Broilers
Leadership through Innovation

Absolute customer delight
ROXELL, is the worldwide leader in automatic feeding, drinking, nesting, ventilation and heating systems for the poultry and pig industry.

Our success and reputation are based on our distinctive and innovative products, a sound investment policy with the talent and dedication of our 300 employees and more than 150 distributors worldwide.

Roxell systems are world-renowned for their excellent durability, performance and production results.

We are one of the most modern and best-equipped manufacturers in the industry. An excellently maintained production facility with state-of-the-art machinery and a flexible logistics structure guarantees consistent transformation of raw materials into advanced, high-quality systems. That is how we are able to handle any project, large or small, with the same superlative care, and deliver it accurately anywhere in the world.

Our head office is located in Maldegem (Belgium) and we also maintain production and warehouse facilities in Shah Alam (Malaysia), Anderson, Missouri (USA) and an office in Moscow (Russia).

ROXELL BVBA is a subsidiary of CTB, Inc.

CTB, Inc. is a leading global designer, manufacturer and marketer of systems and solutions for the poultry, pig, eggs and grain sector.

We constantly encourage our staff to work towards this goal.

We invest in education and tools that allow our people to continually develop in their own fields of expertise. In this way, we combine vitality with experience and new insights allowing Roxell to stay perpetually young.
Roxell develops, designs and manufactures feeding systems that help growers produce animal protein in the most cost-effective way.

The past 45 years Roxell introduced numerous new feeding systems that were trendsetters or the norm in the industry: MiniMax™, HaiKoo®, ...  

Saving feed, improving the Feed Conversion Rate and optimizing the hygiene are crucial elements in our product development for the broiler segment.

The wide range of Roxell broiler feeders (open and grill feeders) are optimized for all types of housing (litter floor, slatted floor and cages) and for all types of broilers (light, medium and heavy broilers).

There is a 10-year degressive warranty on the complete pan.
Our solutions for broilers

**CoMeo**

CoMeo™ is the first open feeder of Roxell. By removing the grill the birds have an easier access to the feed from the first day till the end of the flock.

**Excellent start**

- The low height (60 mm – 2.36 in.) and open design of the pan ensure an excellent start-up. After a few days birds already line up around the pan to eat.
- 360° flooding keeps the CoMeo™ pan full of feed.
- The chicks stay out of the pan from day 2. This way no manure accumulates in the pan. It also prevents the birds from scratching and spilling the feed.
- The shape of the new broiler pan prevents broilers from sleeping on the feed, so that all birds have full access to the feed at all times.

**Excellent performance**

CoMeo™ minimizes feed waste and maximizes feed intake, which results in an outstanding performance of each flock and an excellent Feed Conversion Rate.

**Suitable for slatted floor and cages**

CoMeo™ can be used on slatted floor and in broiler cages.

- The optimal pan height creates a perfect balance between access to the feed, available feed amount and minimum feed waste.
- Flat top support for higher winching in cages.

**Unique patented cleaning feature**

CoMeo™ has a unique patented cleaning feature. The innovative design enables more thorough cleaning. Due to the patented cleaning system all components are free for cleaning: from the inside of the cone to the pan. The opening in the feed line is closed so that water can’t enter the feed line.

**Control pan with switch or sensor**

CoMeo™ provides an adjustable feed content of the control pan. The feed distribution is activated by means of a switch or sensor.
Reference in the market
- 30 years ago Roxell developed a broiler feeder with patented features (e.g. the feed windows). Today the MiniMax™ is still a reference in the market.
- These feed windows fill the pans automatically and quickly with a high feed level from day one.
- With this high quality feeder you achieve excellent results of your flock.
- An outstanding durability of the MiniMax™: farmers who installed 30 years ago the first MiniMax™ are still using their feeding system.

Important feed savings
- Feed concentrated in the center of the pan.
- Accurate setting of feed level, adjustable according to the kind of feed used.
- Wings on feed cone prevent the birds from scratching and spilling the feed.

Fast growth from day one
- W-shaped pan design sinks deep in the litter for a better access to the feed. This results in a fast growth from day one.
Our solutions for broilers

Eliminates all feed waste

The HaiKoo® range consists of a grill feeder for light, medium and heavy broilers. The oval shape of the HaiKoo®-pan allows the broilers to optimally use the available house space whilst facilitating access to the drinking lines.

Fantastic start-up of day-olds
- A low pan edge (65 mm – 2.6 in.) for easy access to the feed.
- The large feeding surface offers optimal eating comfort.
- 360° flooding keeps the HaiKoo®-pan full of feed.

1140 mm (45 inches) of feeding space
Offers up to 14% more birds per pan than most standard broiler pans.

Excellent control over feed costs
- The unique, patented HaiKoo®-pan with high anti-waste rim eliminates practically all feed waste.
- The control unit ensures a fast and frequent delivery of fresh feed, leading to superior hygiene and outstanding feed conversion rates.
- The deep feed trough in the pan keeps feed central.
- The special cone wings prevent birds from flicking the feed.

Adapted model for cages
- Axial cone is lower and 90° turned for use in cages.
- Flat top support to allow winching in cages.

Adapted model for heavy broilers
- This unique feeding system was developed for broilers weighing more than 3 kg or 6.5 lbs.
- In order to meet the specific requirements of these poultry farmers, the pan perfectly meets the need for greater feed intake at the end of the flock.
- HaiKoo® for heavy broilers holds twice the amount of feed compared with the standard HaiKoo®-pan.
Drinking systems

Our drinking systems always provide fresh clean water to all birds. The reusable disc filter on the water panel keeps the water quality high and prevents the formation of a biofilm. The design of our drinking systems keeps your litter in optimal condition. The unique bird-friendly SPINsoft anti-roosting device eliminates the use of electro-guards, improving animal welfare. All parts are made of strong, durable materials resistant to all commonly used cleaning products and forceful flushing.
Fast growth from day one
- Float balls keep cups filled with water during the starting period.
- High flow rate: 500-600 ml/min - 16.9-20.3 fluid/ounces.

Excellent hygiene, easy to maintain
- Full straight-through flushing concept
- Self-cleaning cups

Better management of the flock
- Cups can easily be switched.

SwiiFlo

A nipple drinking system
- Swii'Flo™ includes a whole range of plastic and metal nipples.

Optimal hygiene
- The double-sealed nipples and the carefully designed breather unit prevent leakage, thus keeping the litter in optimal condition.
- The system provides easy, thorough flushing and precise administration of vaccines or medications using the exclusive Roxell flush controller.

Bird-friendly design
- The one-armed drip cup offers the birds plenty of room to reach the nipple.
- All Swii'Flo™ parts are designed to minimize any risk of bird injury.

Spark cup
**ROXELL** offers a complete line of heating products that can complement virtually all types and styles of house design, supplying state-of-the-art solutions for efficient, durable heating systems that are easy to use and maintain, providing superior results.

**Optimal use of your floor space**
Be it rugged and reliable space heating or the latest IR (infrared) style heating systems, Roxell has you covered with more evenly heated, usable floor space, allowing optimal productivity of your facility and superior bird growth performance.

**Superior performance, efficiency and flexibility**
- Industry leading heat conversion of fuel consumed provides more even heat, where you want it.
- Choose either whole house heating from traditional space heaters to specific and adjustable heating of IR brooders or our high performance “Quadrangular” heating from the famous Quad-Glow heating system.

**Rugged and reliable**
- All Roxell heaters are made from heavy gauge stainless steel, galvanized steel and aluminum, providing many years of superior service in agricultural conditions.
- Only the best components are utilized for gas control, ignition and operation providing reliable performance, as designed, in every product we make.

**Straightforward design and easy to maintain**
- Simplicity is built into every product with the user in mind, like fewer fasteners and components to give you less headaches.
- Open design that makes it easy to perform inspection or maintenance.

**Multiple options for mounting, controls and fuel ignition**
- Permanent mounting, single point mounting, winchable mounting are all methods available for installing your Roxell heaters.
- Multiple control systems including; pilot ignition, hot surface ignition, electronic direct spark ignition, electric zone control valves, low and high pressure valves, thermostatic controls, or sensor controls are some of the many methods of specifically tailoring your new Roxell heater to your exact need, giving you the best performance available anywhere.
Brooders

**Shen-Beam40**

**Strong IR Performance**
- Large emitter surface area - greater IR heat.
- Unique burner cap design - for even fuel/air mixture.
- Full 360 degree heat dispersion mated to a specifically designed reflector canopy - Maximize IR output.
- Delivers 11.72 KwH / 12.31 KwH (40 000 BTU's / 42 000 BTU's) of infrared heat.

**Cost competitive**
- Allows you to make that heater upgrade to IR power possible.
- Performance to cost - no need to sacrifice performance while saving money.

**Shen-Beam**

- The Shen-Beam is a small infrared brooder.
- It heats an average of 23 to 37 square meters (250 to 400 square feet) and delivers 6.74 KwH / 7.33 KwH (23 000 BTU's / 25 000 BTU's) of infrared heat.
- Efficient, reliable mid-range heater.

**Shen-Glow**

- The Shen-Glow® brooder features a unique inner burn chamber with an insulated inner cone to provide an inner reflective surface and a specially designed emitter screen that envelops the inner cone to produce a highly efficient combustion process and significant infrared radiation.
- This large infrared brooder heats an average of 74.3 to 92.9 square meters (800 to 1000 square feet) and deliver 11.72 KwH / 12.31 KwH (40 000 BTU's / 42 000 BTU's) of infrared heat.

**QuadRadiant heaters**

**Quad-Glow**

- High efficiency: deliver 80 000 BTU's of infrared heat, while using less fuel to heat the same area.
- Uniform heat pattern: the special shape of the Quad-Glow® heater reflects heat in a wide pattern 9 x 12 to 12 x 18 square meters (30 x 40 feet to 40 x 60 feet).
- Easy to install and maintain. Heaters are pre-assembled, include power cords and gas hoses, and are ready to hang, reducing installation labor costs.
- Robust and flexible for various house widths.
- CE-approved version.

**Space heaters**

**Shen-Turbo 250**

- High output convection heating.
- Heats an average of 232 to 409 square meters (2500 to 4400 square feet) per heater.
- Delivers 65.94 KwH / 73.27 KwH (225 000 / 250 000 BTU's) of heat.
- High-performance cast-iron burner provides efficient combustion and maximum fuel efficiency. Multiple ignition and fuel source options.
Weigher & Screeningsystems

Wide range of weighers

- The mechanical batch weigher is:
  - economical
  - easy to manage and maintain
  - and has a high capacity
- The electronic batch weigher is:
  - accurate,
  - an excellent solution for blending feed types
  - easy to manage and maintain
- The day-bin weigher is:
  - economical
  - accurate
  - combines buffer and weigher in one system

There is also an optional feed screener to remove foreign bodies from the feed.

Central Control Panels

Correct, reliable and safe

- Our central control panel allows you to control your feed and weighing systems optimally.
- We supply high quality electric hardware.
Transport systems

**Flex-Auger**

*Wide range of capacities and features*

- The Flex-Auger guarantees safe transport of different kinds of feed (pellets, mash, home mixed rations, etc.).
- We offer a wide range of capacities from 500 to 5400 kg - 1100 to 11900 lbs per hour. And different kind of diameter of inches.
- A unique Circulating Distribution System (CDS) for broiler cage applications.

**Flex-Auger overhead**

- Increase the bio-security level: The Flex Auger overhead keeps feed trucks away from the clean area to avoid potential transfer of infection.
- Flexible solution for all site layouts: No matter the height difference or siting of houses, we can transport your feed to all houses from one central point.

**Durable system**

- The auger has a 10-year warranty (degressive).
- UV, temperature and wear resistant NOVICOR tubes and elbows for mash/pellet feed type high quality metal tubes and elbows for abrasive feed types.
Feed bins

Excellent feed flow
- Obstruction-free hopper plates with smooth protective internal coating.

Wide range of capacities and features
- Four different diameters with volumes from 3.9 m³ to 49.8 m³.
- Unique range of day bins from 0.5 m³ to 2.5 m³.
- Bins for pneumatic or mechanical filling.

Options available
- Safety platform.
- Solid construction. It complies with the German DIN standard (DIN18914).

Keeps feed fresh and nutritious
- Heavy galvanization and corrugated sheets reduce temperature fluctuations inside the bin.

Durable and maintenance friendly
- Encapsulated external bolts to prevent corrosion.
- 5 year warranty against perforation by corrosion!
- Environmentally friendly – material can be recycled after use.
The broiler concept

By choosing Roxell systems for your broiler concept, you choose for the world’s most innovative feeding and drinking technologies for the production of broilers. Roxell systems are world renowned for their excellent durability, performance and production results.

Visit www.roxell.com for further technical specifications of our systems.
**Our customers**

Frank De Maet

**A loyal Roxell customer for more than 20 years**

Frank de Maat in Waterlanderkje, the Netherlands, has been running a broiler farm for over 20 years. Sustainability is not a hollow phrase to him.

**Roxell, sustainable and solid solutions**

The poultry farm consists of 2 houses. The first house, 75 m by 18 m, was installed by De Jaeger in 1991. It accommodates around 29,000 broilers. Frank is eager to keep up with the latest developments, so the house was subsequently equipped with the new Roxell drinking lines (Swii’Flo). As a Roxell ambassador, Frank is always prepared to implement new feeding systems. This house was the first where Roxell’s new broiler pan was installed.

In 2001, the farm was expanded with the construction of a second house (70 m by 18 m). This enabled production to be doubled, creating additional space for another 27,000 broilers. The house features 4 feeding lines (HaiKoo®) and 5 drinking lines (SparkCup).

**Quality has its price**

“There’s no such thing as a free lunch. All aspects of our operation and production have an impact on the cost. That’s why I try to make the right choices and to invest wisely in sustainable solutions, covering bedding material, ventilation, heating through to feed and feeding systems.

I consider Roxell to be the highest quality and most experienced market player for my business. The Roxell feeding systems are perfectly adapted to the behaviour of the broilers, which results in optimal feed intake, excellent evolution of the flock, and improved feed conversion.”

**At the cutting edge**

The poultry industry has gone through a tremendous evolution in terms of product innovations. Now, more than ever, it is crucial to keep the finger on the pulse.

“The key challenge for each poultry farmer is to bring down production costs, which makes the difference between loss and profit”, says Frank de Maat.

Everything stands or falls with the right choice of materials, experience and knowledge to take appropriate action at the right time.

For the equipment of his house, the poultry farmer is advised to take a long-term perspective. While some systems may seem more interesting in terms of price, they need to be replaced more often, involving additional work and costs.

Moreover, Frank daily carries out 2 or 3 inspection rounds of his house. This allows early detection of suspect signals and remedial action to be taken where necessary.

Frank de Maat resolutely opts for quality, sustainability and efficient management.

**Roxell stands for optimal feed intake, excellent evolution of the flock, and improved feed conversion.”**
Eric Van Meervenne

Eric Van Meervenne started his poultry farm in Merchtem, Flemish Brabant (Belgium), in 1981. The poultry sector was not new to him as his parents had for several decades been active in the commercial layer sector. Eric’s poultry farm was made up of 6 houses for 84,000 broilers. Almost 7 years later, 3 new houses were added for another 75,000 broilers. The houses measure 18m by 65m and were installed by Roxell® distributor VSI.

Roxell, the sector’s BMW

“Quality, durability and customer service, that’s what we expect from our partner in feeding and drinking systems.” Eric prefers to work with high quality, innovative and durable equipment. The new houses were equipped with Roxell’s Minimax® and Spark Nipple. When HaiKoo® was launched, the feeding lines in the houses were retrofitted with the new oval HaiKoo® pan. The results were spectacular.

“Roxell manages time and again to rethink things for better results. That’s why I’m always prepared to try out new developments and think along with them in the area of product development.”

No wonder, then, that Roxell’s innovation team immediately thought of Eric’s farm for testing the new broiler pan CoMeo™. The design of the pan facilitates cleaning. The handy ‘click’ system allows quick and easy cleaning: from the inside of the cone up to the pan.

In addition, the open structure of the feeding system provides easy access to the feed, resulting in minimal feed waste and optimal feed intake.

A poultry farmer is more than a chicken grower

As president of the poultry department of the Farmers’ Union, Eric Van Meervenne represents the entire sector in Belgium. The sector as a whole is doing well, but there’s still room for optimizations.

“The start-up of a poultry farm involves heavy investments. Good preparation is crucial. It would be useful for many young colleagues to do an internship with an experienced poultry farmer,” says Eric Van Meervenne.

Moreover, the tasks of a poultry farmer are not confined to just the house. A poultry farmer first of all has to be a good accountant and manager. Negotiating, managing, calculating and monitoring - these are all essential competencies for today’s successful poultry farmer.

Finally, the poultry industry is facing a great deal of environmental challenges. Compliance with the legislation on reducing emissions of odour, ammonia and fine dust must be closely monitored.

“Working with good and reliable partners is therefore becoming increasingly important. One thing’s for sure, I need not worry about my feeding and drinking systems: perfect customer service and equipment that can stand intensive use.”
Erik De Sutter

Many poultry farms have been started by the parents and grandparents of the current owners. Many of them are still solid, family-owned businesses with a passion for the sector.

This is also the story of the broiler farm of Erik De Sutter in Aalter, East Flanders (Belgium).

In the early eighties he took over the mixed farm business from his parents. At the end of 1998 the sows and fattening pigs were dropped, and the focus was shifted to the 3 houses with 45,000 broilers.

In consultation with Roxell distributor De Jaeger, the houses were fitted out with the MiniMax™ broiler feeding system.

Thus, MiniMax™ has for more than 16 years been used as feeding system in De Sutter’s poultry farm. It was therefore only logical that the new house built in 2013 would be equipped with MiniMax™ and Swii’Flo® as drinking system for 40,000 broilers.

For the choice of equipment, Erik focuses on the technical results.

“Feeding and drinking systems that can stand rough handling and that provide optimal access to the feed for the broilers, is what counts,” says Erik De Sutter.

What makes MiniMax™ irreplaceable is its ease of cleaning. According to Erik, cleaning the house is hard labour. The feed pans are easy to clean, so that less time is lost and the next flock can be started with a clean feeding system.

The future of De Sutter Pluimvee seems to be secured.

Erik’s son has been working on the farm for several years and continues to learn every day from his master.

Erik summarizes the management of a poultry farm as follows: “Seeing what happens, day in day out, as every day can be a lost day.

If the feed intake and the water consumption are falling, something is wrong. Anticipate and swift action, those are the operative words.”