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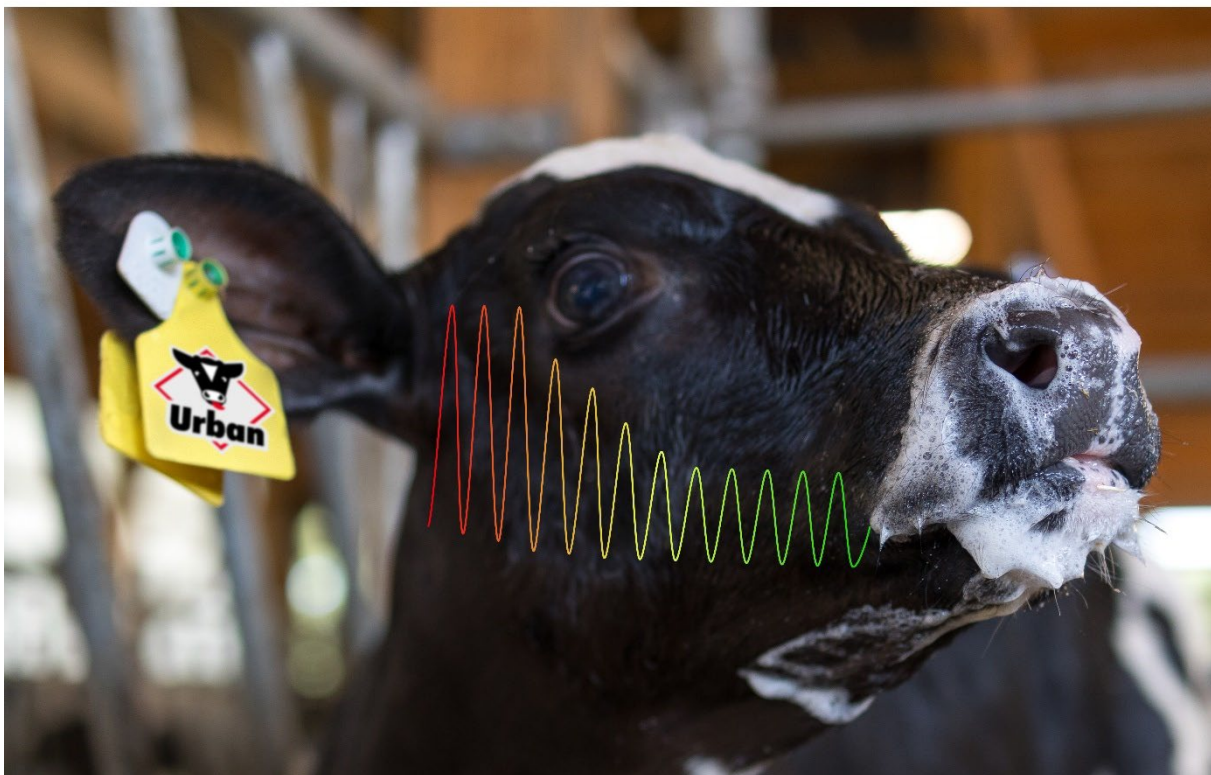
Silver medal awarded to *SipControl*, Urban's novel feeding management system

Wüstring, 24 September 2024



Urban SipControl

Drink slow, grow fast!



Urban SipControl offers animal-specific adaptation and optimisation of the feeding process as well as health monitoring of the individual animal based on its sucking behaviour.

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It is of great importance for successful calf rearing that the animals do not consume the offered milk feed too hastily. There are several key reasons for this:

- When drinking slowly, the milk feed mixes much better with saliva, making it easier to digest.
- Long sucking times satisfy the animals' innate motivation to suck more effectively.
- Slow milk feed intake helps prevent abnormal behaviour such as cross-sucking.
- When animals are allowed to drink slowly, the feed intake is stress-free; interruptions due to technical or capacity issues no longer occur.

Hasty drinking is primarily a challenge with older calves and/or strong sucklers. Until now, there was no known method available to regulate sucking individually in order to control the feed intake rate for each calf. This is where Urban's newly developed SipControl comes in – an innovative method to better monitor and manage the feeding process of calves reared on automatic feeders. This new development will be presented with the 'Innovation Award EuroTier' in silver during the 2024 EuroTier trade fair.

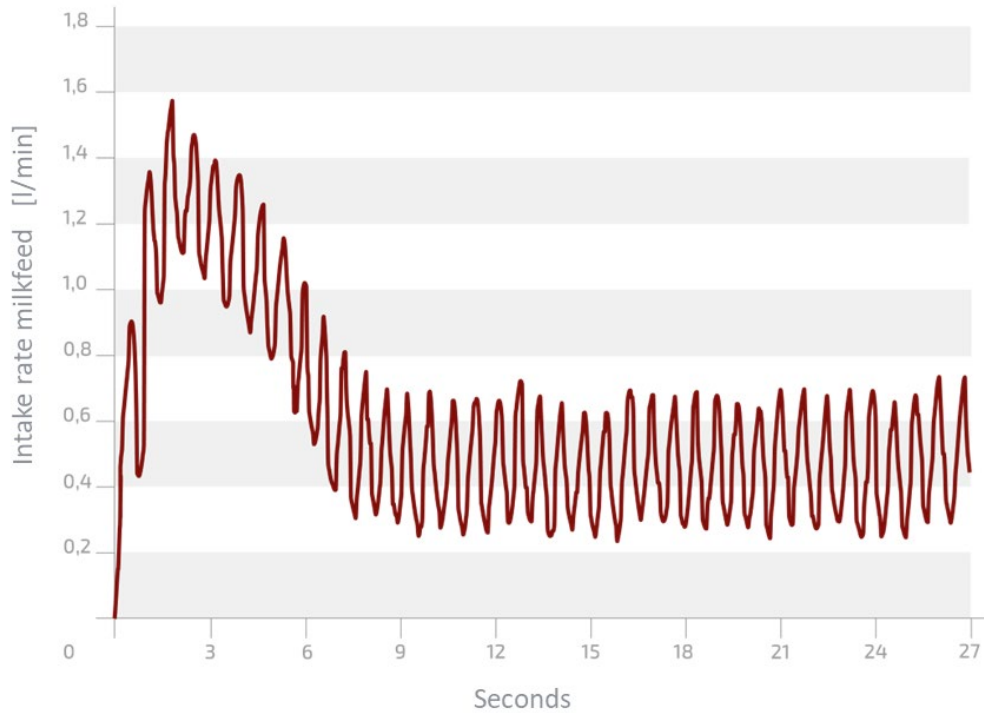
Urban's SipControl system comes packed with several innovative features that ensure an optimal feeding process:

- High-resolution sensors detect the precise flow in the suction line so that each individual sucking cycle or swallowing process can be detected with microsecond accuracy and to the nearest microlitre.
- For the first time, a calf's drinking process can be analysed in high resolution and great detail based on various parameters, such as sip volume, sucking rhythm, sucking vigour, or interruptions (breaks) of feed intake.
- In the case of healthy strong sucklers, the milk flow through the suction line is restricted by means of a ball valve. This leads to longer sucking times with a reduced volume of milk feed per sip. Salivation is improved, the calves' suckling instinct is satisfied. Ultimately, this contributes to enhanced animal welfare.

The SipControl system recognises weak sucklers, sick and potentially sick calves based on their sucking behaviour and facilitates milk flow and drinking. At the same time, notifications are sent to the herd manager so that the animal can be examined and treated if necessary.

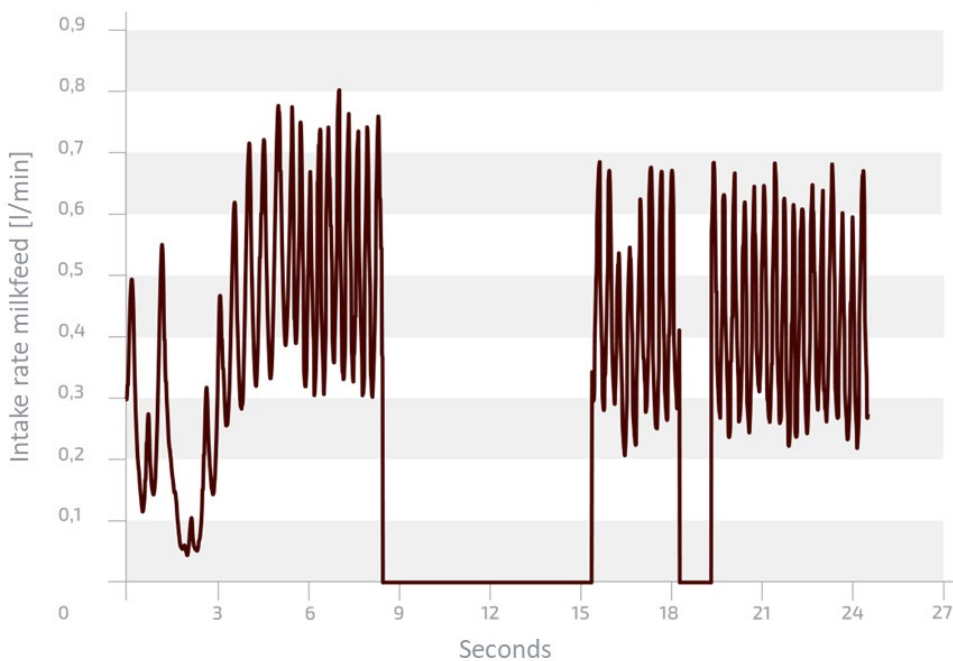
Precise monitoring of the drinking process provides insights into the health and fitness of each individual animal, as well as the stress level of the animal group. Animal well-being can be significantly improved by managing the drinking process on an individual basis.

Urban SipControl : Reduction of milk feed volume per sip



Urban SipControl : Recognition of potentially sick calves based on their sucking behaviour

Abnormal drinking



EcoProtector^{UV-C} for surface disinfection – now available as stand-alone device

The EcoProtector^{UV-C} device is currently already available as an attachment for the latest generation of Urban's MilkShuttle. It is ideally suited for the disinfection of rooms, floors, and surfaces such as calf hutches, feeding tables, or livestock barns and offers a chemical-free, temperature-independent and time-saving disinfection process.

At the EuroTier trade fair, Urban will be presenting a conceptual study of the successful EcoProtector^{UV-C} as a solo device designed for stand-alone use and operation independently of the MilkShuttle. The prototype has its own power supply and control/operating unit.

The EcoProtector^{UV-C} stand-alone device is more versatile than the shuttle-plus-attachment solution. It is an interesting option for customers who do not need or own a MilkShuttle but still wish to be able to effectively disinfect surfaces with minimal running expenses.

The EcoProtector^{UV-C} has already demonstrated its excellent performance in terms of disinfection as well as Cryptosporidium and disease control (salmonellae). This is evident from the results of several independent studies, conducted, for instance, at the Neumühle Estate Training and Experimental Institute (Lehr- und Versuchsgut Neumühle) of the German federal state of Rhineland-Palatinate and several universities of applied sciences.

Detail optimisations of field-proven product lines

Urban's MilkShuttle has seen wide-ranging improvements. The new model range comes with numerous new functions and features. It is even more user-friendly and greatly simplifies the connection of the EcoProtector^{UV-C}.

Development never stops at Urban, and there are some visible changes to the proven *AlmaPro* automatic feeder, too:

The UV-C teat disinfection unit of Urban's HygieneSet (EuroTier 2021 silver medal) was converted to more powerful and durable LED technology. Furthermore, it is now possible to connect two liquid medicine dispensers per feeder, and the FitPlus system enables parallel, uninterrupted feeding of calves at up to four stations.

The EuroTier trade fair will take place in Hanover/Germany from 12 to 15 November 2024. You will find the exhibition stand of Urban GmbH & Co.KG in Hall 13 | B09

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Press material

High-resolution images and further information about our products are available at <https://eurotier.urbanonline.de>.

A product video about our award-winning innovation *Urban SipControl* can be found at <https://sipcontrol.urbanonline.de>.