



White Papers

White paper programs are a highly effective lead generation and marketing tool. By providing technical information and targeted solutions to pressing technology and product issues, you'll present your company as an unbiased solution provider and industry expert.

This program includes hosting the white paper on www.WATTAgNet.com, plus a text ad on appropriate eNewsletters and targeted sections of www.WATTAgNet.com to drive awareness to the white paper for downloading. A database of user downloads for lead generation is provided each month of the program.

Submit a paper your company has already published, or WATT's Editorial and Content Marketing Teams can help you prepare one.

2013 RATES & DETAILS

Rates range between \$1,000 to \$2,500 per month based on length, if you provide content or we write it, and the volume. Discounts are also available for print and online advertisers.



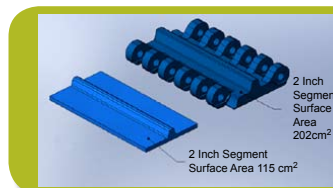
MICROBIOLOGIST REPORT: FOOD GRADE BELT SANITATION

> Introduction

With increased concern over food safety it is imperative that the materials used in direct food handling and processing have properties that allow for adequate cleaning and disinfection. Products designed for the conveyance of food protein product such as meat and poultry need to be specifically designed to facilitate cleaning to rid these large surface areas of food residues, greases and oils and to allow for all meat contact surfaces to be disinfected.

Conveyance belts have traditionally been designed in segmented, hinged configurations (modular belts) that allow ease of replacement and maintenance, minimizing downtime. However these modular conveyance belts, due to their hinged design, are difficult to clean and disinfect and if not properly cleaned and disinfected can become a reservoir of microbiological contamination.

Gates Mectrol PosiClean® continuous food-grade belting is designed to be easily cleaned and disinfected. The belting is constructed of urethane that has been reinforced with sealed aramid tension members to minimize stretching which assists in preventing cracking. The belting features sealed edges and is typically welded endless or spliced with stainless steel or plastic lacing to facilitate cleaning and disinfecting. This study was conducted to evaluate microbiologically the cleaning and disinfecting properties of the PosiClean belting material and provide a comparison to the cleaning and disinfecting



PosiClean food grade belting has 43% less surface area than modular, hinged belting

