

## **New Product Insurance was a Success at the VIV ASIA Event**

*SKOV A/S introduced new five-year product insurance by the name of SKOVCare at the VIV ASIA 2009 which was held recently. The first agreement was concluded during the show with the Indian broiler producer Sky-Lark.*

SKOVCare is a five-year extended product insurance; broiler producers can take out the insurance in connection with purchase of DOL 339 climate computers. The customer pays a fixed amount per computer for the insurance and does not have any unforeseen expenses for DOL 339 spare parts for the next five years.

- We launched a product which is new in the poultry industry and we were favoured by great attention because of the new initiative presented during the show, says General Manager for Asia Thomas O. Hansen, SKOV A/S.

- Products with extended product insurance have been known for years in other industries but it is the first time that a company in the sector of indoor mechanization for animal production offers insurance like this, continues Thomas O. Hansen.

In connection with SKOVCare, SKOV introduced a first aid box which contains the DOL 339 modules entailing a risk of becoming defective.

- We concluded the first SKOVCare agreement with one of our good customers in India (Sky-Lark) during the show. The owner saw the evident advantage of having relevant spare parts at hand in a central location on the farm, continues Thomas O. Hansen.

Sky-Lark produces broilers and SKOV controllers are installed in 23 livestock houses on different farm scattered in an area north of the city Delhi in India. The climate in the poultry houses is controlled by DOL 339 climate computer according to the Tunnel and Combi-Tunnel principle.

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*For further information:*

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**Caption**

The first SKOVCare agreement was concluded at the VIV ASIA event. From the left is Thomas O. Hansen, SKOV A/S, Mr Jagbir Dhull, Sky-Lark and Amnat Koenchai, SKOV A/S.