18th January 2017

## UK launch of New Holland's latest baling and forager products at LAMMA

- UK launch of BigBaler 1290 Plus and new Roll Baler 125
- Updated Roll Belt baler
- New NIR On Board Sensor technology for FR Forage Cruiser



New Holland used its presence at LAMMA 2017 to launch its latest baling products, including the new BigBaler 1290 Plus and Roll Baler 125 to UK farmers. A new sensor for the FR Forage Cruiser was also unveiled.

The BigBaler 1290 Plus is New Holland's new flagship square baler, packed with best-in-class features including IntelliCruise<sup>™</sup> technology for tractor ground speed regulation, and SmartFill<sup>™</sup> feed flow indicators for even bale formation.

A baling challenge in France in July 2016 demonstrated the performance benefits of the new BigBaler 1290 Plus. Working with a T7.315 Heavy Duty Auto Command<sup>TM</sup> tractor, the baler produced an impressive 1,254 high quality straw bales in 17 hours, over two days. Throughout the challenge the baler maintained a consistent bale shape, with weight averaging 434kg and length averaging 2.37m.

The Roll Baler 125 is New Holland's latest round bale product. The Roll Baler 125 features best in class pick up efficiency using the latest pick up technology combined with the ultimate in feeding efficiency. The re-designed pick up was first introduced on the Big Baler and Roll Belt balers. On the Roll Baler 125 it is 300mm wider than previous models, at 2.3m. Feeding capacity is supported by five tine bars with double cam drive and adjustable suspension.

The Roll Baler 125 Combi is also part of the latest baler introductions. Unique to New Holland is its new film wrap system, which also features on the Roll Baler 135 Ultra. The wrapper's positive hydraulic feed and bundle arms can pre-stretch the film to ensure a tight, secure and reliable wrap, every time. Suitable for use with plastic or net, the Roll Baler 125 Combi system works with a roller up to 1400mm wide and can carry three rollers on board. A further increase in productivity is gained from a 20% increase in wrapping speed, compared to the previous model.

New Holland's stand also featured its updated Roll-Belt variable chamber baler, which features the new IntelliBale<sup>™</sup> system.

A new forage crop sensor was launched at LAMMA for use with New Holland's FR Forage Cruiser. The NIR On Board<sup>™</sup> advanced sensor provides improved information on key crop parameters including crop moisture and nutrient levels.

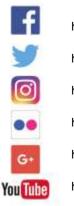
Crude protein, crude fat, starch, Neutral Detergent Fibre (NDF), Acid Detergent Fibre (ADF) and ash can be measured with +/-2% accuracy with the NIR On Board<sup>TM</sup>, which will be available as an option on new machines.

### ENDS



New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or groundscare 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

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com



https://www.facebook.com/NHAgriUKandROI/

https://twitter.com/NHAG\_UKandROI

https://www.instagram.com/NEWHOLLANDAG/

- https://www.flickr.com/photos/newholland
  - https://plus.google.com/117086178528241801087
- https://www.youtube.com/user/NewHollandAG





# **Press contacts:**

Sara Sebastianelli, New Holland Agriculture. Phone: 01268 295 268 Email: <u>sara.sebastianelli@newholland.com</u>

# Issued by:

Rebecca Dawson Phone: 01223 598555 / 07711 915927 Email: <u>Rebecca@hornbeamcomms.co.uk</u>



# PRESS RELEASE