



EDITORIAL

STAY ON COURSE



Our presence at the different autumn trade shows (Space, Sommet de l'Élevage, Equita'Lyon, Euro-tier, Salon du Cheval) allowed us to present to

you our new products and to listen to your concerns in a difficult period, especially for the dairy farmers who keep suffering from poor milk prices.

Many of you came to meet us at our booth to discover the new LA BUVETTE products. You also appreciated the new green and grey LA BUVETTE colours that match with our range of bowls and our graphic charter. A "new collection" of products focusing more than ever on quality and reliability!

As the end of this year is approaching, the entire LA BUVETTE team wishes you happy holidays.

We hope that 2017 will be beneficial to economic recovery and LA BUVETTE will be by your side yet again by offering ever more innovations, services and quality in order to always perform better and to stay on course!

Have fun reading and see you very soon.

Jean-Philippe BOUSQUET, President

WHAT'S NEW IN THIS EDITION?



NEW COLLECTION

LA BUVETTE IN GREEN & GREY

Two New Top-End Galvanised Troughs for 2017

In the beginning of 2017, LA BUVETTE will make available to the breeders two new top-range galvanised troughs that are in line with the widely known LA BUVETTE technology, quality and reliability, guaranteeing safe access to water by grazing animals.



PATENTED

"The two new galvanised troughs that we are preparing to offer the breeders are of top quality. The breeders can rest assured that the animals have safe access to the water from these troughs that are a practical solution for all professionals," notices Vincent Cardot, head of R&D at LA BUVETTE's

PRACTICAL AND STURDY TROUGHS

These two troughs will be offered with a capacity of 600 litres and 1000 litres to suit all types of animals. The troughs are conically shaped, allowing them to be easily stacked for storage at the dealers'. Besides, they are sold in piles of 10. "It is an undeniable asset for transportation and storage that the troughs can be stacked, allowing the dealers to order several identical ...
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Two New Top-End Galvanised Troughs for 2017

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... models without having to worry about their storage space," comments Pascal Briet, Sales Manager France LA BUVETTE.

These new troughs are equipped with 3 built-in hoisting eyes for easier handling on pasture. They are reinforced with a top edge made of tube for extra strength and to avoid injuries for animal safety. A brass bulkhead screw-in drain plug is provided to empty the troughs more easily.



TOP-QUALITY MATERIALS AND PROCESSES

To produce this troughs, LA BUVETTE chose to work with SATENE, a manufacturer of livestock material based in the middle of France. Welding is automated and for galvanising the hot-dip process is used. "All LA BUVETTE and SATENE teams have always the same goal in mind," emphasises Pascal Chavet, manager of SATENE: "to offer the breeders reliable and high-performance products".

A patent was deposited for these two new high-end troughs that will be available to the breeders in the beginning of 2017



THERMOLAC



TIPPING WHEELBARROW

New LA BUVETTE C

All LA BUVETTE products will gradually be clad in green and grey. A new collection in new colours, but always the same products with the same performance, reliability and quality characteristics LA BUVETTE is known for.



FORSTAL & F130 INOX

THE ORIGINAL GREEN AND STURDY GREY

"Green has been the colour in which LA BUVETTE has been associated right from the start. Not just any green, but a specific shade of green," explains Elodie Collinet, marketing manager of the company. "Grey has quite naturally become the spot colour as many products already sport this colour by the very nature of the used materials and as a colour it is also associated with stainless steel and synonymous with sturdiness," she adds. This relooking of our product range also corresponds with our desire to harmonise all our products, "many of our products, such as our range of bowls actually were already green," she specifies.

TESTIMONY

LAURENT GUILLON
COMMERCIAL DIRECTOR OF PATURA, GERMANY

// UNITY OF COLOURS FOR BETTER IDENTIFICATION //



"Patura develops and markets through dealers in Germany and internationally electric fences and breeding material, such as watering systems for cattle, horses and sheep. We have been working with LA BUVETTE for over more than twenty years. For us, the green colour of the LA BUVETTE letter logo has been recognised for a very long time and it is part of the company's identity. From this point of view, the transition to a unity of colours announced for the 2017 range allows better identification of the LA BUVETTE products. For products such as Thermolac and Prebac, this change of colour will certainly require promotion.



MULTI 220



PREBAC



ISOBAC

collection in Green and Grey



THE COLOUR CHANGES, THE LA BUVETTE QUALITY REMAINS

The new LA BUVETTE product range will gradually sport the new colours, but Elodie Collinet repeats: *"Only the colour changes, the performance, reliability and quality characteristics LA BUVETTE is known for remain"*. As such, the PREBAC range will always be available to the breeders in a wide choice of sturdy, practical, reliable and light pasture troughs that will lighten up your pasture with their new green coat. This also goes for the frost-free and isothermal THERMOLAC drinkers, which from now on will be delivered with a green base and grey balls, but still upholding the LA BUVETTE signature stamp that is synonymous with quality, sturdiness and reliability.



LA BUVETTE STICKER FOR BETTER RECOGNITION OF OUR PRODUCT RANGE

Julien Mallevall of the marketing service designed a LA BUVETTE sticker that will be affixed to the products of the PREBAC and THERMOLAC ranges for better identification and to guarantee the origin and the quality of the products.

TESTIMONIES

PATRICK ALBERT DIRECTOR OF ALBERT SERVICE, FRANCE



// IT IS NOW OUR TASK TO PROMOTE THE
NEW LA BUVETTE COLOURS! //

"Our company only recently celebrated its 40th anniversary and we have been working with LA BUVETTE for many years. We value their products and their professionalism. The new LA BUVETTE range in green and grey is a great initiative because it conveys innovation and ambition which will allow us to promote the LA BUVETTE products by means of appropriate signposting. The objective is to stand out and colour is a very important factor. As distributor/partner of LA BUVETTE, it is now our task to actively promote this change of colour in order to differentiate the brand and its products that from now on will be delivered in green and grey."



TORBEN JOHNSEN PRODUCT MANAGER OF KRAMP GRENE, DENMARK

// FOR MORE UNIFORMITY AND
RECOGNITION OF THE PRODUCT AND
THE BRAND //

« LA BUVETTE has a strong position on the market today, and changing the color should be welcomed by customers. Already now, the green and grey colors are known as LA BUVETTE colors, just look at products like the Normandy, F130 INOX or FORSTAL troughs.

We think it is a step in the right direction for more uniformity and recognition of the product and the brand LA BUVETTE for the future. »

MANURE-FREE
FOOTBATH

WELCOME TO THE TEAM



ARNAUD POUCHAIN

New manager for the north/north-east region

Arnaud Pouchain is the new regional manager for the north/north-east region that covers 11 departments from Nord to Aube and Haute-Marne. Accountant by training and having already sold LA BUVETTE products, Arnaud Pouchain has a solid commercial field experience with the breeders and resellers in the breeding business. Arnaud Pouchain is 48 years old and proud to be part of the LA BUVETTE team. He is eager to promote and market high-quality products for livestock, a business he is familiar with.

EVENTS

SIMA 2017

LA BUVETTE AU SIMA FROM 26 FEBRUARY TO 2 MARCH 2017

The LA BUVETTE teams are happy to welcome you to their booth at the next SIMA (Paris International Agribusiness Show) that will take place from 26 February to 2 March 2017 at Paris Nord Villepinte - France, where they will present their products in the new LA BUVETTE colours on a floor area of 80 m² (Hall 2, Aisle B, Stand 006). This show is a must for the breeders and livestock professionals in France and abroad. See you soon at our booth!

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LA BUVETTE
The specialist in Livestock Drinking Solutions



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All commercial documentation, installation instructions, exploded views of spare parts can be viewed on our website: www.labuvette.com • E-mail: commercial@labuvette.com