

Aspen Gold: Lowering Costs for Stable Owners, Retailers with New Product and Promotion

LADYSMITH, WI – (May 24, 2011) – Aspen Gold Premium Wood Pellet Bedding, being released to market in June 2011, is a pelletized bedding product manufactured by Indeck Ladysmith, LLC of Ladysmith, Wis. The unique cost-reducing advantages of Aspen Gold bedding and the company's first promotion can save stable owners and retailers thousands in 2011.

Specifically formulated to keep horses healthy and comfortable in a low-dust, low-moisture environment, Aspen Gold Premium Wood Pellet Bedding is made of 100 percent aspen wood.

"We are excited about the launch of our new bedding material," said Jeffrey Schultz, Plant Manager, Aspen Gold. "We are committed to providing a superior product that will reduce their bedding and disposal costs over the long-term and we are committed to offering that product at a discounted, introductory price."

Aspen Gold Premium Wood Pellet Bedding is offering two tons of its bedding product free with any 20 ton order, for a limited time.

Created to increase efficiency and reduce costs, highly absorbent Aspen Gold Premium Wood Pellet Bedding causes liquid waste to clump together, allowing for easier clean-up. In addition, the product only needs to be removed when it is completely saturated, requiring as few as one to two bags per week to be added to the stall – saving time and labor.

Additionally, the unique, highly-absorbent properties of aspen wood result in less bedding material being contaminated with waste and needing to be discarded during clean-up, causing manure piles grow at a slower pace – as much as 50 percent slower than with other bedding options.

"When it comes to managing my horses, anything that saves me time is saving me money," said Diane Logue, Tizmar Equine, Cannon Falls, Minn. "Aspen Gold is a new product, different from others that I have tried. During the pilot test program, mucking my stalls was less work. I was raking out less bedding material and my waste pile was growing more slowly."

Aspen Gold Premium Wood Pellet will be commercially available in June 2011. For information regarding the product, how it can be purchased or how you can take advantage of the free product promotion, email info@aspengoldbedding.com or call us at (715) 532-3042.

For general information, please visit www.AspenGoldBedding.com.

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Aspen Gold Premium Wood Pellet Bedding is a product of Indeck Ladysmith, LLC, a subsidiary of Indeck Energy Services, Inc. Aspen Gold Premium Wood Pellet Bedding is specifically designed, formulated and manufactured for animal use. The product is manufactured in Ladysmith, Wis. Indeck Energy Services, Inc. was established in 1985 and is headquartered in Buffalo Grove, IL.