



CPANNEWS

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Your crop packaging Professionals

Challenging times put focus on professional crop packaging

FARMING faces huge uncertainty as the new Agriculture Bill and post-Brexit market changes loom closer. But livestock will still need feeding with properly preserved silage and hay, bedding with well-kept straw, and energy schemes will continue to demand ever heavier bales of straw.

Crucially, farmers and contractors will need to do all those things more efficiently and more cost-effectively than ever. Enter the professionals. Distributors across the UK are recognising the value of working with a truly professional supplier of netwrap, twine and stretch-wrap, as they strive to give customers more than their competitors.

Product quality key

"There's a lot of products on the market, but in our experience Tama's quality is second to none," says Stuart Davies of distributor Agrii. "They stand by their quality too. If a customer has an issue they're straight on the phone to get it sorted. And, like Agrii, they're innovative. We like to align ourselves with innovative companies. So, whilst we could stock five or six brands, we just stock Tama. It's a relationship that really works."

Offering more

The ability to give customers more than competitors follows decades of development. Other suppliers offer indifferent products, based on limited research and testing, little appreciation of the needs of farmers and contractors, and frequently poor service and technical support.

By contrast Tama works hand-in-glove with machinery manufacturers, is constantly evaluating products on-farm and learning from its own farming experiences. The result is netwrap, twine and stretch-wrap that works so well with today's balers and wrappers, and is supported by unparalleled service and on-farm back-up.

"I don't think there's anything better out there," says Terry Pearce of JW & TJ Pearce at Lulsgate, Bristol. "The last thing you want with netwrap is customers switching, getting problems and then returning product. It happens with other brands, but not Tama." Service scores highly too. "If an issue develops, they're quick to get it sorted. And the price is always competitive," he says.

Machinery maker collaboration

Tama's product line-up is specifically tailored to meet the needs of every crop packaging application. Its products are approved and recommended by the top machinery manufacturers, including Case IH, Claas, John Deere, AGCO, New Holland and Kuhn.

Collaboration from early design to in-field testing ensures machines work in complete harmony with the netwrap, twine and stretch-wraps Tama develops. Other manufacturers get nowhere near such a partnership.

"Tama certainly have a reputation for working with the baler makers," agrees Gary Donald, Parts Manager at Pallisers in Yarkhill, Hereford. "Balers generally seem better set-up for Tama products, which makes sense when they've been designed and tested with them. We've not had any issues, and that appeals to contractors who are looking to boost work rates and avoid downtime."

Richard Cook at G & J Peck in Spalding, Lincolnshire agrees. "Having the seal of approval from New Holland and Case means a lot. It isn't always easy getting a farmer or contractor to switch from what they're used to, but once they do, and we get the machine set up for the

product, they start to see the benefits, be it more bales per pallet, or less downtime.

"Users like Tama's approach to innovation too – they're looking for that in a supplier, as hauliers and power stations demand ever heavier bales."

Excellent service

Great service includes on-time deliveries and unrivalled customer support. "Years ago netwrap used to run into shortages, but not today," Mr Donald notes. "Tama's service is one of the quickest in the industry and it's the same for technical support – it's industry leading."

Product testing

It all stems from a keen awareness of

the gritty realities of modern farming. Tama tests all its products (and those of competitors) in all the major brands around the world, including on its own 6300ha of farmland in Israel.

That hands-on awareness helps pinpoint the practical needs of farmers and contractors. Longer but lighter rolls, carry handles, end-of-roll markers and edge-to-edge coverage are just some of the resulting features.

"It's like a proven part, you can sell it and be confident there won't be issues," says Paul Juggins of Lister Wilder at Thornbury, Bristol. "Farmers and contractors know it is a premium product and when they come on board

they never go back. It does what it says it will, which other products maybe don't." He believes the close working relationship with baler makers helps a lot. "If a new baler comes out you know it has been fully evaluated with Tama product."

Tama on your farm?

As farming enters a new era Tama's products, and the whole service relationship, offers a level of professionalism that farmers and contractors can rely on. Is it time for that professionalism to come to your farm business?

Crop packaging professionals

- Quality products
- Focus on farmer/contractor needs
- Own farm experience
- Constant innovation
- Role in machine design
- Strong dealer relationships
- Excellent technical support
- Great service

What's in a number ..? Let the Bale Doctor tell you!



Not a lot, if one is to believe many of the twine suppliers in the UK market!

For decades, users of Big Bale twine have been using a product called '7200', as their 'normal' twine type for standard high-density big-baling. For those of us old enough to remember, this number originally meant 7,200 feet in the 2-spool pack. Sadly, time has eroded this to the sorry situation that all of the twines sold in the UK nowadays are well below this length. One distributor openly advertises their product having a minus 10% tolerance on pack length, whilst another, selling a product in simple packaging sold as '7200' was benchmark-tested this year as being just over 6,000ft per 2-spool pack! This lack of length is a result of the twine purposely made heavier to try to achieve a higher strength, but creates a twine type that is neither the length you expect with a strength equal to what used to be called '6800' type twine

– confusing... you bet!

Tama's big-bale twine range, introduced in 2017 with its simple to understand colour-segment range, clearly identifies each twine type's performance ability. It is also clearly marked, with a guaranteed minimum length on each spool, so you know what you are getting. The product range brings twines of performance from the lower 'standard' density (LSB Long), the regular 'high'-density (LSB Power) to the extreme 'high'-density (HD Extra) for the modern HDP and XD balers, all clearly defined by the colour scale on the packaging.

Twine at the lower end of Tama's twine range, in the green colour segment, equates exactly to the traditional and 'honest' 7,200ft twine, but in a much longer pack length (9,600ft) to extend baler output. When Tama introduced this twine, it was given the name 'Big Spool Type 72' – in an effort to identify it as being a twine in the strength and performance range of what 'traditional

7,200ft twine should be.

Unfortunately, the corruption of what was '7200' by the many producers cheating with shorter, thicker twine, created huge confusion in the market. To address this, and remove any confusion in Tama's range, the twine at the lower end of the range has been re-named as LSB LONG, to better identify its place relative to the higher performance LSB POWER, which equates to the performance of the 'cheating' and heavier twines still called '7200'.

The bottom line... spend a moment understanding what you are buying. The number on a pack of twine often has no meaning and can make you think you are buying something that you are familiar with, but is not really so. Be careful out there!

Tama - The Complete Package

When you choose Tama, you are not just accessing the most advanced products in the marketplace but also support from the world's largest network of suppliers, crop packaging experts and our on-line support tool, Tama Assist.



YOUR SUCCESS IS OUR GOAL

Nationwide Team of Crop Packaging Experts providing support to all users at any time. Call, message or email for instant support.

On-line tools supporting you with recommendations, handy tips, tricks and tutorials to help you get the most from your crop packaging products.

Close working relationships with baler and knotter manufactures, guaranteeing your performance in the field.

On farm training available nationwide on all crop packaging products to support your business, just contact us and ask!

OEM Approved: The only Big Bale twine range fully validated by all the major Baler producers.

Unrivalled baler knowledge and baling experience in all crops, conditions and balers.

Over 90 years experience of farming in Dairy, Beef, Poultry, Cereals and Cotton.

All our ideas are developed and tested in our own fields on our own farms.

KNOWLEDGE

SERVICE

TRAINING

For more details, Knowledge, Service and Training options, please visit www.tama-uat.co.uk

Lamma Show moves to the NEC – Tama will be there!

After many years out in the fields in January at the Lamma show, 2019 sees the event move to the NEC in Birmingham. The Tama team will be there with Tama Assist, to answer all your crop packaging questions. So if you have any queries regarding TamaNet or want to discuss the new Five Segment range of Tama Twine, Warren, Mark, Andy and Jonathan will be on hand to help!

Remember that the Lamma show is earlier than usual this year! Running on the 8th and 9th of January, it is free entry with more details to be found at www.lammashow.com. Tama will be in Hall 7, stand number 7.940

We hope to see you there!



Win Netwrap or Twine to help you in 2019 – courtesy of the CPA!

To celebrate the launch of the Five Segment range of Tama Twines, the Crop Packaging Association is giving you the chance to win some Heavy twine. That's not all however, as we are also offering you the chance to win 10 rolls of Tama's premium netwrap, the 4,500m!

There are various ways to enter the competition. You can do so online at www.tama-uat.co.uk, at the Lamma show on the 8th and 9th of January, or at one of the numerous dealer open days that Tama will be attending in the early part of 2019. So there really is no excuse to miss out on your chance to win!

There are two prizes on offer. One lucky winner will receive 10 rolls of TamaNet 4,500m Netwrap. The other winner will receive a pallet of Heavy twine (the most suitable product for their baler from the Tama Twine range).

The competition closes on Friday 8th March, with the winners to be drawn and notified shortly after that. The usual T's & C's apply and can be viewed at www.tama-uat.co.uk
Best of luck to you all!



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