Trelleborg brings FIMA 2018 its proposals for an intelligent Agriculture

The Trelleborg brand participates in FIMA 2018 with a series of key innovations, aimed at smart and sustainable agriculture, helping farmers to produce more with less. Two of the main novelties that will be announced at this Fair are the ConnectTire intelligent wheel and the VIP system (variable inflation pressure). In the words of Ramón Martínez, Country Manager of Spain of this brand, "innovation and sustainability are our two most important pillars. Digitization and the increasing use of technology in agricultural operations are key trends that we have been supporting for some time; what we exhibit at FIMA is an evolution of that process".

For Martínez, "the greater use of technology and digitalization is a very important development for agriculture and Trelleborg is at the forefront of this movement. The challenge, as always, is to produce more with less and do it in a sustainable manner. Technology has a multiplier effect and adds capacity to do so, naturally, we are proud to present it at FIMA".

During the fair, Trelleborg will announce its latest additions:

• The ConnecTire intelligent wheel. ConnecTire is an intelligent wheel based on sensors that increases efficiency and productivity, reducing the risk of the tire slipping on the rim. ConnecTire continuously controls two key variables - tire pressure and temperature - transmitting data to the

core network between tractors and farms, via wireless and Bluetooth. The operators of agricultural machinery initially set the pressure of the tires to be able to monitor later how this deviates from the initial point and act accordingly. If any corrective action is required, ConnecTire automatically sends an alert through your application, ensuring a minimum work stoppage and maximum machine safety.

> ConnecTire, Trelleborg's solution for smart agriculture, has been recognized with the FIMA Agrícola 2018 technical innovation prize in the category "tractors and self-propelled machines and energy"

• The VIP system (variable inflation pressure) is an intelligent and autonomous solution capable of self-adjusting the tire pressure of a harvester during an agricultural operation depending on its load, optimizing the tire footprint to reduce soil compaction.

> The VIP system received a Gold Medal at the SIMA Innovation Awards 2017 and will be presented live at the stand during the entire fair

• PneuTrac is a new generation of innovative agricultural tires that combines the advantages of a radial agricultural tire with the benefits of the chains. It offers unbeatable performance both on steep slopes and in muddy terrain, which reduces downtime to zero in demanding conditions. On the stand, Trelleborg will show the measure 480 / 65T28.

• The YourTire personalization service is illustrated on an IF710 / 75R42 TM1000 High Power tire, which shows the customization chosen by SAT Anso, a leading producer of alfalfa for more than three generations. YourTire is an online service that allows agriculture professionals to customize their tires with their name or logo.

"At FIMA 2018 visitors will see the best products and solutions that Trelleborg offers. Through our innovative innovations, we will share our commitment and passion for agriculture in Spain; helping to produce more with less, in a sustainable way ", concludes Martínez.

Source: Trelleborg

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