

PROFILE ► HARDI NORTH AMERICA

CROP PROTECTORS

LET US SPRAY. HARDI NORTH AMERICA'S SIZEABLE CONGREGATION OF CUSTOMERS, INCLUDING LARGE AND SMALL FARMERS, HOBBY GARDENERS AND LAWN-KEEPERS, ARE FIRM BELIEVERS IN THE COMPANY'S SOPHISTICATED TECHNOLOGY. A DIVISION OF HARDI INTERNATIONAL, THE IOWA-BASED ENTERPRISE PROVIDES A BROAD RANGE OF SPRAYER PRODUCTS THAT ARE BOTH COST-EFFECTIVE AND HIGHLY EFFICIENT, DAN HARVEY REPORTS.

HARDI NORTH AMERICA ◀ PROFILE

DAVENPORT, IOWA IS SITUATED SQUARE IN THE heart of U.S. agricultural activity – a geographic region where corn, wheat and soybean thrive in natural abundance on wide expanses carved out to serve the world's food needs.

Appropriately, that setting is home for Hardi North America. There, the company, a subsidiary of the Taastrup, Denmark-based Hardi International, has flourished for more than 30 years, providing customers the most sophisticated spraying equipment for both farm and lawn and garden needs.

"But we're known as a specialist in spray equipment that focuses on the trailer spraying market for row crops, such as corn and soybean, as well as the broad acre crops that include wheat and other cereal grains," defines Rob Kinzenbaw, Hardi North America's product and marketing manager.

Regarded among a wide range of customers as a highly reliable and inventive organization, Hardi North America offers products that represent sound investments for end users. Its two biggest strengths are its experience and adaptability: It understands its markets well and, in turn, provides the appropriate innovation and customer service. The company's increasingly complex sprayers address geographic factors and satisfy requirements related to specific crops in cost-effective fashion.

"We find that customers are looking to purchase the more sophisticated equipment to reduce their input expenses," says Kinzenbaw. "It saves on costs related to fuel and fertilizer and increases accuracy as far as placing chemicals on the field."

MEETING CUSTOMER REQUIREMENTS

The company's product lines are as broad as its customer range and market needs, which has kept the organization well ahead of the competition. For instance, the Commander line was designed to support modern professional farmers who generate crops on a large scale. "It's our top-line sprayer," indicates Kinzenbaw.

Designed for continuous use by the most demanding customers, the high-capacity Commander products include sprayers with 1200-, 1850- and 2400-gallon capacities. "It also offers boom sizes ranging from 80 to 132 feet and includes our automatic tracking system that allows the sprayer to follow the tractor throughout the field, following behind the tractor and its tracks," describes Kinzenbaw.

Three years ago, according to Kinzenbaw, the largest sprayer the company offered was its Commander 1500, a 1,500-gallon sprayer with 80- to 132-foot hydraulic fold booms, an economical machine that satisfied the largest applicators that require the highest work-rate pesticide performance.

"Since then, we have introduced a redesigned Commander spraying line with models that include the Commander 4400, 6600 and 9000 that possess wide-ranging gallon capacities," says Kinzenbaw. "We've witnessed a trend toward the larger sprayer, as more people are looking to the 2,400-gallon capacity to see if it fits their operations."

The company is also seeing more customers interested in buying the larger booms. "While we still sell a lot of 60-foot booms, more and more people are getting into the 90- and 120-foot boom ranges," reports Kinzenbaw. "They're also looking at a lot more electronics and controls that manage the height and position of a boom to a field."

The company's Navigator equipment is designed for smaller farmers. "The line falls into the larger, middle-product group of the sprayer market and includes the Navigator 3000 and 4000 trailer models, which are our latest introductions. These have 800- and 1200-gallon capacity, respectively, and boom sizes ranging from 45 to 100 feet," says Kinzenbaw.

