

CBM announces launch of a high resistant component series at Agritechnica 2015

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CBM HDplus - series will set new standards in terms of strength and reliability.

CBM (Modena / Italy), one of the world market leaders in 3-point linkage systems and hitching technology, announces under the brand name CBM HDplus a series of 3-point and hitch components that exceed the current requirements for reliability and strength significantly. Thus, at CBM, the safety and efficiency of these components is brought to a new level.

Already this spring the long-established family business- which achieved a worldwide turnover of 180 mil euro in the last year - had announced plans to introduce new products at Agritechnica 2015. Four months before the start of the world's largest exhibition for agricultural technology, the company now has concretized its announcement for the first time.

"Categories do not change, but the requirements". So short and concise describes Enrico Cornia, company owner in the second generation, his motivation to develop a series of components with special characteristics. "We have observed and analyzed the rapid development in the field of the implement intensively and determined that the increase in productivity of tractors and attachments has led to huge increases in Load and stress for in the 3-point linkage.

The consequence: efficiency and safety reserves need to be significantly higher. Therefore CBM has already started over 3 years ago to work with some of the leading tractor manufacturers to find solutions to these challenges, the focus initially was hydraulic top links and the top link hook, because here CBM claims by its own account to have a market share of about 80%.

Since already 2 years HDplus versions (Heavy Duty versions) of this top links in the categories II and III are used and tested over a large area and in accordance with large loads and high stress in agriculture.

"These top links have an improved resistance of more than 25% with respect to similar products in the market so the HDplus, is unique to CBM". Cornia adds "... the results at reducing wear and increase in the strength have convinced us and our partners at the tractor manufacturers to work further in this direction... "

Material quality and production process make the difference. CBM considers the CBM HDplus series as a result of its efforts to ensure the material quality at a high level and the further development of production processes. In Modena the Management is convinced from the fact that this is only possible if the key development and production processes are kept in-house.

The machining process, including complex heat treatment processes are, in the opinion of CBM R&D director Renato Borghi, important processes in the production of CBM components; the trust in the decades of experience and know-how is strong while the willingness to compromise is low.

Premiere at the Agritechnica 2015. According to sales manager Barry O'Keeffe the hydraulic top links for Category 2 to 4 will now make a start for the HDplus range.

The CBM HDplus series is then including at its premiere in Hannover a number of other high-performance components for the three-point linkage. The new lower link hook OPTI-Lock were very successfully launched last year and in the near future a further addition to this product will be launched but O'Keeffe does not want to comment on this for now. The message is clear however that CBM's intention is to provide end-users with a resistant and reliable product and he is convinced the HDplus will set a new standard.

CBM will be presented at Agritechnica in Hall 3 Stand F06