

EuroTier 2026: Urban GmbH presents several new products

Wüsting, September 23, 2026

First-time presentation of the Urban Cloud as a central, modern data storage system for animal and feeder data, including an intuitive app for herd control and monitoring of automatic feeders.

Prevention of non-nutritive suckling through Urban SipControl to increase animal welfare.

Improved, cost-effective EcoProtector^{UV-C} Solo to improve hygiene standards in calf rearing.

Urban Cloud with associated Feed Monitor App

Urban Cloud and Urban Feed Monitor App: Digital solutions for connected calf rearing

At EuroTier, Urban GmbH & Co. KG is presenting the Urban Cloud for the first time, a central, modern data storage system for animal and machine data from automatic feeders for young animals. The cloud serves as backend for the newly developed Urban Feed Monitor App, which, as a frontend application, provides intuitive and clear access to important information about the animal herd and the automatic feeders in use. This allows information to be clearly consolidated and made available on mobile devices for use directly in the calf or lamb barn.

Modern, intuitive and future-oriented

During the app's development, particular emphasis was placed on a modern user interface, a clear structure, and intuitive operation. The application is available in both a smartphone version and a desktop version for use on a PC. The desktop version offers significantly more functionality than the smartphone app, providing advanced data visualization, import and export capabilities, and the ability to register and deregister animals in the respective national reporting systems (HI-Tier, AMA, etc.). Urban Cloud and the Feed Monitor App will continue to be developed and gradually expanded into a comprehensive digital platform for all essential aspects of calf rearing.

From data storage to open data provider

Access to the Urban Cloud is provided via a versioned REST API, which offers numerous endpoints for retrieving animal and device data and is also used for user-related processes within the cloud ecosystem. The Urban Cloud exposes an API that allows third-party applications access to the corresponding endpoints for retrieving animal and device data; access permissions are governed by API keys. This access is enabled

for both specialized herd management systems and end customers who want to develop their own customized software solutions.

VitalControl 2.0: Easily record and make available animal data

Version 2.0 of the Urban VitalControl device features wireless communication via WLAN. The VitalControl can communicate directly with the Urban Cloud endpoints, allowing temperature and weight data to be transferred directly to the Urban Cloud without going through the local machine. If the nationally issued ear tags used on the farm are not electronic readable, the VitalControl device significantly simplifies the unambiguous matching of the nationally issued ear tag to the transponder number used in the machine.

Urban SipControl to prevent non-nutritive sucking

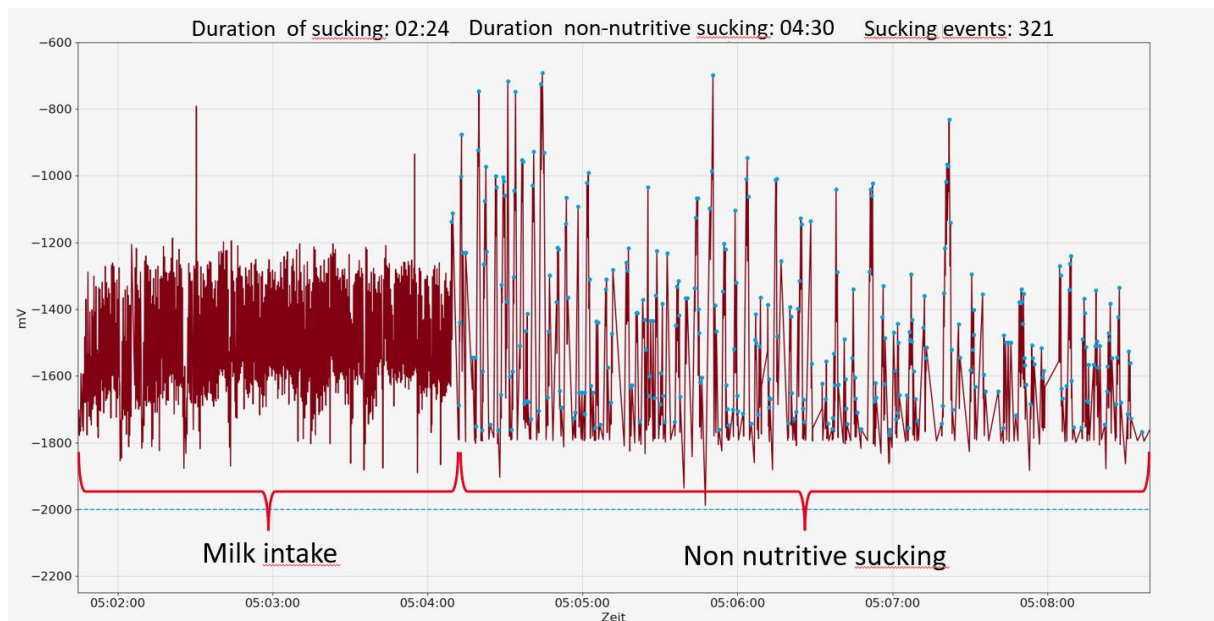
Since its initial presentation at EuroTier 2024, the award-winning SipControl feeding system has been consistently improved and further developed. Urban SipControl offers individualized adjustment and optimization of the drinking process for each animal, as well as health monitoring of the individual animal based on its suckling behavior.

Thanks to its integrated flow control function, Urban SipControl ensures that the animals consume the offered milk slowly and in a relaxed and stress-free manner. This results in several advantages:

- When milk is drunk slowly, it is much better mixed with saliva and therefore easier to digest.
- The animals' sucking instinct is significantly better satisfied during long suckling periods.
- Slow drinking prevents behavioral abnormalities, such as cross suckling.
- Slow drinking ensures stress-free milk intake; interruptions to the drinking process due to technology or capacity limitations no longer occur.

Fast drinking is primarily a problem in older and/or strong suckling calves. Until now, no method has been available that can regulate the suckling process with regard to the intake rate of the milk replacer on an individual basis.

The investigations into SipControl revealed that the suckling behavior of calves changes abruptly as soon as the animal is no longer offered milk at the teat:



Drinking process with non-nutritive sucking *(the latter is prevented by Urban SipControl)*

For healthy calves with strong suckling motivation, Urban SipControl regulates the milk flow through the teat. This prevents the phase of non-nutritive after-suckling, ensuring that milk is provided to the animal throughout the entire suckling period. This reduces stress, improves salivation of the milk, optimally satisfies the suckling drive, and ultimately leads to increased animal welfare.

In summary, it can be stated that Urban SipControl significantly supports the farmer in the early detection of emerging diseases and significantly increases the well-being of the animals in the group by preventing harmful suckling.

EcoProtector^{UV-C} Solo for surface disinfection: more versatile and cost-effective

The EcoProtector^{UV-C} Solo is now available as a standalone, compact and manoeuvrable disinfection device, ideally suited for chemical-free, temperature-independent and time-saving disinfection of rooms, floors and surfaces, such as hutches, feeding tables or barns.

The effectiveness of the EcoProtector^{UV-C} has been proven in scientific studies under practical conditions. A recent study by Lena-Friederike Kruse at Osnabrück University of Applied Sciences investigated the effects of standardized UV-C disinfection of the calf housing environment on the health and development of the animals during the first 28 days of life. The study revealed that additional UV-C disinfection leads to a significantly better overall health score and considerably higher daily weight gains.

The EcoProtector^{UV-C} operates without chemical disinfectants and is therefore temperature-independent. A thorough cold pre-wash or rough pre-cleaning of the surfaces is sufficient; the additional use of cleaning agents or a steam cleaner is not required for effective disinfection. Long exposure and waiting times are eliminated. It is significantly more user-friendly than when using chemical disinfectants, and there is no release of chemicals into the environment. In

addition to calf hutches and calf barns, floors and other suitable surfaces can also be treated with UV-C light.

With the new EcoProtector^{UV-C} Solo, URBAN is making the technology even more independent and versatile: UV-C hygiene for calf rearing – scientifically researched, practically developed and flexibly applicable.



Urban EcoProtector^{UV-C} Solo

The EuroTier exhibition will take place from November 10th to 13th, 2026 in Hanover/Germany.
You can find the booth of Urban GmbH & Co.KG in hall 13 | B10

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Press materials

High-resolution images and further information about our products can be found at <https://eurotier.urbanonline.de>.

A product video about our innovative feeding system, Urban SipControl, can be accessed at the following address: <https://youtu.be/NOxBx7KQ8ws>