

Selling Strategy

Pel-Aid

BACKGROUND

Pel-Aid is a low inclusion product that is used when the customer is looking for both binding and lubrication. An example would be a pig starter.

Pel-Aid is one of our older products and both **Pel-Stik** and **Super-Bind** have better binding performance on a greater range of feeds.

Some customers will not want to use a lignin binder...or they may want to use **Pel-Aid** where a formulation only has room for 1 to 2 lbs/ton, or where they don't want to change the color of pellet. There is a certain customer base, like smaller mills or mills with specialty applications like duck or rabbit feeds. These feeds meet the criteria - there isn't much room in the formula and they need both binding and lubrication.

Always identify the customer's needs and what type of feeds they need. Help them position **Pel-Stik**, **Super-Bind**, or **Pel-Aid**.

PRODUCT DESCRIPTION

Contains locust bean gum, gelatin by-products, and imitation oil of sassafras (safrole-free).

All ingredients have GRAS status (Generally Recognized as Safe) or other approvals by AAFCO and/or the FDA.

DIRECTIONS FOR USE

With **Pel-Aid**, it is necessary to maximize the temperature at the mill. Leaving the mill at normal settings will not give the desired response. Increase conditioning chamber temperature 10° to 15°.

PRODUCT SUPPORT MATERIAL

1. Product Label
2. Technical Bulletins
3. Product Folder [Family of Pelleting Aids](#)

MOST ASKED QUESTIONS ABOUT PEL-AID

Q. What is **Pel-Aid**?

A. It consists of a combination of ingredients that impart excellent filming properties for lubrication, and also helps bind pellets. The product is in the form of a finely-ground powder, packaged in 50 lb. bags.

Q. How can **Pel-Aid** be both a binding agent and a lubricating agent?

A. The heat and moisture in a pelleting mill liquefies **Pel-Aid**. As a liquid, it lubricates the entire feed mixture and makes faster pelleting possible. When it cools, **Pel-Aid** solidifies, binding each pellet throughout...not just on the outside.

Q. In what kinds of feeds is **Pel-Aid** being used?

A. Just about every kind that is manufactured, including dairy, cattle, hog, poultry and many, many kinds of specialty feeds.

Q. How does **Pel-Aid** as a lubricant affect production?

A. It increases production by reducing friction between the feed mixture and the pelleting die. With less friction, feed is pelleted more quickly.

Q. Is increased production the only test to determine whether **Pel-Aid** is working?

A. No, but it is probably the most obvious evidence of improved lubrication. Other indications are the use of less power and an increase of die life. Usually the first indication that **Pel-Aid** is working is a drop in amperage--often 10 to 15%.

Q. Why should I use **Pel-Aid** as a binder?

A. With so many different types of feeds, formulas, weather, operators and equipment, it is difficult for most manufacturers to consistently make a good, high-quality pellet. **Pel-Aid** helps produce a more durable pellet, one that is tough but not too brittle or hard, with fewer fines. Producing a better quality pellet is one of the best ways to gain new business and retain present customers.