Massey Ferguson presents its brand strategy and the main novelties that will be launched at FIMA

Massey Ferguson has announced its brand strategy for the next five years, its current range of harvesting and forage equipment, and the novelties it plans to launch at FIMA, during several days aimed at customers, dealers and specialized press has held in the facilities of one of its official dealers, Aguilar y Varo S.L., in the Sevillian town of Écija. The head of the Collection Area of Massey Ferguson, Miguel Angel Menéndez, and the product engineer, Daniel Díaz, have been responsible for presenting the latest additions to the full line of this brand.

Menéndez highlighted the new range of harvesters, with the Activa S 7345 PL and MF Activa S 7347 PL models, the new TH 7030 and TH 8040 telescopes, the RB variable and fixed chamber round balers and the range of forage, with new mowers, windrowers and tedders, and with the novelty in rakes of 4 rotors, RK1404 TRC-PRO. 2018 will be the second season in which collection and forage equipment will be available, while round balers will continue to be one of the strong points.

Among the main additions to the Massey Ferguson range of products is the 2370 Ultra HD baler, which establishes a new benchmark in high packing density

This avant-garde ultra-density packing plant, which made its debut at the Agritechnica fair in Hannover, is unique in its class, as it is equipped with an advanced and innovative engineering that introduces a revolutionary design in all areas. *It treats of the bacadora of bacas rectangular of greater provision never manufactured until the date, in the world-famous factory of Hesston.*

The MF 2370 Ultra HD creates bales of maximum density, with a weight 20% higher than those produced by the current MF 2270 XD model

The MF 2370 Ultra HD model has been specially developed to meet the demands of professional contractors and large-scale crop operators who provide services for operations in the bioenergy industry and other sectors. *It helps maximize truck payloads and improves efficiency for suppliers in these expanding markets.*

As highlighted by Massey Ferguson, "to advance the packaging systems and achieve maximum ultra density, the Hesston team has completely redesigned the concept of the large rectangular bale baler. Although the well-known and popular MF 2270 and MF 2270 XD models from Massey Ferguson will continue to be marketed, *the MF 2370 Ultra HD packer involves a significant boost in terms of density, capacity and performance. Their bales of 120 cm x 90 cm more dense and heavy reduce handling in the field and transport costs, while optimizing the capacity of transport and storage*.

Manufactured on a completely new main frame, the baler features a transmission and an exclusive gearbox, developed specifically to withstand the enormous forces required to create ultra-density bales, with a higher piston speed and a large bale formation area. sturdiness.

The new Ultra ™ tiers of the baler follow the same legendarily reliable Hesston design, which has been optimized to efficiently handle a stronger and thicker wire, developed exclusively for tying ultra-density bales

Despite including extremely strong components in all areas, the MF 2370 Ultra HD only weighs 13.4 t, and leaves a lighter footprint on the ground thanks to its 620 mm wide tires as standard on the tandem steering axle suspended.

Paired with the agile tractor of the MF 8700 series, it forms the industry's lightest high-performance packaging combination, which reduces fuel consumption and minimizes the

risk of soil compaction

The elegant body combines an ultramodern style with practical features. Manufactured with the most modern composite materials, the single-opening panels provide unbeatable access for maintenance.

Characteristics of MF 2370 UHD

• The MF 2370 Ultra HD baler makes 120 mm x 90 mm and ultra density bales that are fast becoming the most popular package size for bioenergy generators and other industrial operations
• The most advanced baler technology and design have been developed at the world-famous Hesston factory
• Up to 20% more power capacity thanks to the innovative high-capacity OptiFlow ™ pick-up, equipped with five bar cores and polypropylene packaging bands
• New UltraPress ™ that includes: main frame, flywheel, gearbox, piston and bale chamber; this combination offers load adjustments up to 63% higher
• Exclusive main frame design with a tremendously tough density cell designed to offer high load settings for an unbeatable bale density
• The exceptional 1500 rpm inertia flywheel generates 130% more energy than the XD flywheel to maintain a constant speed and offer a fluid and efficient operation and high quality bales
• Easy start without the need for hydraulic drive assistance
• Exclusive Ultra ™ gearbox developed specifically to handle the loads required to manufacture ultra-density bales.
• The imposing UltraPress ™ piston creates a first-line density by exerting a maximum force of 760 kN on the bale being formed
• Longer OptiForm ™ bale chamber, equipped with 55% longer cylinders
• The chamber of bales of open corners guarantees a form of optimum paca in all type of crops and conditions
• Ultra ™ lasers, designed and manufactured in Hesston, provide optimal performance with the latest generation yarn and higher strength required for ultra-density bales
• EasyFill ™ thread compartments are easily loaded from the ground
• Simple control with a state-of-the-art user interface BaleCreate ™ compatible with ISOBUS from Massey Ferguson
• The top steering tandem axle with single spring suspension offers a transport width of 3 m on the 620 mm wide tires as standard

The MF 2370 Ultra HD baler will be available during the 2018 season

Fuente: Grupo AGCO

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