

# Brown Dairy Equipment Newsletter

## Fall Edition 2019

2153 North Van Dyke  
Bad Axe, MI 48413

### **Dunlop Boots Work as Hard as You Do**

As a dairy farmer, you work seven days a week. That means you walk in your boots seven days a week too! Seven days and long hours in cold, wet and dirty conditions. Reliable footwear prevents you from getting hurt and has a huge impact on your well-being. That is why Dunlop® has designed boots specifically for farm work. These boots will protect you against the elements, you will have less tired feet and they last longer as well!

**Purofort®** is the unique Dunlop® material with millions of evenly distributed air pockets making it lightweight and thermally insulating plus a cross-linked structure that provides flexibility and strength. Dunlop boots are more cut resistant and abrasion resistant than any other material on the market. Dunlop boots are strong, durable and tear-resistant.

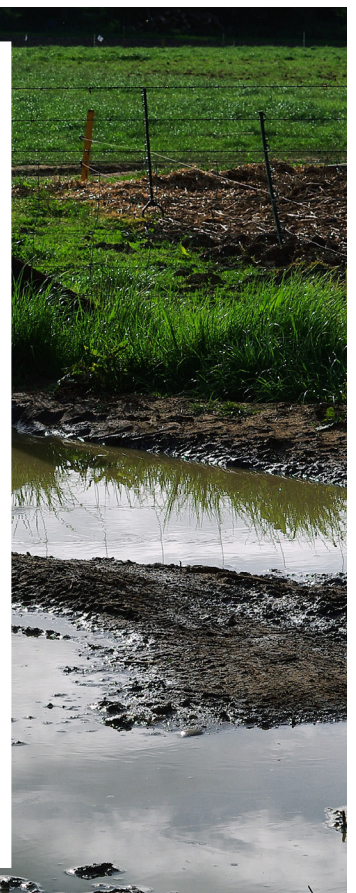
They last up to three times longer than traditional PVC or rubber boots, thereby saving you money on your total boot cost.

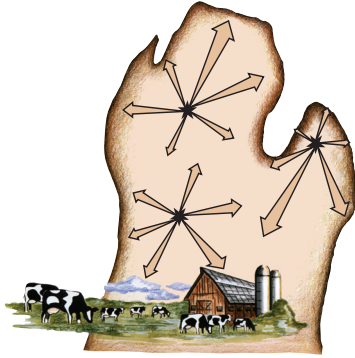


**We are running a volume pricing promotion  
between October 1 through December 31, 2019.**

Contact Brown Dairy Equipment at  
**1-800-373-2153** to order boots  
for you and your dairy operation.

**Dunlop boots would make a great holiday gift!**





## Brown Dairy Equipment Co.

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McBain Office: 6500 Gerwoude, McBain, MI 49657

Portland Office: 7811 S. State Rd., Portland, MI 48875

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## October 2019

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS



FROM THE,,,

### *President's Desk*

Fall has arrived. The crops are being harvested, silage has been stored, the hint of winter is in the air, and Brown Dairy Equipment has exciting news, promotions, and product information.

We can officially announce that Brown Dairy Equipment became the exclusive dealer for **Lauren AgriSystems' Liners** in Michigan, as of October 18, 2019. For additional information on Lauren Liners and their benefits see page 2.

We are an official distributor partner of **Dunlop® Protective Footwear**, the leading global manufacturer of protective footwear. See page 4 for additional information on Dunlop Footwear and this year's special promotion through December 31, 2019.

**WETIT QDO** is an automatic pre and/or post dip teat sprayer that will help to reduce cases of new mastitis and to lower SCC in nearly all dairies that have installed **WETIT Automatic Teat Spray Systems** in their dairy operation and with less people. For further information, refer to page 3 of the newsletter.

Take advantage of our manufacturer's early order discounts on winter teat dips for **Frost-Proof** and **Therma-Plex**. This discount only applies for orders taken from October 1 through December 31, 2019. Page 3 highlights the two products and their benefits.

— *Dennis Brown*

*Thanks to all of our dairy operation customers for all the hard work you put in day in and day out!*



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# Increase Efficiency and Improve Cow Health with Lauren Liners

*Brown Dairy now the exclusive dealer for Lauren AgriSystems' Liners in Michigan*

We are pleased to announce that as of October 18, 2019, Brown Dairy Equipment became the exclusive dealer in Michigan for Lauren AgriSystems' Liners.

Lauren AgriSystems' Liners and Brown Dairy Equipment are both committed to providing exceptional customer service to our dairy industry along with an exceptional product.

## The Science Behind the Solutions

All Lauren AgriSystems' products have been designed to make your job easier and your business more profitable, for true peace of mind. Lauren AgriSystems' Liners partner with materials experts, top laboratories and industry professionals to bring you high-performance products based on relevant market information and the best research available. Our exclusive innovations are the key to a fully optimized parlor. They can help you:

- Control labor costs
- Maximize efficiency in parlor operations
- Improve the teat-end health of your herd
- Enhance cow comfort

## The Man Behind It All

Lauren AgriSystems, Ltd., is a division of **Lauren International, Ltd.**, a company originally founded as Lauren Manufacturing, Inc., by Dale Lauren Foland in Garrettsville, Ohio, in 1965. Dale started Lauren as an answer to a market need for high-quality, efficient, continuous polymer extrusion. His philosophy has not changed since the early days of Lauren International and remains today: "the answer to any problem lies



within the conceptual power of the people that surround you." Lauren International is driven by market-relevant research and design that addresses identified customer issues.

Dale Lauren Foland set out to develop a company that was holistically focused on the advancement of an industry. Today that remains a common thread that winds through the very core of all Lauren businesses, including Lauren AgriSystems, Ltd.

Lauren AgriSystems' main focus is to change the dairy industry by improving productivity and profitability – one farm at a time. Our products are built using sound science and quality materials, with an eye on the future.

Lauren AgriSystems' Liners improve your bottom line by reducing expenses and increasing productivity. The Lauren Liner's patented Tri-Circle® barrel and proprietary DairyGrade® silicone offer fast milking, fewer squawks and greater cow comfort. Plus, all of the Lauren Liners have a specialized, nontwist design.

## Tri-Circle® Barrel Design

At the center of the Green Liner's benefits are the patented Tri-Circle barrel liner shape and proprietary silicone blend used in manufacturing.

Under vacuum, the liner collapses evenly along the length of the teat, ensuring undue pressure is not placed on the teat end, which helps make your cows more comfortable.

***Brown Dairy Equipment is your authorized dealer in Michigan for Lauren AgriSystems' Liners. Contact any of our stores or your Dairy Solutions and Support Specialist at 1-800-373-2153 to schedule an appointment to learn more about a liner solution for your dairy operation.***

## The Lauren Liner Makes the Difference

### Fast Milking

The Lauren Liner is designed to provide fast, complete milking for increased productivity.

### Fewer Squawks

Using Lauren Liners results in fewer squawks. Parlor managers can also expect fewer fall-offs and kickoffs.

### Optimal Liner Life

Our liners are made of a proprietary DairyGrade® silicone compound that is rated for up to 4,000 milkings.

### Guaranteed Teat-End Health

Research proves that using the Tri-Circle® barrel improves teat ends.

### Greater Cleanability

The liner meets 3-A testing standards, resists fatigue-induced cracking and maintains a smooth surface finish to prevent unwanted residue and bacteria buildup.

### Quality Control

Every liner sold is individually inspected, preconditioned and engraved with a unique serial number, providing complete product traceability from raw material to end user.

### Optional Vents

Our patented vent design – now with standard and reduced-airflow vent options – minimizes clogging and ensures uniform milk flow.

## NEW! Tri-Fecta Offering

Lauren Liners are now available in three styles for optimal fit and performance. That means you have six liner options to choose from to fit a variety of milking systems.

**We offer standard vented, reduced-airflow vented and nonvented liners, with or without silicone-reinforced short milk tubes.**

• Choose either version of our standard vented liners if your system has no vacuum limitations, does not have venting in the claw or if you prefer multiple vents in the clus-



ter. These liners feature the standard yellow vent.

- Our **NEW Reduced-Airflow Vented**

**Liners** are designed for systems with vacuum limitations, with venting in the claw, or if you prefer multiple vents in the cluster.

• Our silicone reinforced liners are a good choice if your dairy experiences frequent short milk tube tears.

• Our nonvented liners work well with systems with vacuum limitations and vented claws.

# WETIT System Automatic, Consistent

*The WETIT QD0 Inline Automatic Teat Dipping System automatically pre- or post-dips every cow, every milking consistently by applying the same volume of dip while saving ever increasing labor costs.*

## What makes the WETIT QD0 In-Line System spray?

A light beam is projected across the entry lane to a controller bar. When a cow walks through the WETIT QD0 unit, the light beam is broken. When the light beam reconnects with the controller bar behind the cow, the unit sprays. The unit will not spray if a person walks through the beam.

**NOTE:** The QD0 system has a long detection zone rather than a single trigger beam with a computer calculating the movement of every cow. It triggers the system to spray to ensure good coverage of the teats and udder.

## What is the Return on Investment?

What would your annual labor savings be if you reduced the number of operators in your milking parlor by one? AND, the WETIT QD0 In-Line Teat Dip Sprayer shows up on time, every day for every milking and does the same consistent job of spraying teats, cow after cow after cow 24 hours a day, 7 days a week! **No vacations and no sick days.**

The QD0 In-line Teat Dip Sprayer may not reduce labor in smaller parlors but it will allow operators more time to do a better job of udder prep and speed up milking. In larger parlors it allows less operators to do a better job of prepping that should result in faster milking thus reducing the total milking time of each group of cows.



The WETIT QD0 Inline Automatic Teat Dip Sprayer for Pre- and Post-Dipping in Linear Parlors and Pre-Dipping in Rotary Parlors provides proven improvement in herd health.

## GREAT Results Using A WETIT QD0 to Post Dip

### Great Improvement in Herd Health!

A WETIT QD0 Automatic Post Dip Teat Sprayer was installed on a 930-cow dairy in April 2019 in the single return alley. In June 2019 the dairy received its first Milk Quality Award ... its somatic cell count is at an all-time low and holding, and clinicals are also at an all-time low!

### A Reduction in Somatic Cell Counts!

Reduced cases of new mastitis and lower SCC have been seen on nearly all dairies that have installed WETIT Automatic Teat Spray Systems.

## Is WETIT QD0 Consistent?

**YES!** The WETIT QD0 consistently sprays the same volume of dip 2 or 3X daily extremely accurately, 365 days a year for the best possible coverage.

**Brown Dairy Equipment** is your authorized dealer in Michigan for **WETIT QD0 Teat Dip Sprayer**. Contact any of our stores or your Dairy Solutions and Support Specialist at **1-800-373-2153** to schedule an appointment to learn more about the WETIT QD0 Teat Dip Sprayer.

## Winter Teat Dips

Take advantage of our manufacturer's early order discounts for Frost-Proof and Therma-Plex. This discount only applies for orders taken from October 1 through December 31, 2019\*.

### FROST-PROOF

A powdered teat dip for use in cold weather. Frost-Proof combines two effective germicides for mastitis control and soothing Aloe Vera to condition skin tissue.

### THERMA-PLEX

1% Capric/Caprylic Acid as a germicide. The Aloe-Plex skin conditioning system consists of nearly 75% Propylene Glycol, Aloe Vera, Glycerin and Lanolin. This formula is perfectly suited in cold wet weather.

*\*This discount only applies for orders taken from October 1 through December 31. Product will be delivered and billed with your next route delivery. All sales are final. No return or refund of product after order is placed.*