



News

Crop Packaging Association News

Issue No.16

IN THIS ISSUE:

- Tama: The Innovator
- MOLE AVON TRADING 40 Years and getting stronger
- Rickerby celebrates 130 years of business
- Crop Packaging winners tell us what they think
- New season gets off to a good start with the Ernest Doe Show 2010
- Reducing the supply chain to your benefit

Tama: "The Innovator"



It is easily 25 years since netwrap first appeared in the UK, originally coming from a German producer, as a follow on to Claas's invention of wrapping a round bale with knitted net instead of baler twine. It seemed a really big thing at the time. With so many names, brands and

manufacturers of netwrap now available, it seems the product is often taken completely for granted.

There are two ways to look at this point, either the manufacturer simply supplies what the market asks for, or offers the market what it really needs. Two completely different things, which clearly show the major difference between the mainstream 'supply' minded manufacturers and Tama; who are actually addressing the exact needs of the end user. This subtle but huge difference in business comes from Tama's understanding of their end user customer, the user of the product and the round bale, as they too are these same people, Tama are farmers. The two Kibbutzim in Israel,

Mishmar Ha'Emek and Galed, between which Tama is co-owned, both have large farms, alongside which are the plastic factories of Tama, which have many hundred head of cattle as well as cereal crops, and 5 round balers between them. So, clearly it can be seen that Tama, as well as being a manufacturer of the product, are one of their own customers – so if anyone knows what a round baler operator requires from a roll of netwrap, Tama do – unlike any other manufacturer of netwrap.

This unique situation is the basis for all of the innovation that Tama have brought to netwrap over the years, innovations which have helped and will continue to help the end user, but innovations which many of their competitors



have simply copied, of course. “Without Tama to copy, every other net manufacturer would be no further forward than they were 25 years ago” says Yair Arzi, Netwrap Product Line Manager at Tama. “It’s so very easy to copy someone, yet others have brought nothing to the product in all this time. Only Tama have innovated to help the customer”. This is a fact, as even the simple red-stripe roll end warning, now so common on most nets, was devised by Tama in the time when netwrap operation in a baler was an option, with no provision for working out when the roll was about to end. Remember, it was Tama who invented and patented the revolutionary ‘Edge to Edge’ technology that kept netwrap at its original width when going on the bale, instead of ‘necking in’ as all other netwraps do.

Nowadays, Tama’s technology has moved on considerably, addressing many more important issues that face modern farming. Efficiency is a key word in the industry and the ability to increase the output efficiency of a baler is valuable. To reduce downtime in roll changing is an obvious point, achieved by the introduction of a longer length netwrap roll, which is an option open to every manufacturer. However, making a longer length roll without increasing the weight that the roll becomes too heavy

to handle is the real achievement and this is where the technology and know how that Tama have comes to the fore. With their pioneering knowledge of plastic development and understanding of what a netwrap is required to do, Tama cracked this secret, with what is called Bale+ technology.

It might seem simple, to get more length on a roll of net just means making a lighter weight net, so the roll remains the same weight. This is true, but the net must remain strong enough to hold the crop so simply lightening the plastic was not an option; a new plastic formulation was needed. The result was Tama’s unique raw material resin blend and production technique, which together is what makes Bale+. This has produced a material that is 25% lighter than the old recipe of plastic, yet retains the strength, in fact actually increases its strength over the original ‘heavier’ netwrap. This might seem odd but is a result of more advanced polymers and modern extrusion processes. After all, the netwrap is only to help make animal feed or a bed for the cattle and what is required is that it does just that. In these ‘green’ times of environmental concerns, to be able to produce the same amount of bales in a season from 25% LESS plastic has to be a benefit. In the end the customer is buying metres of netwrap not

kilos of plastic – what it is and how it’s made are not really an issue as long as it works.

One should never confuse the point that strength comes from weight alone and that a polymer can only be stronger if it’s heavier. If there are any anglers out there you will readily appreciate this, thinking how light some lines are now compared with a few years ago, and with a far greater strength. On the other hand, some makes of netwrap, produced using old technology materials and practices are very heavy indeed, with a number of producers of 3,000m and 3,150m rolls making nets that are considerably heavier than Tama’s 4,200m Bale+ roll. The new raw material and manufacturing process brings advantages in many places, offering benefits in cost saving, handling, storage and waste disposal and, of course, still has the ‘Edge to Edge’ technology. Innovation comes in many forms. Longer length rolls mean fewer roll changes, of course, but for someone whose business is making bales, then the fewer rolls that are required to make the same number of bales has to be beneficial. The greater strength of the Bale+ product, and its ‘Edge to Edge’ ability, mean that in many instances it requires slightly less net per bale than the cheaper, old technology material nets.

Don’t assume or be told that lighter is less strong, it is an innovation that has many benefits for us all, remember where it came from, people who make bales ...just like you.





Tama Marathon™ 4.2km

Saves You:

TIME


MONEY


WASTE


Dealer Profile

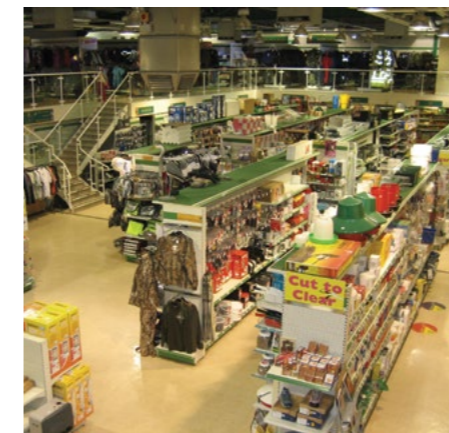
MOLE AVON TRADING 40 years and getting stronger

Mole Avon Trading Limited has served the farming and rural communities of Devon and the South West for over 40 years. Having enjoyed another successful year in 2009, serving customers from its bases in Axminster, Crediton and Okehampton, the company is set to continue this throughout 2010 and beyond by increasing its contact with many new farming and contracting businesses throughout the region.

Originally founded in Crediton as a farmers buying group in 1966, Mole Avon Trading became a limited company in 1973 and has

employee of the company for over 30 years and has both the experience and commitment to take this company into a new era. ‘Farming will continue to be a core and important part of the business for the future,’ commented Richard. ‘We have committed ourselves to ensure our entire farmer members and farmer customers obtain not only the best products but the best service and competitive prices from our newly created Agri Sales Teams at each site. These are lead by our former Direct Sales Contacts – Paddy Gillingham, Hazel Down, Julian Parfitt and Roy Jury and supported across the trading area and beyond by Andrew Stone.

we will be at the forefront of any development, to ensure our status as a key player in the crop packaging market remains strong.’ The increase in premium netwrap business underlines the importance of these products, as the guarantee and security of a leading manufacturer’s name is critical in such quality and performance product lines as these”. It is important not to confuse price with cost, where spurious brand names from other suppliers may purport to offer similar performance, though the end result is often far less of the expected advantage that the price might have promised. Farmers in the South-West have long



Inside of Mole Avon Town & Country Store at Okehampton, Devon



Mole Avon's flagship Town & Country Store at Okehampton, Devon with Spar/Net fuel Forecourt.

enjoyed sustained growth over the last quarter of a century or more. Today, the company is made up of over 800 Shareholders and 1,350 Annual Trading Members who see the value in belonging to the organisation. The company’s principle trading area is the south west of England and because of the location of Mole Avon’s three Town & Country Stores, their strength lies within the heartland of West, Mid and East Devon, South Somerset and West Dorset.

“This is an extremely important sector of the British farming industry within the nation’s food-chain, containing some of the most substantial dairy farms and beef producers in the country. With such farming importance in the area, it is critical that we are able to offer and deliver the right products at the right time and, more importantly, the right price, to assist the farmer in these tough economic times”, says Richard Billson, Mole Avon’s Chief Executive.

Richard, a farmer’s son, has been a valued

“Whilst we are not manufacturers, we do offer a broad spectrum of products and our focus will be on what’s important to us in the south west - stock farming and in particular the growing of forage crops and their associated key inputs of seeds, soil nutrition and crop packaging.’ Pivotal to this is crop packaging and Mole Avon have recently become the main supply source in the region of the UK’s only premium netwrap types, TamaNet Edge to Edge and Novatex Winner, both of which are well supported by many local users and have a long association with the South-West.

‘We have been involved with crop packaging right from the start. Grass is the best value feed you can grow and although ensiling or baling it costs money, doing the job right can save time after time on winter feed bills. Straw baling shouldn’t be forgotten either. We have gone from small bales to round bales with twine and then net coverings and now big square bales, requiring a different type of twine. The market is always changing and we like to think that

understood this and know that a penny or two per bale is nothing compared with the possible risks of buying cheap.

The company’s three retail branches began trading under the ‘Mole Avon Town & Country Stores’ name in 1994, following which major investment and expansion programmes were undertaken at Axminster (1994) and Okehampton (1999 & 2007). The Mole Avon ‘Forecourt’ has been an integral part of our Okehampton site for over 25 years and in 2007 this was expanded to include a Spar shop. This continual investment is a powerful symbol of the commitment to the areas in which they trade.

Today, although the emphasis remains guided towards the interests of the farmer, smallholder and rural community, Mole Avon is also available to the wider public. Despite a changing and challenging agricultural and rural environment, the company has achieved growth in a highly competitive market and continue to produce consistently solid operating results with an annual turnover now approaching £20 million.

Rickerby celebrates 130 years of business



Early March is a date set in the diaries of most farming folk throughout Northern England and the Scottish borders, as it signifies the annual Rickerby Show, which means the season is underway and we can all come out from our respective hibernation and begin to talk, look and do business in our own trade – farming.



This year's event, celebrating their 130th year of business, followed a major fire which had the potential to be catastrophic. However, with great resolve and determination to get back to normal, the spring event went ahead over two days in March as normal. Crowds of farmers and their families attended from as far away as Berwickshire in the North and almost down to Manchester. There was good representation from Durham, Darlington, Bowburn, Berwickshire, Cornhill and Alnwick areas and also Hexham, plus many local farmers from

East and West Cumbria and the borders of South West Scotland.



2010 marked the 10th anniversary of the event, which has grown in size, popularity and influence year on year. Sales Director Martyn Henderson reported buoyant sales from all sizes of farms. "We noticed an upsurge in the business from the smaller hillside farmers in smaller pieces of machinery ideal for the conditions and applications required for these farms. Offers from manufacturers were very generous and encouraged sales on the days and farmers likened the show to events of yesteryear when you could buy any size and price of equipment from £10 to £200,000".

The show was also a celebration of Rickerby's 130th year, clearly demonstrating that sound business sense and offering the customer what he wants and needs is a good principle for a successful business. With 7 branches located throughout the region, from Cornhill

on Tweed on the Eastern Scottish border to Holme in Lancashire, the Rickerby name is well respected, it carries with it the names and reputations of many major OEMs, including leading machinery manufacturer CLAAS. For this year's show, CLAAS commissioned a special Arion 420 Tractor, painted up all silver in celebration of Rickerby's 130th Anniversary, being the proud centre-piece of the CLAAS machinery display in the main arena.

All the Rickerby staff, from directors to salesmen, office staff, store people and mechanics take an active part in the event and are on hand to talk with customers old and new, together with sales representatives from all the manufacturers attending. The Crop packaging Association was also in attendance, in association Tama UAT, CLAAS's approved and recommended crop packaging supplier and major supplier to Rickerby, offering advice and information on all their products, as well as discussing customers' requirements for the coming season.



Crop Packaging winners tell us what they think

Our move to allow more winners and consequently a better chance to experience the performance of TamaNet Edge to Edge netwrap proved very popular with entrants for the CPA competition in 2009. We contacted some winners earlier this year to get feedback on their winnings and how the netwrap performed.

David Tefler from Newcastle upon Tyne had used TamaNet before and was very proud to win something. "I was very pleased with the all round quality and performance of Marathon 4200 and will definitely be using Premium Marathon netwrap again!" he told us.

Alan Gatehouse from Ludlow was also very impressed with the strength and noticeable difference in the length when compared to his usual 3500mtr standard netwrap. Mr

Gatehouse was achieving an average of 500+ bales per roll. He says, "I was baling 4ft and 5ft straw bales and was very impressed by the strength of Tama Marathon 4200 Netwrap".

Trevor Crosier of Enniskillen, Co Fermanagh said quite simply "TamaNet is the best net and I will not buy anything else!", whilst *John Rycroft of York* was a delighted winner! His drivers had no problems baling their annual tally of nearly 14000 bales, proving that consistency is a huge part of what a net is required to be.

Clifford Dibben of Hampshire is one very pleased contractor. Mr Dibben has calculated that for 3p per bale price difference over alternatives on the market he has a noticeable performance benefit when compared to

cheaper brands. He says, "my customers are better pleased with some of the 8,000 bales I made last year and I believe the Tama Marathon 4,200 has helped make the difference". Mr Dibben runs a Welger 520 baler and is moving to a Welger 420 for use on softer ground and will be looking forward to using only Tama Marathon 4200m this year.

Gloucestershire winner Mr Hyett was amazed at the amount of Netwrap on each roll of Marathon 4,200m and *Peter Hosking of Kingsbridge*, a baler owner/operator, truly believes in the age old saying, 'You only get what you pay for!' He was thrilled to win and, like so many others, he too, had already used Premium Edge to Edge netwrap. "I will definitely be buying Tama 4200mtr edge to edge netwrap this year!" said Peter.



To be in with a chance to win all you have to do is return this form by freepost. Closing date: 18 June 2010

The 10 winners will have the prize delivered by the end of June to their choice of address within the United Kingdom

2

Crop Packaging Association
Freepost (SCE6386)
Alton
Hampshire
GU34 1BR

New Season, New Start! Ernest Doe Show 2010

Tama UAT, supporting TAMA Plastic Industry's new European partnership with CNH, were on show at the 50th anniversary of the Ernest Doe Show earlier this year.

The event is always popular and well attended, so much so that estimates of around 12,000 people visited the three day event as we went to press.

Andy Bloomfield, group parts buyer of Ernest Doe said "Business was up 10% at the show on both cash and account sales. This bucks the trend of difficult times and I hope to ride this crest of this wave for some time to come".

Tama UAT, the UK's approved and preferred supplier to New Holland and Case IH dealers, showed off two rolls of Premier Infinit 4,200m Netwrap which formed a special 3 day show competition. Two lucky winners, Mr R Giles and

Mr T George, both of Norwich were benefactors of 1 roll each with a total prize fund value of over £300, telling us "This was a good days' work".

Warren Tatton, business manager for Tama UAT, says, "Crop Packaging has generated a lot of interest, especially the genuine Edge to Edge Premier Infinit and Case Professional netwrap now available exclusively through the CNH



dealer network. 3,600mt and 4,200mt lengths are available and to compliment the package there is a full plethora of CNH quality twines, available from fine through to heavy grade Big Bale twine".



Compare your netwrap cost now: www.croppackaging.com



Number of SILAGE or HAY bales per year

☐ Up to 1,000 ☐ 1,000 - 5,000 ☐ 5,000+

Number of STRAW bales per year

☐ Up to 1,000 ☐ 1,000 - 5,000 ☐ 5,000+

Quantity of Netwrap per year

☐ Up to 1 pallet ☐ 2-5 pallets ☐ 5 pallets

Type/Brand.....

Quantity of Stretchfilm per year

☐ Up to 1 pallet ☐ 2-5 pallets ☐ 5 pallets

Type/Brand.....

Make and model of baler and/or wrapper

.....

☐ Please tick this box should you not wish to be kept informed about our crop packaging offers and market information

Name:

Company:

Address:

.....

.....

Postcode:

Telephone:

Mobile:

E-mail:

Conditions:

1. This is a FREE prize draw – entry is FREE to anyone except employees of Tama, or other suppliers approved by the Crop Packaging Association.
2. To enter, simply fill in this competition card and return to the Crop Packaging Association, Freepost (SCE6386), Alton , Hampshire, GU34 1BR or visit our website: www.croppackaging.com.
3. Closing date – 18 June 2010
4. The winners will be notified late June 2010.
5. The winners will have the rolls delivered to their choice of address within United Kingdom by the end of June 2010
6. Prize deliveries will be managed by Tama UAT.
7. Decision on winners is final – No correspondence will be entered into.

Code: Show

Reducing the supply chain to your benefit

For those of us old enough to remember, there was a time when the best deals could be had in what was called 'out of season'. Typically this was January to end of March. All too often nowadays, many users and businesses are not prepared or in a position to predict seasonal needs so accurately, with changes in farming practices and the all important British weather playing a big part in the decision making.

This seasonal headache is sometimes exactly that for many suppliers, though with the correct infrastructure in place it is very possible to avoid, for some. "By reducing the chain of supply from factory door to customer warehouse things become much easier" says Tim Carr, Sales Manager for netwrap and twine manufacturer Tama UAT. "We are able to offer a helping hand to tailor the requirements of many customers' needs with what is possible by our 'just in time' approach to deliveries, made possible by the national coverage and distribution we have, which is often only possible by shortening the chain. Many smaller suppliers to the industry are reliant upon importers and then a local distribution service trying to stretch to a nationwide service, which in all honesty never works as these products are often time critical and economies of scale come to mind". Being a manufacturer (not simply a supplier and importer) gives us great benefits in being able to service the dealer and give support to the end user of our products, we are committed to this and not simply trading generic products" comments Tim.

Traditionally, the last week of April and the first week of May see the greatest volume of netwrap, stretchfilm and twine being sent out of the warehouse to trade dealers all over the country. Many times, customers holding back with their requirements actually cause this bottleneck to worsen, with less time to plan deliveries ahead and deliver in time. These worries can and are being reduced by Tama UAT's ability to tailor their service to better match the dealers' needs, at this busy time.



Just in time Delivery Service for Today's Market

With a constant need for all of us to manage cashflow, minimise stock levels and maximise sales opportunities Tama UAT are launching an on farm delivery service to meet this Just in Time marketplace. This will not change our standard FOC delivery service to your depots.

- £35/pallet delivery direct to farm
- England/Wales 3 day delivery service
- Scotland 4 day delivery service
- For all orders placed before 10am
- UK mainland only
- All deliveries booked in 24hrs in advance
- Full pallets only

* Next day delivery service available at additional cost. Ask for details



* delivery service based on number of working days, for North of Scotland this may be 5 days

HI-YIELD for Big Balers

- Supersoft Hay 10,000
- Big Bale 7,200
- Medium 12,000
- Fine 22,300

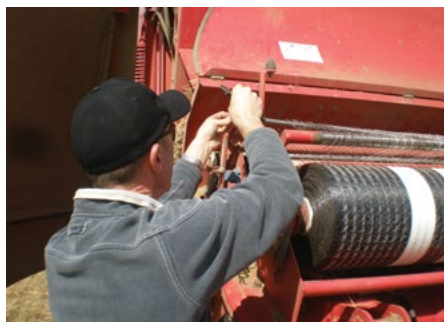


Be prepared for the coming season

If you do nothing else to prepare for the coming season.....remember these three points and we're sure you'll have fewer problems...



1. Remember - your baler has not made bales for over 6 months and the side walls will not be shiny. Bales WILL stick in the chamber when ejecting and WILL damage the net, causing some to possibly burst. – Disengage PTO if the bale does not eject easily, otherwise YOU WILL DAMAGE THE NET.



2. Remember – for the net system to work properly, the net roll needs to be tensioned correctly, from the start to the end of the roll. Correct tension will help spread the net better and definitely produce a better and more accurate cut of the net, reducing the risk of net tails wrapping on feed rollers

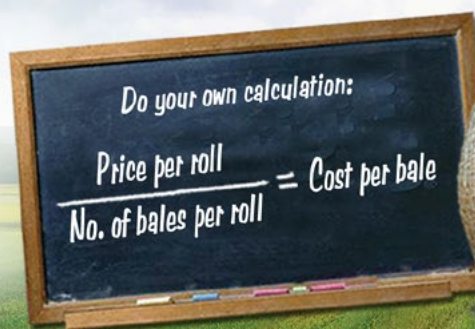


3. Remember – all the good preparation work for making good silage bales can be lost with poor wrapping discipline. Film is delicate and the bales can easily be spoiled if the film is punctured or damaged during wrapping, so try to avoid ejecting bales onto grass stubble by wrapping at the stack. Remember also that 6 layers are MUCH BETTER than 4, the extra cost of film is marginal compared with the lost value from wastage it prevents.



20% more perfect bales per roll

Consider carefully the value of your bales and the work involved in making them.
A cheaper priced roll may not only be more expensive per bale, it will not offer the level of crop protection you are able to achieve with Pro-Tec.



Spot the Difference!

There are 6 differences between the two pictures. Ring or mark them on one side and send them back to us with your name and return address and we will send you a Tama UAT gift!

