

New Holland Agriculture BR6090 Round Baler Wins Gold Award at China's Agricultural Machinery TOP50+ Awards

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The most prestigious benchmark of excellence in Chinese agricultural equipment, China's TOP50+ Agricultural Machinery Products of the Year Awards, has recognised the New Holland BR6090 Round Baler in its 2016 listing. The New Holland BR6090 Round Baler was bestowed with the Gold Award for Application Contribution.

The event ceremony was run under the auspices of three different organisations: the China Association of Agricultural Machinery Manufacturers (CAAMM), the Chinese Society for Agricultural Machinery (CSAM), and Farm Machinery magazine. This year the award attracted around 900 product entries representing 300 companies. The function was held in the city of Xiongan on July 27 in conjunction with the fifth agricultural machinery industry High-End Forum.

China's TOP50+ Agricultural Machinery Products of the Year Awards, now in their fifth edition, promote Chinese products that stand out for their performance. Products are judged in three categories, for the Technology Innovation Award, the Application Contribution Award, and the Market Leading Award.

New Holland's BR6090 Round Baler was awarded in the Application Contribution category for its excellent performance and efficiency and the important role it has played in the development of agricultural production in China, earning the trust of Chinese farmers.

"This award reflects New Holland's increased commitment in China to promoting progress in the agricultural industry and it is the recognition from the market and our customers of the high technology, productivity and premium-quality results delivered by the New Holland BR6090 Round Baler," commented Peter Zhu, CNH Industrial Business Key Account Marketing Manager for Agricultural Equipment in China.



PRESS RELEASE

A baler for all crops and conditions

With the New Holland BR6000 Baler range, the dimensions of the bales produced are determined by the farmer's specific requirements. A Roll-Bar™ system enables the baling of any crop, whatever its condition and whatever the bale density required. A heavy-duty floor roll provides a sure start for the bale, supporting it and ensuring excellent appearance with good weathering characteristics by gentle but firm rotation during the formation process. The core of the bale is softer than the outside for good aeration.

The New Holland Roll-Bar™ Baler Model BR6090 has a 2-metre wide pick-up with all the characteristics that provide a high operating speed. Two sturdy pick-up wheels ensure excellent ground-following and the hydraulic pick-up lift increases manoeuvrability for high daily output. The 1.4-metre wide cutting rotor with 15 three-lobe double fingers positively transfers the crop to the bale chamber. With the CropCutter™ system engaged, bale density is increased and silage quality improved. Premier bale formation in all crops is ensured by a floor roll and a starter roller, together with high tensile steel bale rotation bars. This results in early core formation and positive rolling action in all crops and conditions.

Popular in the Chinese market

New Holland's long history of leadership in hay tools dates back to 1940, when the brand made a major breakthrough in hay harvesting with the introduction of the first self-tying automatic pick-up baler for American farmers. Throughout the years New Holland has always been motivated by a forward-thinking commitment to respond to customers' requirements and has developed a complete product offering of hay equipment for cutting, tedding, raking, baling and stacking.

Today, New Holland's round baler is a best-seller in the Chinese market, recognising the brand's leadership in balers and well-earned reputation for high efficiency performance, quality and reliability. Since its launch in China in 2014, the BR6090 round baler has enjoyed great popularity, particularly with farmers in the major forage grass planting areas in Inner Mongolia and Gansu Province.

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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

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