

# BEDMAX

NEWS | 2009



## Giving You MORE in 2009

Retailers and customers who choose our shavings will be pleased to hear that BEDMAX production is set to rise by 40% in 2009.

With our third plant now up and running at Patchington, near Andover in Hampshire, we are already producing over 40% more bags of BEDMAX per month than in 2008. We are also continuing to invest in our existing plants in Northumberland and Nottinghamshire to keep BEDMAX out in front as the leading purpose-made shavings on the market.

Alongside our commitment to provide a product and a service of the highest quality, ensuring a dependable supply to our customers has always been a key priority for us.

Now with our new plant at Andover in full flow we can assure our supply to you, even if demand continues to go on growing as we expect this year.



## WIN 50 BAGS OF BEDMAX

To enter our online competition, please go to: [www.bedmax.co.uk/competition](http://www.bedmax.co.uk/competition)

Who uses BEDMAX?

You may not always be aware of just how widely BEDMAX is used throughout the whole equestrian world, but we can assure you that you are in very good company.

Thousands of people in every sphere of equestrian activity are using BEDMAX, from top professionals to the many thousands of individual owners who put their horse's welfare first. You'll find BEDMAX in the stables of leading veterinary hospitals, racing trainers and racecourses, studs, three day events and eventers, showjumpers, show horses and ponies, polo ponies, point-to-pointers, hunters, hacks, endurance horses, carriage horses ...

...And even though BEDMAX shavings are made specially for horses, customers are buying BEDMAX as the ideal bedding for llamas and alpacas, sheep and lambs, dogs and puppies, donkeys, rabbits, free range hens and pheasants. (If you know of any more, please email us at: [info@bedmax.co.uk](mailto:info@bedmax.co.uk))

*The Donkey Sanctuary based in Sidmouth has 10 farms throughout the UK and Ireland. It has rescued over 13,600 donkeys since it began in 1969. As you can imagine the Sanctuary uses many types of bedding materials including shavings. We find that shavings helps donkeys with respiratory diseases by keeping a dust free atmosphere. Pictured is 18-year-old Min who came into the Sanctuary's care six years ago as her owner was unable to care for her anymore.*



## Staying Out In Front

To make sure you continue to regard BEDMAX as the best quality shavings, we are investing significantly this year in a key area of product improvement.

Customer research confirms that our low dust content is the number one reason for choosing BEDMAX. So in 2009 we're introducing new technology to screen out even more dust AND the 'splinters' that occasionally bypass our existing screening systems. We're also introducing a new bagging system, and we will continue to keep in close contact with you to keep up to date with your priorities.



By Appointment to  
Her Majesty The Queen  
Manufacturer of Horse Bedding

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made specially for horses

## Flying The Flag



This year you'll see a brand new BEDMAX stand at many of the most popular equestrian events throughout the UK.

Our new stand will be prominently on display at all the big international horse trials, and we are delighted that BEDMAX will be the official bedding for competitors once again this year at Badminton, Burghley, Bramham, Gatcombe Park and Blair Castle.

Badminton	7-10 May
Bramham	11-14 June
Royal Welsh Show	20-23 July
Gatcombe Park	7-9 August
Blair Castle	27-30 August
Burghley	3-6 September



## Familiar Faces

One of the faces you will find on the BEDMAX stand at all our events is Peter Forster, who started with us when we first began producing BEDMAX in 2000.

A former point-to-point jockey and trainer, Peter's schedule as our sales manager for the north of England and Scotland doesn't leave him time these days to train a horse himself, but he keeps a hand in with High Bird Humphrey, a 10-year-old gelding entrusted to the care of trainer Simon West at Middleham in North Yorkshire.

This season High Bird has been paying his way, winning at Catterick and placed at Cheltenham, Carlisle and Kelso. But like every horse owner Peter (he's the one on the right) is happy as long the horse comes safely home at the end of the day to Simon West's yard – and a BEDMAX bed.

## More owners choose BEDMAX

More horse owners in the UK buy BEDMAX than any other purpose made shavings.

They choose BEDMAX because our shavings are made specially to create an ideal bedding for their horses – cut to an optimum size from renewable UK softwood, dried at a sterilising temperature to the optimum moisture content and, most important of all, screened to ensure that BEDMAX contains the very lowest levels of dust.

Feedback from customers tells us that the key benefits you value most are that BEDMAX offers:

- The lowest levels of dust
- A deeper, more resilient, longer lasting bed
- More aeration, comfort and support
- More protection for joints and hooves
- A cleaner, easier bed to maintain
- An absolutely natural bed
- The antiseptic properties of pine
- Availability from your local supplier



**HOTMAX**

BEDMAX is launching a brand of woodburner briquettes – HOTMAX – made from the dust we extract when we screen our shavings.

We screen out approximately 1,000 tonnes of dust per year from each of our three plants. Now we're compressing this pure softwood dust into briquettes. HOTMAX is going on sale right now, and all our initial feedback from chilly customers suggests it's going to be very popular. [www.hotmax.co.uk](http://www.hotmax.co.uk)

## Consistent Quality is the Key

Mark Hawkins (on the left of the picture) has managed Hoe Feeds since the company first set up in business over 20 years ago, and Hoe Feeds has been expanding successfully ever since. The company moved to their current, bigger premises near Daventry in 2001, and in August 2005 Hoe Feeds acquired an existing business near Newmarket – and started selling BEDMAX.



To begin with Hoe Feeds were selling around 350 bags of BEDMAX every month. Today, three and a half years later, they are one of the biggest outlets for BEDMAX in the UK, selling an average of 3,800 bags a week. Mark's customers include many racing trainers and studs in the Newmarket area, and some of the UK's leading showjumpers and showing yards in the Daventry area.

The key to success for Hoe Feeds, says Mark, is consistency in the quality of the products and service they offer their customers. That's also what Hoe Feeds gets from BEDMAX. "We sell so much BEDMAX because we think these are the best shavings on the market, and our customers think so too. We know we can rely on BEDMAX to keep providing that consistent quality, every bag, every time, and they back up a first class product with a first class service."

For further information on Hoe Feeds please call 01327 360810

## BEDMAX By Numbers

2000 First plant opened in Northumberland

2002 Second plant opened near Newark

2008 Third plant opened near Andover

47 Total production, sales and support staff

25 Bales made from each tonne of timber

### All the way to Canada

If you placed all the bales we have produced since we started in 2000, end to end in a straight line, they would cover a distance of 6989 kms – all the way from our Northumberland plant to Nova Scotia in Canada.

For more information on any aspect of our sales or service support, please visit our website, email us, or call us today:

[www.bedmax.co.uk](http://www.bedmax.co.uk)

[info@bedmax.co.uk](mailto:info@bedmax.co.uk)

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