



**PETERSIME**  
INCUBATORS & HATCHERIES

Maximize your profit for life





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WHEN<sup>®</sup>  
CHICKS  
COUNT



# Become the hatching champion



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# Maximize your profit for life

If you think running a hatchery is all about achieving the highest hatchability, then you're probably conducting your business like many other hatcheries. But if you want to get ahead of your competitors, **you need to take it a step further.**

Petersime is the world leader in incubators and hatcheries. We know how to get the best economic return out of your hatchery – not just right now but during its entire service lifetime.



## Hatch more and better quality chicks

You want to be satisfied with the quantity of chicks you hatch. But you also want to be proud of their quality. That's what we call optimum incubation, resulting in:

- **high hatchability**
- **low mortality rate**
- **low feed conversion ratio**
- **high and uniform body weight**

## Optimize your entire hatchery performance

Your hatchery management involves more than just running your incubators. Opting for the right hatchery design, infrastructure and work flow will make your hatchery:

- **highly efficient**
- **easy to manage**
- **safe**

## Maximize your profitability

Managing the profitability of your hatchery requires controlling all aspects of your day-to-day operations. This allows:

- **reducing energy costs**
- **optimizing labour efficiency**
- **maximizing production up-time**

## Go for long-term economic returns

You want a competitive initial capital investment and you expect a guaranteed return on your investment for many years to come. That's why you need long-lasting solutions:

- **consistently up-to-date equipment**
- **guaranteed long-term support**



## Because your chicks count

Hatch  
more  
and  
better  
quality  
chicks...



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# ... by listening to your embryo

You want to achieve maximum hatchability. That's logical. But to add even more value you need **high quality chicks**: that means a low mortality rate, a uniform weight, an optimum feed conversion ratio, and a high slaughter yield. That is the key to increasing your profits.

Who is best placed to recognize the right environment for producing high-quality chicks? The embryo, of course. So why force an embryo to adapt to its environment when you can make the environment fit around the embryo?



## Create the optimal hatching environment

Modern breeds demand a lot from your incubation equipment. Petersime incubators create the **ideal biosphere** for your hatching eggs in accordance with the latest single-stage incubation methodologies.

**How?** By isolating them from all undesirable external influences and variations.

**Result: complete control over your entire incubation process.**

Moreover, our **Embryo-Response Incubation™ technology** interactively or automatically optimizes the incubation environment for each batch of eggs continuously.

**How?** By monitoring on line the bio-response of the developing embryo such as egg shell temperature, CO<sub>2</sub> output, or egg weight loss.

**Result: improved chick quality and uniformity, increased weight, higher slaughter yield.**

## Let your chicks hatch simultaneously

Our **Synchro-Hatch™ system** enables you to control the moment of pipping and hatching.

**How?** By initiating a sequence of modifications to the ambient temperature, CO<sub>2</sub> and humidity conditions, based on the hatching cycle of the chick.

**Result: reduced hatch window, uniform chicks and enhanced chick quality.**



## Because hatching is a fine art

# Optimize your entire hatchery performance...



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# ... by looking beyond your incubators

Your incubator is the cornerstone of your hatchery. For **optimum hatchery performance**, however, you need to consider issues such as hatchery design and infrastructure, air handling, and workflow. All contribute to an efficient and better performing hatchery.

To get the most out of your hatchery, you need to look beyond standard solutions. Petersime identifies your exact needs to define a tailor-made solution and then implements it to make your hatchery safer, more efficient and more cost effective.



## Start with the right hatchery design

The design of your hatchery largely determines its output. We know what it takes to build a good hatchery, whether it's a greenfield hatchery or a solution for an existing building. Our dedicated project team designs the ideal hatchery according to your needs and budget and manages the entire project from start to end.

## Select the right systems for Heating, Ventilation and Air Conditioning

Accurate airflow management is crucial for a controlled hatching process. Our experts advise you on the best air handling and air conditioning systems – tailor-made by us – for any climate. We also investigate whether heat recovery systems are an economically viable option for you.

## Optimize your workflow with automation and accessories

Excessive manual handling can result in human error and unequal quality. We help you identify opportunities for automated systems and accessories that optimize your workflow: auto egg-turning systems, tray washers, disinfection systems, egg room coolers, water chillers, setter trays and trolleys. All of our systems are compatible with equipment of leading hatchery automation suppliers.



# Because a hatchery is more than just setters and hatchers

# Maximize your profitability...



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# ... by exploiting your equipment's capabilities

It's easy to achieve impressive results with your Petersime equipment. That's because Petersime offers you a **significant range of possibilities** - all of which can be exploited to increase your profits and your return on investment.

Petersime's setters and hatchers are easy to work with. Our customers quickly discover their advantages.



## Reduce energy costs

- Our incubators are hermetically sealed to avoid energy waste due to leakage.
- Our Embryo-Response Incubation™ and Eco-Drive™ technology considerably reduce energy consumption without affecting hatchability.

## Optimize labour efficiency

- Our user-friendly equipment speeds up work processes.
- Built-in intelligence reduces the risk of human error.
- Our sturdy welded trolleys enable hatching eggs to be transported from the farm to the hatchery.
- Our incubator and hatchery experts assist and train you to streamline your hatchery process.

## Maximize production up-time

- Our equipment is designed for low maintenance costs and minimum down-time.
- Our 24/7 on line support service with telephone assistance, local agent network, and extranet gives instant worldwide technical and incubation advice to help you get quickly back on track.
- Our technical documentation comes in more than 10 languages and efficiently guides you to the spare part that you need.
- We ship almost all spare parts within 48 hours to minimize production down-time.



# Because hatching is more than just technology

Go for  
long-term  
economic  
returns...



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# ... by selecting future proof solutions

You want your hatchery to run smoothly for many years to come. That means you need **durable and versatile equipment** that doesn't need replacing every time your company or the technology evolves.

Petersime equipment allows you to continuously upgrade your hatchery performance by incorporating the latest innovations and business model developments. It also comes with continuous support, from day one to the end of its service lifetime.



## Ensure a long life for your equipment

Our equipment is designed to have a long life without worries. We select components and materials that are suited for intense utilisation and are highly resistant to wear and tear.



## Keep your equipment up to date

Innovation is vital for your hatchery to stay ahead of your competitors. That's why Petersime ensures that its new technologies and tools are compatible with existing equipment. When new incubation parameters emerge, your equipment's software and hardware can be upgraded, keeping you up to date.

## Prolong the life of your equipment

Technology evolves at break-neck speed, so it's crucial to have suppliers that help you maintain your equipment on a continual basis.

- Our incubators have a versatile design to cope with current and future modern and high yield breeds.
- We supply spare parts or develop interchangeable assemblies in case of obsolescence to ensure that your equipment remains operational for its entire service life. We always seek the most economical solution for each situation.
- We have a stringent quality control system to supervise the production of all components you may need.
- Our technical experts in our Parts Repair Centre conduct 100% in-house repair and testing for electronic printed circuit boards or sensors to guarantee the longest possible service life of your equipment.



# Because your hatchery deserves a secure future

# Peace of mind

## Facts and figures about Petersime

- Privately-owned company
- Supplier of incubators, hatchery equipment, project services, and turnkey hatcheries
- HQ in Olsene, Belgium
- 40,000 m<sup>2</sup> site
- Vertically integrated: production units, R&D, in-house hatchery and customer centre
- Market leader with largest installed base
- Customers in more than 150 countries
- Worldwide sales and service network in more than 60 countries



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# Petersime: a partner you can rely on

If you want to be able to focus on your core activities, you need a **partner that you can trust**. One that keeps its promises of timely deliveries, reliability, and quality. One that cooperates with you to maintain continuous improvement and optimized hatchery performance.

## A world leader in incubators and hatcheries

Our core business is the design and manufacture of incubators and hatcheries. To remain the best in this field, we invest considerable resources in research and development:

- **large R&D team covering different technological disciplines**
- **own laboratory and in-house hatchery**
- **government-funded advanced research**
- **partnership with the biotechnology department of the University of Leuven (Belgium)**
- **research projects in collaboration with various international universities and research groups**
- **joint projects with poultry integrators on test cases in the field**
- **in-house team of incubation specialists and hatchery consultants**

## Quality first

You rightly demand the highest quality from your suppliers. After all, just one inferior component can significantly impact your business. At Petersime, we closely supervise every aspect of our supply chain. We guarantee a smooth start-up and the consistently superior quality you expect from us with:

- **in-house production and repair**
- **strict quality control of our raw materials**
- **factory-controlled sensors in all Petersime equipment**
- **thorough testing of all incubators and controllers at component level and as a whole before delivery**
- **uniform methods and strict standards for all our installers worldwide**

We have established a reputation for delivering on time and within budget as well as showing respect to and interest in our clients.

## For all your needs

We are more than just another incubator manufacturer. We also provide consultancy to build and run the most efficient hatcheries. Whatever your situation or needs, we always pursue the ideal solution for you:

- **hatcheries for chickens, turkeys, ducks or geese**
- **layer and broiler hatcheries or breeding companies**
- **independent or integrated hatcheries**
- **top-end single-stage or conventional multi-stage incubators**



From left to right:

*Hendrik Botha Finance, Administration & Information Systems Manager*  
*Tom Dewaele Sales Director*  
*Karlijn Lippens Human Resources Manager*  
*Ronny Van Hauteghem Hatchery Design Expert*  
*Kurt Haeck Internal Sales & Customer Service Manager*  
*Geert Callens Strategic Business Development Manager*  
*Philippe T'Sjoen Production Manager / Lean Coordinator*  
*Jo Weymeels Purchasing & Logistics Manager*  
*Jo De Smet Quality Manager*  
*Michel De Clercq Managing Director*  
*Paul Degraeve Managing Director*  
*Pascal Garain R&D Manager*  
*Roger Banwell Senior Incubationist*



Contact us now and  
start maximizing your profits

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All photographs, measurements and descriptions are provided without engagement.  
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