GEA Engineering for a better world.

X MARKS WHAT'S NEXT





It's here. The parlor upgrade ready to set the pace for the dairies of today. The GEA DairyProX semi-automated milking system brings high-performance precision to the parlor you already have. All with fewer steps, fewer hands and the edge to keep you ahead.

DAIRYPROX STEP INTO WHAT'S NEXT

AT BRIGHTSIDE DAIRY, WHAT'S NEXT IS ALREADY HERE.

Brightside Dairy has always been willing to evolve. Conrad Liebergen moved the farm from a stanchion barn to a freestall facility in 2000, grew the herd from 350 to 900 cows and welcomed the next generation into the business.

Conrad, together with his son Brian, decided DairyProX was the next step forward. They wanted a more consistent milking process, improved parlor efficiency and a way to get more from their existing footprint.

THE BEST OF BOTH WORLDS

With DairyProX, operators simply attach the unit and the rest of the milking process is handled automatically within the teat cups. You get the consistency advantages of robotic milking with the speed and productivity of a conventional parlor. By utilizing your existing parlor and maintaining your current management practices, you can achieve both at a lower investment.



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A NEW MILKING EXPERIENCE — FOR COWS, EMPLOYEES AND THE FARM.

Conrad and Brian Liebergen of Brightside Dairy installed the GEA DairyProX semi-automated milking system over a year ago on their Wisconsin dairy farm.

They were looking to reduce labor, and milk the same amount of cows, utilizing fewer stalls in their parlor.

Here are the top three benefits this system is bringing to their farm:

Consistency for every cow

DairyProX automates prep, stimulation, milking and post-dipping within the liner, helping every cow receive the same process at every milking.

"Cows are creatures of habit. DairyProX gives them the same experience every time they come into the parlor."
– Conrad Liebergen

A better experience for employees

Eliminating multi-step prep procedures with a focus on timing reduced repetitive lifting and made the milking routine easier to learn and perform.

"Number one has been consistency. Number two has been happy employees. It's an easier job for them to perform."
– Brian Liebergen

A more comfortable cow routine

Conrad sees the difference in how cows enter and move through the parlor. They come in on their own, milk out efficiently and return to the barn.

"It's fun to watch the cows come in by themselves, let down their milk and walk out chewing their cud. It tells me they want to be in there."
– Conrad Liebergen



DairyProX is a semi-automated milking system designed to fit into your current conventional parlor. Everything looks and feels familiar to the operator, while the technology is housed below the parlor in the subway.

BEFORE DAIRYPROX	AFTER DAIRYPROX
750 cows in a double-12 parabone	750 cows in a double-8 parabone
4-4.5 turns per hour	7.1 turns per hour
2 parlor employees	1 parlor employee
Teat scrubber and towel prep	Automated in-liner prep
Cows often needed encouragement	95% enter on their own



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EFFICIENCY TODAY. OPPORTUNITY TOMORROW.

7.1
TURNS
per hour

~4
MINS
average milkout time

3-3.5
YEARS
projected payback for Brightside Dairy

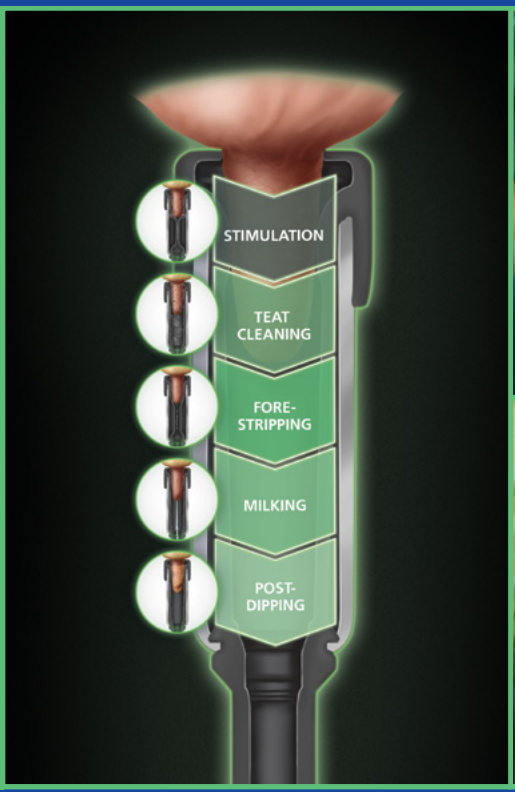
90k
AVERAGE
somatic cell count

90+
POUNDS
production maintained per cow

Greater throughput from a smaller parlor gives Brightside Dairy room to consider future herd growth without immediately expanding their parlor infrastructure. For Conrad, that means creating more options for future generations like Brian.

"IT'S AMAZING. YOU PUT THE LINER ON THE COW AND IT DOES THE WHOLE PREP PROCESS, MILKS THE COW AND DIPS HER. WHEN IT COMES OFF, IT'S HARD TO BELIEVE THAT MACHINE JUST DID THAT ALL INSIDE THE LINER." – Conrad Liebergen

HOW DAIRYPROX WORKS













ASK YOUR LOCAL GEA DEALER ABOUT DAIRYPROX TODAY.

Available in North America for parallel parlors with a subway.

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