

Press release April 2005

## **Working Cattle? - Try a safer, less stressful way.**

"It aint' the 'Cowboy Way' but it's 'Our Way' now! Whether we used it on cattle in a chute or on the ground, every procedure was completed with no injury to the animal or the cowboys - and in record time. The RAU 2000 has way over paid for itself in labor and injury saving in just 1 season."... *Ranch Owner, New Mexico*"

"We can't believe how well the immobilizer works. We have used nosers, ropes, medicines and many other time proven techniques in restraining large animals but nothing has worked like the RAU Animal Immobilizer. It's another tool to incorporate in the time proven techniques to reduce injury to our cowboys and to decrease the stress to our animals !!! " ....*Steve Flickinger of Gilbreath Enterprises, a large Angus Seedstock Rancher in Arkansas.*

These comments are typical of the reaction from the ever increasing number of well informed vets, cattle breeders, stockmen, cowboys, moms and pops and ranchers, using immobilization to work their animals. It is strong testimony to the realization that they all can benefit, in many ways, from having an RAU IM2000 Immobilizer as part of their equipment. Safety, speed, cost saving, less stress and better quality treatment are just some of these valuable benefits.

As the RAU Animal Immobilizer celebrates 5 years of growth and application in the US market it is amazing how cattlemen have found new applications for using the product. To date more than 1200 units have been sold in the US and more than 5000 worldwide. "Acceptance of new technology in a well established market with long traditions, such as the cattle industry, is always a challenge, but we are experiencing an overwhelming response from people who are open to new improved handling techniques" comments Ron Duckworth, Operations Manager at I & G Distributors USA.



**The compact IM 2000 Animal Immobilizer from RAU is nicely packaged in a neat carry bag and comes with a car charger for the rechargeable battery that gives 8 – 10 hours use per charge.**



**No squeeze chute or head gate is required when using the immobilizer which can be used with just a regular chute.**

While working animals the role of the RAU IM 2000 Animal immobilizer is quite simply - *"to hold the animal still."*

This is done by inserting the depth adjustable aluminum probe into the rectal cavity and applying a low frequency, electronic pulse by turning the pulse regulator dial to the desired level. Then it is quick and easy to carry out many of the tasks that form part of the cattleman's or cattlemaster's daily or seasonal routine - with no kicking, stomping, butting or biting from the animals.

Typical activities performed while an animal is safely immobilized include - *branding, hoof trimming, vaccination, grooming & shearing, castration, treating Mastitis, ear tagging / tattoo, stitching wounds, treat prolapsed uterus, minor surgery, dehorning, face / mouth inspection, removing thorns/briars, placing a Bolus, put a lazy calf to cow, palpitation\*, artificial Insemination\*, embryo transfer\*, semen collection\**. (\*using the mini probe or ejaculator probe accessories)

Using the immobilizer is quick and easy because it is designed to be portable, light and reliable. One person can easily load a chute, immobilize, treat and release an animal with no assistance other than the immobilizer. Remove the probe and the animal immediately returns to its pre-immobilization state with no after effects.

In recent university studies and tests conducted under conditions controlled by a reproductive physiologist, the measurements and observations of demeanor, feed acceptance, vocalization, respiratory rate, pulse rate and body temperature – all of which are accurate indicators of pain, discomfort and stress - have clearly shown *no adverse effects* related to repeated stimuli from the probe and are an accurate representation and a good indicator of the results that can be expected when using the RAU IM 2000 Animal Immobilizer.

With over 10 years in the marketplace and a worldwide user base, the RAU IM 2000 Animal Immobilizer has earned its spurs through solid performance & reliability, excellent design, quality construction and excellent service provided by I & G Distributors USA who back the 3 year parts and labor warranty (excl battery).

"I & G Distributors USA would like to thank its customers for their support over the past 5 years and looks forward to continued support going forward. The Immobilizer offers extremely good value for money with a very quick payback from real cost savings and value adding opportunities in the workplace. If you haven't tried this safer, less stressful way of working cattle – perhaps now is the time, as Spring arrives with all its hectic activity! So call us for your stress reliever! " says Sharon Keane-Murphy, President of I & G Distributors USA. For more information contact I & G Distributors USA at toll free 1-888-750-6154, Fax 770-350-0348 or visit their website at [www.igd-usa.com](http://www.igd-usa.com).

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