

John Deere Announces Agreement with King Agro

22 June 2015 by John Deere

Collaboration with carbon fiber technology expert includes exclusive development and distribution of carbon fiber booms for application equipment

Deere & Company and King Agro, a manufacturer of carbon fiber technology products, announced a partnership focused on developing and distributing carbon fiber booms exclusively for John Deere application equipment.

Deere is collaborating with King Agro because of its extensive 22-year experience innovating and developing carbon fiber applications. King Agro is a world leader in producing carbon fiber applications for boating and marine products, including masts for racing sailboats. The company has expanded into developing innovative carbon fiber structures for agricultural equipment.

"We believe our collaboration with King Agro demonstrates Deere's commitment to this innovative technology," says Aaron Wetzel, vice president, Crop Care Platform, John Deere. "By integrating carbon fiber technology into our products, we can offer solutions to help growers improve productivity."

The agreement between Deere and King Agro is focused on offering growers the significant advantages of carbon fiber's versatility, strength and durability integrated into self-propelled spraying equipment. Compared to traditional sprayer booms, carbon fiber booms' reduced weight can also lower equipment induced soil compaction.

"We believe carbon fiber is the key to innovation and progress in agricultural machinery industry in the next decade," says Guillermo Mariani, CEO King Agro. "John Deere's commitment to innovation and excellence in their products is a perfect match for King Agro's experience in carbon fiber."

John Deere will offer its 2016 model of the 4730 Sprayer with the option of carbon fiber booms exclusively to the South American and Latin American market. Deere is exploring selling carbon fiber product solutions in other markets in the future.

Source: John Deere GmbH & Co. KG; ASM Public Relations Ltd