



24 January 2013

## **The New Holland BigBaler's outstanding design is recognised with the 2012 GOOD DESIGN™ award**

- Productivity enhancing design and innovative styling
- Outstanding productivity with up to 20% higher capacity and 5% increased density
- Best-in-class operator safety

New Holland's multi-award winning BigBaler large square baler range has received yet another prestigious accolade: the 2012 GOOD DESIGN™ award. This internationally renowned award was conferred on the BigBaler range by the Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture, Art, Design and Urban Studies in recognition of its outstanding design and cutting-edge styling.

"This award recognises that New Holland's distinctive design and styling are fundamental for efficient agriculture. From the hallmark sculpted side shields, to the single piece fully opening hood, the BigBaler represents the perfect distillation of New Holland's harvesting spirit." Stated Bob Hatz, Product Director of Hay & Forage and Crop Production at New Holland Agriculture. "The BigBaler has not only increased capacity by up to 20% and density by up to 5%, but it has also revolutionised large square baler styling: increasing productivity and enhancing the operator experience as never before."

### **Internationally awarded baling excellence**

This award cements the BigBaler's segment-leading position on both sides of the Atlantic. The recent North American AE50 award focused on the BigBaler's unsurpassed productivity and efficiency, with outputs as high as 110 bales/hour. A sought-after Silver Innovation Medal was bestowed on the BigBaler by the jury from the Sima Exhibition, which will take place in Paris, France in February, the judges were particularly impressed by the outstanding safety features and its operator friendly design.

### **Industry leading baling productivity and efficiency**

The BigBaler is packed with a whole range of productivity enhancing features including the MaxiSweep™ pickup to ensure constant smooth feeding together with the SmartFill™ system, which guarantees uniform flake formation courtesy of a network of precision sensors. Advanced PLM

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systems, including ActiveWeigh™ on-the-go bale weighing technology will enhance yields and profitability.

The BigBaler range has offered the world's large scale farmers and professional hay and forage and biomass contractors the ultimate in large square baling technology for over a quarter of a century. Successive generations of New Holland large square balers have pioneered baling firsts which have now become industry standards such as double knot technology, electronic proportional density control and the pre-compression chamber.

### **New Holland's Centre of Harvesting Excellence**

The BigBaler is produced at New Holland's Centre of Harvesting Excellence in Zedelgem, Belgium where it benefits from the world's most advanced harvesting expertise. The World Class Manufacturing facility is home to both product management and development teams, together with the testing and manufacturing departments; this fully integrated model ensures close collaboration and continual dialogue to guarantee the peerless competitiveness, functionality and quality of the BigBaler.

*New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit [www.newholland.com](http://www.newholland.com)*



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