BKT reports the experience of the farming company Crocetta

Founded by the Caligari family in Pralboino, in the province of Brescia in North Italy, the farming company Crocetta has been rearing dairy cows for over eighty years. In order to optimize the work in the field, Angelo decided to fit out his John Deere 8360 R tractor with BKT's best-selling tires, AGRIMAX FORCE.

All the activities undertaken by the company, from animal husbandry to cultivating fodder crops in the surrounding countryside, translate into a single, genuine end product: high-quality milk. Nowadays the company is run by Angelo Caligari, who every day passionately takes forward the business he inherited from his father and uncles. It is work which requires a lot of care and dedication, and which every day sees Angelo and his staff busy from the crack of dawn to late afternoon.

“Here the morning starts early – says Angelo Caligari - at 6 we start work in the sheds and this goes on to around 9, after which and until the end of the day we focus on managing and cultivating our fields where the fodder used to feed our herd grows. The tractor does not lose power or speed, which makes our work in the fields much easier. We needed a product which would let us have the best possible ride, both on the road and in the field. AGRIMAX FORCE tires provided a perfect

answer to this need thanks to their IF technology which lets you work on different types of terrain without having to change tire pressure. Lastly, the product's properties and features ensure the cleaning of the tire in just a few minutes once you leave the field" Angelo notes

AGRIMAX FORCE is the highly innovative BKT product designed to equip large, powerful tractors on every type of terrain, thus improving their performance. The IF technology which is a feature of these tires ensures that vehicles can have a wider tireprint and so excellent flotation on the ground, thus reducing the impact on the soil. Resistance, traction, speed and flexibility are without question the qualities which best characterize AGRIMAX FORCE tires.

Fully meeting the needs of customers: this is one of BKT's most important goals and the company is constantly working to expand and increase the efficiency of its tire ranges. That is why BKT Stories, i.e. the first-hand experience of the ambassadors who use BKT tires, such as Angelo Caligari, are essential for the brand.

BKT Stories also have a key role on the company's website, which thus aims to promote direct and open dialogue with end users, letting customers find the most suitable solution for their needs online.

About BKT: Balkrishna Industries Ltd. (BKT) is an India-based tire manufacturer. The BKT group offers a large and always updated production range of Off-Highway tires specially designed for vehicles in the agricultural, industrial, earthmoving, mining, ATV and gardening sector. BKT’s innovative solutions designed for the most differing user needs include more than 2,700 products sold in over 160 countries worldwide.