SERVICE

Our support does not end once our products are sold. Our multilingual after-sales service teams answer your questions and offer solutions to make optimum long-term use of our material. Our very complete range offers solutions to all problems both for dealers and breeders could be faced with.

You need installation advice? You have to change a defective part? You want a technical adviser to visit you...? We earned the loyalty of our customers by listening attentively and responding promptly through out our helpdesk.



## NEW "DÉPANNAGE PIÈCES" SERVICE FOR FRANCE

Since a few months, the breeders in France can find the closest dealer and place an emergency order for spare parts on the website [www.labuvette.fr](http://www.labuvette.fr).

This service gives the geo-localised LA BUVETTE dealers a real opportunity to develop their business and strengthen customer's loyalty.



## MANUFACTURER'S WARRANTY

Thanks to a combination of precise specifications and our dedicated quality of service policy, we can offer for a number of our products a longer guarantee than the standard manufacturer's 1 year guarantee.

This is, for example, the case for our pasture troughs: 3 year warranty for Interbac, 5 years for the small feeding troughs and 8 years for PREBAC and the big one-piece feeding troughs. The same goes for our calf hutches: 5 year guarantee.



R YOU!



**OUR DISPLAY IN YOUR SHOP**

A visible and adapted shelf space is the best way to present products. Therefore, we offer to our dealers modular solutions for all sales points that reflect the quality of our products and our corporate image.



Out of our constant concern to guarantee maximum service, your visitors can easily and quickly find the information they are looking for from our displays.

**LA BUVETTE® CONTINUES ITS INTERNATIONAL EXTENSION**



**Good news!**

**Our geographic coverage of the global livestock market is increasingly extending.**

On the one hand, the quality of our made in France products and services convinces the breeders abroad more and more. Witness: The millions of selling points, apart from France, which are offering our watering solutions through out the European Northern countries and in North America, are constantly increasing.

On the other hand, the strategic decision to establish local production facilities in countries with a strong potential allows us to meet the specific needs of these markets more closely.

This is the case of our Chinese subsidiary LB TIANJIN which has been producing for many years rotomoulded pasture troughs, calf hutches and waterers for larger herds only intended for the Asian market.

With such dynamism, LA BUVETTE® will not stop being talked about in livestock farms all over the world. To be continued in our next publications.



COME VISIT US SOON

MEETINGS



**RENNES**  
from 15 to 18 September



**CLERMONT-FERRAND**  
from 7 to 9 October



**LYON**  
from 18 October to 1<sup>st</sup> November



**PARIS-NORD VILLEPINTE**  
from 18 November to 6 december

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