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## **Ritchie Industries Offers Innovative New Immersion Heater**

Conrad, Iowa (August 23, 2007)—Ritchie Industries, the leading manufacturer of automatic watering fountains, has added a new, innovative product to their line of specialty items. The Immersion Heater provides users of Ritchies' waterers an improved design and function.

The new Immersion Heater offers protection against corrosion and will not deteriorate. Its design features an epoxy coating, exclusive to this product, making it easy to clean. Unlike other heaters in the market, no metal part touches the water itself. Another component of the Ritchie Immersion Heater not found on similar products is an upper end safety switch. It insures the heater will never overheat. A built-in thermostat compliments the design and provides more efficient transfer of heat.

The heater is designed for use in automatic poly livestock waterers such as those in the Thrifty King, WaterMaster and WaterMatic families. It can also be used in buckets and stock tanks. The Immersion Heater has plug-in installation for ease of removal and replacement.

A 250-watt, 120-volt unit is the first model to be introduced. It is CSA and UL approved. Patent number 60/955,444.

Ritchie Industries is celebrating 85 years of business this year. Since 1921, Ritchie has manufactured durable, dependable automatic fountains for many species of livestock, including beef, dairy, equine, swine, sheep and goats. The distinct Ritchie design has been the standard bearer of quality. Ritchie fountains continue to serve all sizes of operations and the livestock industry with equipment designed to provide years of trouble-free use. For the name of the Ritchie distributor nearest you, please call 800/747-0222 or visit [www.ritchiefount.com](http://www.ritchiefount.com).

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