

ADVERTORIAL

Writco HORSEFLOATS

Inclusions others have as extra, we have standard

2 NEW INNOVATIONS FOR HORSE FLOATS

AUSTRALIA AND NEW ZEALAND PATENT NOS: 2005100527, 543344, 2006100106, 545349

We are the **ONLY** manufacturer to have understanding, knowledge, experience, and the ability to produce an angle load float which has the **WORLD FIRST** adjustable height chest bar system. **YES CHEST BAR!!**

We will dispel the myth, 100%, which has been written in recent literature, that any horse over 15hh will not travel well in all angle loads. This may be true, and we agree, where a normal angle load is concerned, but then we are certainly not talking about any old angle load. We have, in the past 4 years, been testing, modifying, and monitoring this design for faults, improvements and horses reactions and we have unequivocally found, horses enjoy travelling with a chest bar, both straight loads and angles. Have you ever seen a straight load without a chest bar? Why is it we give horses support in a straight load and yet have neglected our horses in angles? Do we think because they are travelling sideways and that just because there is a wall in front of them, they don't need a chest bar?

Why hasn't anyone thought of this before I hear you say?

Simply put, because until now, manufacturers have not had the forward thinking, experience in designing and engineering and above all desire, like ourselves, to improve the wellbeing of horses travelling in angle loads. Horse floats and especially angle load floats, have not changed for many, many years and though some advancement was made by a float manufacturer some years ago concerning straight loads, this has been the only change of any significance. While others are producing day in, day out, the same old, same old, Writco have been listening and have taken horse owners ideas and concerns and have designed and built useful innovations to make travelling better, for horse and human. Others may say they have new ideas, but on examination, due to no engineering or design experience whatsoever, they are old ideas, re-vamped or stolen from more innovative manufacturers.

While some of our competitors like to call our innovations "gimmicks", this is only due to the fact that while our innovations are very simple and just basic common sense, these competitors have not thought of it first. By definition, a gimmick is a "new technique or device that attracts attention or publicity" and we certainly hope this is the case. The feedback from genuine, down to earth, horse people throughout Australia include such words as useful, user friendly, well built, clever design, ingenious, comfortable, easy, simple, and wow, and we certainly hope to attract the attention of discerning and caring horse owners.

Horses are now able to lower their heads to let the mucus moisture run freely down the nasal passages and as we are all very aware of, this is essential for good respiratory health. Where long distances are travelled, this is a crucial requirement for horses to arrive in good health and the chest bar enables them to relax and take a break from the constant sideways motion of an angle load. To give a horse a "device" to let him relax, drop his head and lean on, not only makes good sense in regards to their health and wellbeing but also is just good common sense.

Our Angleload floats are longer than most, therefore are giving horses more room than standard. Think about this; How can we expect a horse to stand in a bay which is up to 2 foot shorter than a normal straightload float? Other manufacturers expect your horse to!! We give even the most

basic model unsurpassed space, 2 mtrs for the body and 900mm for length of rein. The width of our bays, is 800mm before padding, which again is the same as our straight loads! Why should the measurements from a straight load be any different to an angle load, the horses are the same size length but are just standing differently? How often have you seen horses in an angle load, with their heads at a peculiar angle up the side wall, trying in vain to get comfortable, all the while bashing their heads on the wall when the driver speeds up or slow down?

In previous published articles written by one manufacturer, they say, in essence, we are putting our horses in danger if we travel them in any angle load float.

It must be said this company is endeavoring to discredit other floats to improve the image of its own design of float. It has also been said, by several of our customers that they felt distressed watching the footage from this manufacturer, of a particular horse in this footage, made to ride in a standard angle load. This horse was trying to keep its feet by leaning on dividers and scrambling up the opposite divider wall. All the while an attendant was standing watching! This was to point out to the viewer, how bad an angle load float is for your horse. It must also be strongly pointed out this reaction from the horse was not due to the angle load itself, but more to the centre dividers being solid to the floor and the obvious bad driving!! This practice of enclosing a horse with full kickboards would challenge even the best traveller, straight or angle load. This form of advertising, to force your point across to viewers about your float, is unnecessarily putting a good horse through major distress and injury all in the name of sales, and is seen to be unethical and cruel. Is this telling us all we are neglecting our horses and abusing them if we put them in an angle load instead of a certain style of float?

Here at Writco Horse Floats, we will not put down others products, put an animal through trials which are unfair or try to discredit a float all in the name of selling our own style, instead we have come up with and will continue to re-invent the mere horse float with other new innovations targeting our whole range of floats. This gives you as the consumer, choice of the latest technology. We are well aware that people have different opinions and ideas and we will never make you feel your choice of float is wrong with advertising using a guilt method.

We now have another innovation with the Patent Nos: 2006100106. FULLY ADJUSTABLE HEIGHT AND BAY LENGTH chest bars in any float we make. 15 positions up/down and back/forward, and the bar drops down completely out of the way!! Imagine this scary, but real situation of a horse stuck over a chestbar, due to inexperience, scared, bitten etc. Other bars are fixed or pivot forward, impossible to open when front legs are in the way and full weight in on the bar, but drop our bar away and the horse is released quickly and without damage in seconds!! This has been engineered to the highest standards using all the safety and quality materials required and expected of a Writco Float and the design has been tested extensively with a range of horses and ponies.

Look at the rest, but be assured, when you buy a Writco, you are buying the best options, ideas and newest innovations!

www.writcofloats.com.au - phone (07) 5496 8052