

PRESS RELEASE

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Trimmer Cable Costs a Thing of the Past with IBEX

One of the largest costs in traditional mechanical meat trimmers remains the cable, which is an expensive component and one that requires regular replacement.

"Many meat processors were coming to us and complaining about how much they were spending on repairs and maintenance – in particular, the constant replacement of expensive electric cables. We were told how competitors would sell cheap trimmers and then charge an arm and a leg for cables that would only last a few months. That's when we came up with the idea to offer a lifetime guarantee on our electric cables" states Ray Connor, General Manager of IBEX Industries.

As a result of this, many more meat processors are looking at the total cost of operation rather than just the initial purchase price. IBEX's offer of a lifetime cable guarantee allows meat processors to simply exchange their low voltage, electric cable for a brand new one if for some reason it gets damaged or breaks.

This guarantee, combined with the guarantee of fixed operating costs, is testament of IBEX's confidence that its products significantly reduces ongoing trimmer maintenance costs.

IBEX's product range will be on display at **IFFA 2010** in **Hall 9.1, Stand C11**.

http://iffa.messefrankfurt.com/frankfurt/en/exhibitor_details.html/ibex.html

For further information about IBEX products or terms and conditions on the lifetime cable and annual operating cost guarantees visit them on the IFFA stand or view online at:

<http://www.ibexind.net/ind/lifetime-cable-guarantee/>

<http://www.ibexind.net/ind/lower-operating-costs-guarantee/>

IBEX – The Superior Alternative**AUSTRALIA****IBEX Industries Pty Limited**

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About IBEX

IBEX is a manufacturing and product development company with over 25 years experience in providing practical solutions in demanding production environments, specializing in meat and food industry based products. IBEX is a global company with offices in New Zealand, Australia, Europe and South America.

IBEX's strength has always been service-support and offering quality products which meet and exceed customer expectations, which represent excellent value and draw on vast industry and product knowledge. Coupled with the emphasis on customer support, IBEX can offer specific solutions that are unparalleled in the industry.

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