



# make it grow

**Planasa:  
Automation  
in its irrigation  
labor.**

**Linear Systems.  
We're moving  
straight ahead.**



# Pierce

## LINEAR SYSTEMS. SQUARING THE CIRCLE.



We have worked for decades to develop the most competitive types of linear systems and put them in service of the most demanding clients. Having installed linear systems in all types of conditions in numerous countries, we can guarantee that our linear systems are the most recommendable option for rectangular fields. Try a linear system and we will join you on the path toward success.



[www.piercecorporation.com](http://www.piercecorporation.com)



Pag. **04**

**A word from  
CEO**

Number nine MAKE IT GROW

Pag. **24**

**Everbergh,  
Omri Trading &  
Via Engineering**

One of the Team



Pag. **06**

**Planasa:  
How automate its  
irrigation labor using  
iControlRemote  
Wireless.**

Success story

Pag. **14**

**Linear Systems.  
We're moving  
straight ahead.**

One of our products

Pag. **20**

**ITC.**

Our suppliers

Pag. **22**

**FIMA 2020**

Events

## make it grow

Autumn 2020  
n° 9

Make it Grow magazine is distributed by AISco corporate as a complimentary publication around the world. It is published by AISco. Western and Pierce is a registered trademark and a brand name. Reproduction in whole or in part without permission of the publisher is prohibited. All rights reserved.

## Pierce



# A WORD FROM THE CEO



JOSÉ FERNANDO TOMÁS



It is a pleasure to present the ninth edition of MAKE IT GROW... an edition that comes in the context of a pandemic that has affected the globalized world in which we live... and that paralyzed a large part of the economic activity internationally... leading to the closing of many companies and a rise in unemployment... we hope that soon the world population will be immune to this virus through the vaccination process, and we all can return to normality... although that normality, I am afraid, will be different to that which we have enjoyed previously.

*“The world population has undoubtedly recognized the importance of the agricultural sector. Could it be imagined that food production and distribution had not continued during the pandemic?”*

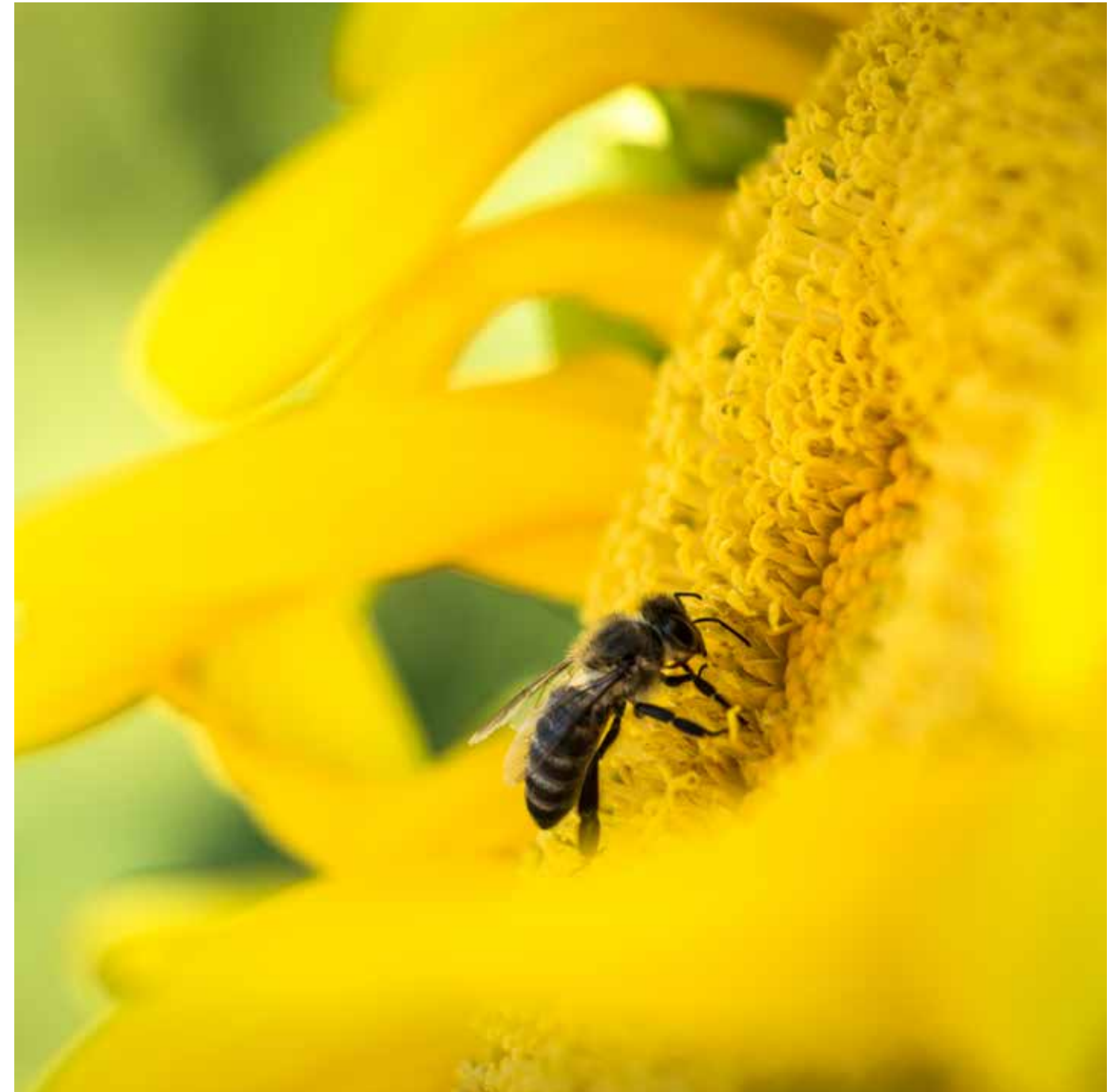
In these months of uncertainty, the world population has undoubtedly recognized the importance of the agricultural sector. Could it be imagined that food production and distribution had not continued during the pandemic? Every country gave the agricultural sector top priority so that the production chain continued to operate in order to guarantee the food supply. Some countries even prohibited the exportation of food to assure that their population had access to basic foods. Without a doubt, food

sufficiency became one of the principal matters for each country's national security agenda during this time.

And to support farming and our producers, at AISCO we clearly understand that we must continue to develop the products that our clients need... for this reason, it gives me great pride to present the most advanced linear systems in the market, along with an interview with the Infrastructure Director at an important international fruit grower, PLANASA, that will share its experience using our monitoring device iControlRemote to control the pivots and linear systems. I am convinced that you will find the articles very interesting and they may inspire you to introduce this technology in your company, especially considering that the annual savings can be a significant amount.

You will also find information in this edition about our different distributors in African countries, some of the most experienced and active throughout the entire region. If you are interested, we invite you to join our distribution network in perpetual growth.

As always, I want to say goodbye with the assurance that AISCO will continue offering our best products and technical support for everything you need, through our sales teams and engineering department, putting our project directors at your disposition, supplying the highest quality irrigation equipment in the market, guaranteeing the best installation and maintenance, either directly or through our distributors, companies or partners. In short, Solutions For Life.





# Planasa:

## How automate its irrigation labor using iControl Remote Wireless

Planasa enjoys worldwide recognition in the agri-food sector, specializing in plant research, nursery operation, and fresh produce. It is one of the leading operators in the world in terms of the variety of plants it cultivates in nurseries, especially berries such as raspberry and blueberries. Planasa has more than 1,500 hectares planted in different regions throughout the world, selected for their quality soil and favorable climatic conditions, making it one of the largest operators in the world.

Collaboration with Planasa started through our partnership with Proxima Systems and its development of iControl technology. Emiliano Muñoz, CEO of Proxima Systems, agreed to facilitate four iControlRemote Wireless devices to be installed in central pivots that Planasa was already operating. Through this agreement Planasa could test, first-hand and without any costs, the benefits that iControlRemote Wireless delivers in the operation of irrigation systems and the competitive advantages that it offers compared to similar products in the market.

Prior to installing the wireless technology, Planasa carried out its irrigation in 24-hour sessions with its own staff. The installation of iControlRemote Wireless allowed the company to automate its irrigation labor. The first impressions were positive, owed in great part to Alberto Santos, Director of Infrastructure at Planasa, who entrusted the control and operation of irrigation to remote control technology. Alberto clearly understood that “the simplicity of remote administration would optimize labor costs, water usage and energy consumed during irrigation”.

*“Utilizing remote devices not only optimizes the irrigation operation, it also permits more control of the costs that previously were difficult to quantify and account for completely”*

From this initial point, two objectives were established, an operational objective for the company and a developmental objective for the factory.

### 1. Operational objectives:

- a. Secure cost control for each pivot
- b. Decrease the amount of time dedicated to irrigation by its operators.

### 2. Developmental objectives:

- a. Test and authorize a new version of iControlRemote Wireless that does not require each controller to have its own SIM card.
- b. Make improvements in the application to assure the easiest usage.

If Planasa can meet these objectives, the next step will be to install the iControlRemote Wireless system in the rest of the pivots that the company has distributed throughout its operations.

### Project development.

During the irrigation season, Alberto Santos, Héctor Muñoz and their team actively collaborated through feedback and their experience of putting the device to work with assistance of the Development Department. From these experiences, some parameters were adjusted and slightly improved to achieve a product 100% designed and tested in the field to meet the needs of the most demanding users.







**Two irrigation seasons after the implementation of the devices in Planasa, we have returned to visit with Alberto and Héctor to evaluate the final results of the project and learn their conclusions based on the experience.**

*Alberto, after two seasons using the iControlRemote Wireless device, what are your impressions?*

My impression is very good. At first we needed time to get comfortable with the device, but we quickly gained confidence.

*What advantages have you found using the iControlRemote Wireless?*

In the first place, being able to virtually visit the pivots at any time, outside of regular work hours, from any place... from the office, the field or from home, has been a great advantage. Thanks to the system we have

optimized irrigation times and avoided excessive watering that happened before we installed the system when it was necessary to physically go to the field to stop the pivot.

**“The installation of iControlRemote Wireless has definitely reduced the presence of operators on the property and minimized the hours dedicated to these tasks and allowed us to redirect this time to other activities”**

This device has also given us the possibility to program the watering times to optimize the consumption of water, and monitor the

status of the system instantly without having to make unnecessary trips. As a result, the time spent by operators doing manual work has been reduced, given that irrigation shifts were previously presential and intensive. Today we efficiently administer them through iControlRemote Wireless.

On the other hand, this device has been taken advantage of by all types of workers, from administrators to irrigation specialists, which gives you an idea of its usefulness. In summary, we have experienced an improvement in the organization and planning of irrigation seasons, along with reducing the work and travel time of the workers.

*Alberto, in our first meeting you explained that it was very important to control the costs of each crop and you hoped to get help in this sense from iControlRemote Wireless. Have you achieved that objective?*

Although we have all our consumption documented and registered, we still have not been able to compare it to previous years. In any case, it is evident that there has been a reduction in water consumption. This has been a consequence of optimizing the irrigation, taking advantage of more economic nighttime tariffs and the positioning of pivots according to the water requirements of each crop. In some cases, there are pivots that water three crops with very different irrigation needs. With iControlRemote Wireless we have been able to adjust to ideal water measurements for each crop, which before we were unable to perform manually.

*How has the organization and planning of your irrigation changed due to the installation of the devices?*

Basically, we have been able to plan better irrigation and optimize the time of our workers by reducing the time they need to be with the machine. Now the watering is controlled remotely without the need to be in the field. At the same time, thanks to the user-friendly application, any person can carry out the watering in an efficient and simple manner. Lastly, we have been able to take advantage of nighttime tariffs that lower energy costs.

*After using the device, has it met your initial expectations?*

Yes, it has met those expectations and even exceeded them. We are very satisfied and eager to continue installing these devices in other systems.

*Is there something you would improve?*

At the beginning we had some wireless connectivity problems due to two issues, the first because of limited coverage in the area and the second because of the topography of the land. For example, on a plot of land



we have an area of pine forest that impeded communication between the pivots. This was solved by installing an antenna with a larger range. Otherwise we are very happy with the product as it was delivered. We have appreciated the importance of efficient and fast technical support that can resolve any unexpected event that comes up suddenly. In this sense everything has gone very well.

*Having arrived to this point, can you imagine not using iControlRemote Wireless to manage your irrigation operation?*

No, not at all. If this trial had not been successful, we would have looked for other alternatives with other remote control technologies. The tendency in the sector is integrated, remote administration. Not adopting this type system is not an option.

*What is your next objective?*

In the short term, the next step is to install iControlRemote Wireless in the rest of the pivots in this plot of land. Additionally, Planasa has plots in other areas that are suitable for employing this remote control technology, so unifying all the administration in one platform is a medium-term goal.

**“Thanks to the user-friendly application, any person can carry out the watering in an efficient and simple manner. Lastly, we have been able to take advantage of nighttime tariffs that lower energy costs”**







Héctor Muñoz has overseen the process of implementing and using the iControlRemote Wireless for irrigation. For Héctor one of the main advantages has been the “easy and comfortable use, from any place I have been able to verify the status of the pivot in real time.” Héctor was already familiar with remote control technologies, and it seemed crucial to employ the wireless system to optimize the irrigation season.

**We have also spoken with Héctor to learn his impressions.**

*Héctor, how has iControlRemote Wireless affected your day to day operation?*

In addition to doing the work, I would say it has increased our level of confidence knowing that we can check the status of the pivot in real time without having to physically go to the machine. Nor is it necessary to travel to the field in order to stop or start it during the night. Consequently, the work hours have decreased. It is a convenient system, in a quick look you have all the information you need.

*As a user what improvements would you incorporate in the system?*

The only thing that I would implement is that in the case that there was a loss of connectivity, that an option existed to cancel the established irrigation program, meaning that the system doesn't automatically default to the established program. The device is very complete, we have been making adjustments and improving some functions like the irrigation by section, which has been a great help.

**“The device is very complete, we have been making adjustments and together improving some functions like the irrigation by section, which has been a great help”**

*\*Regis Simier, Product Manager, proposes as the solution to add a switch in the main panel to turn off the controller and leave the control in the hands of the operator using features in the same panel. In fact, this switch always comes with the iControlStandard panels.*

Also is it important to remember that iControlRemote has been designed to continue to operate normally in the case of momentary loss of communication (up to 24 hours) or the loss of GPS (up

to 30 minutes in the case of stoppage or a programmed auto-reverse by grade). If the loss of connectivity is prolonged, the operator can continue watering through the Panel mode until a technician is able to resolve the problem.

*Has there been any issues with the iControlRemote Wireless that have been installed in the machines of other companies?*

There has not been any problem of usage or compatibility.

*Do you find that the web application is easy to use for controlling and monitoring the systems with iControlRemote Wireless?*

Yes, the application is very easy. It has been used successfully by operators without technical profiles. It is important

to highlight the user friendliness of the application, it makes it possible for any person to control the irrigation, which allows a lot of flexibility.

*Héctor, after using these devices would you plan an irrigation season without them?*

(Laughter) We have been irrigating all our lives in the traditional way, and we could go back to doing it, but it is clear that the tendency should not be the traditional methods, but rather to expand the technology to the rest of our systems. It does the work; it allows us to water during times with more economic energy (normally at night) and reduces the time dedicated to watering.





## The opinion of our expert: Regis Simier, Product Manager.



The experience at Planasa has confirmed the suitability of the wireless option. Thanks to their collaboration, it has been possible to test the system in real situations. Additionally, the range of communication by radio has been established and an antenna has been added for greater range. The wireless system substitutes 3G/4G in projects with a large number of machines, concentrating all the communication through one device (Gateway). This reduces communication expenses that can be recuperated through an affordable annual subscription.

All the developments of the wireless option have been completed in this trial project with total confidence in the results. Today, months after the completion of the trial, the first requests for iControlRemote Wireless are being supplied in international markets like Egypt, the United State, South America, and Russia, among others.

Thanks to our technology partner Proxima Systems, and to Albert and Héctor from Planasa for having made it possible, iControlRemote Wireless is a real solution at the disposition of our clients.

### Installed devices

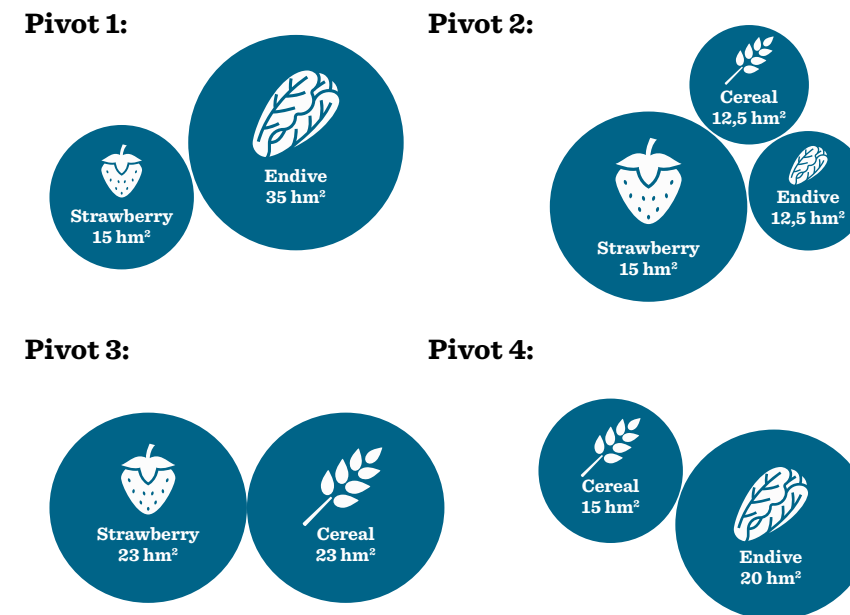


4 x **iControlRemote Wireless** the devices that, through a platform located in a server, provide the necessary functions to control and monitor a remote control irrigation system.

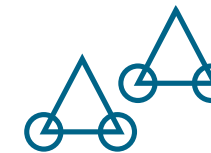


1 x **iControlRemote Gateway**: stores the communications of the controllers and connects to iControlRemote Cloud.

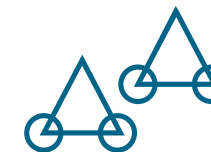
### Installed systems



### The installation



2 x have an independent pumping system



2 x share the same pump

All the pumps and valves are controlled by iControlRemote Wireless that is totally automated and synchronized with the irrigation program in the iControlRemote Cloud application.

### Challenges overcome

The **iControlRemote Wireless** communications require a direct line of sight between the pivots and the Gateways. Some pivots connect to the Gateway through other intermediary pivots.

### Objective achieved

**iControlRemote Wireless** operates perfectly and its performance is identical to the 3G/4G versions. **Confirmed!**

### Conclusion

**iControlRemote Wireless** is a robust and dependable product that presents an especially valuable alternative for those projects with a significant number of pivots and/or whose operators do not have mobile coverage in all the machines.





# LINEAR SYSTEMS. WE'RE MOVING STRAIGHT AHEAD.

*The central pivot is undoubtedly the star of mechanical irrigation and well known around the planet in any agricultural enterprise. Its success is owed not only to its low cost per hectare but also its easy use and minimal maintenance. However, it is important to know that the central pivot is not always the best solution. In rectangular fields or other polygonal shapes, usually it is necessary to install several center pivots or part circle pivots to cover the most surface area possible. In those cases, the advantages of a linear system should be considered.*



## WHAT IS A LINEAR SYSTEM?

Despite the fact that it is more and more common to find linear systems in the field and that sales of these types of machines have increased significantly in the last years, there are still many doubts and questions among final users. A linear system consists of a self-propelled cart (by electric cable or a generator) that moves along the spans to which it is connected. The supply of water can be obtained through suction from a canal along the system's path or with pressurized flow through a flexible hose or polyethylene hose.

## THE PARTICULARITIES OF THE LINEAR SYSTEM.

What makes the linear system so special is its ability to **move independently** along the length of the field and reach a large surface area for irrigation. The longer the length of its path in the field, the larger the irrigated surface area, lowering cost per acre and making the system economically viable in long rectangular fields. Integral to its characteristic mobility is its **guidance system**, which depends on the number of sections in the system and the position of the cart (Endfeed when the cart is situated

at the beginning or end of the system and Centerfeed when the cart is situated in the center). The three types of guidance include: by furrow, by cable or by antenna.

Another important singularity of the system is its **application of water**. All the sprinklers that make up the sprinkler arrangement in a linear system apply a continuous water flow along its length, always when the spacing is constant, guaranteeing consistency in the application of water.

The **garmotors** are also particular. The garmotors used in a linear system have different velocities; those on the extremities

have a slower speed of 35/29 rpm than the intermediary garmotors with speeds of 44/35 rpm, which allows them to keep pace with the exterior sections.

Not all spans are equal. The span situated in the center, also called "**Free-Standing Span**", unites two towers, one at each of the ends. The other spans of the machine are supported by this Free-Standing span which acts like two center pivots resting on the same center and sharing the same base. This configuration affords a better alignment between sections, above all when one of the towers advances faster than another tower situated at the opposite extreme.

The linear systems can house different modular components in its cart such as fuel tanks, generators, fertilizer-irrigation reserves or sets of motor pumps.

All the Pierce linear systems have the flexibility to make a path not necessarily in a straight line and can be adapted to accommodate curves with a radius greater than four times the length of the machine. This flexibility is important for fields that are not 100% rectangular. One side effect of this flexibility is the slight loss in the homogenous distribution of water due to the application of more water in the interior part of the curve.

*"All the Pierce linear systems have the flexibility to make a path not necessarily in a straight line and can be adapted to accommodate curves"*

## OPERATING TECHNOLOGY IN THE LINEAR SYSTEMS.

The control panels and remote operating technology implanted in linear systems have evolved exponentially in the last years.

All the types of iControl panels are designed to assure the maximum durability, from its electric components to the housing container that must withstand extreme weather conditions in some cases. All are easy to use with the option to implement remote control operation.

The available panels for the linear systems are:

**1. iControlStandard** is a versatile panel that can be used in center pivot or linear systems. In the case of the latter, it is adapted with some guidance control relays electrically connected to the micro switches in the guidance box. This option is geared toward use in the following cases:

- That uses the existing panel.
- That converts a central pivot to a linear system for some circumstance.
- That wants additional reliability in the panel and minimal maintenance.

**2. iControlLineal** is a panel that possesses an autostop that replaces the guidance control relays we saw previously. It is used when more information is needed (position of the machine in meters and diagnostics) through the screen on the panel.







*The linear machines can be monitored through the iControlTracker device that provides the following information:*



1. GPS position on the map



2. Direction: Forward, Reverse and stop



3. Water pressure



4. Speed



5. Hours of operation



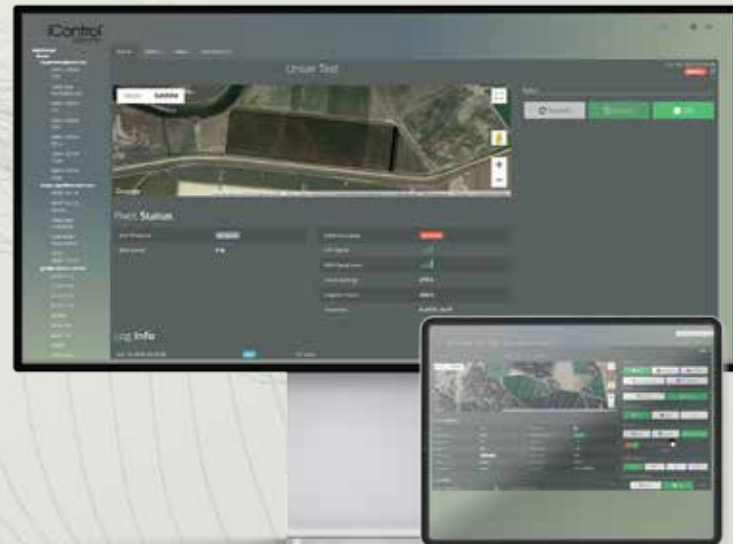
6. Estimated Flowmeter



7. Alarms



8. Communication history and data log



To install this monitoring system, it is only required to add the iControlRemote device in the cart and have an internet connection to observe all the system's functions.

## SALES BASED ON PRODUCT TRANSPARENCY.

The advantages of the linear systems are undeniable, but it is important to understand the limitations and minimize risks in the day to day operation.

The **biggest limitation** is occasional hose management, making it necessary to have an operator on site that can change the hose from one hydrant to another. This limitation doesn't allow 100% remote control like other systems, and only allows automatization in operations that do not require the handling of the hose.

Another critical point arises in the **guidance system**. If the system produces an erroneous adjustment, it can deviate from its trajectory. The good news is that with the alarm system that Pierce machines offer, the linear system stops automatically and sends an alert so that the problem can be fixed. Besides an erroneous adjustment, a guidance problem can also occur when wheel tracks are deep enough to block the guidance system from making the adequate correction for continuing its trajectory.

Despite the inconveniences that may arise, the linear systems continue being very interesting solutions given the large surface area that can be irrigated with one system,

making it an economic option that can increase profitability.

**We have worked for decades to develop the most competitive types of linear systems and put them in service of the most demanding clients. Having installed linear systems in all types of conditions in numerous countries, we can guarantee that Pierce linear systems are the most recommendable option for rectangular fields. Try a linear system and we will join you on the path toward success.**







situation. With time the company has also designed and manufactured products for other sectors and today boasts three differentiated lines of business: irrigation, water treatment and industrial applications. Nevertheless, the agricultural sector constitutes 75% of its total revenue, with highly specific products for its market niche. It is safe to say that ITC is the only company of specialized fertilizer-irrigation systems that operates internationally with the most technologically advanced equipment.

Finally, the superior service offered by ITC personnel. From the I+D Department, which is the team of people responsible for developing new products, to Technical Service, responsible for personalized assistance in installation of the equipment as well as resolving any issues during its operation, along with the Production Unit, where 100% of the products are built and tested, and of course, including the Commercial Department, everything revolves around the most precious asset of the company: its clients. ITC is aware that the crucial factor is the value added by the company. The principal appeal of ITC for its clients include:

- Multidisciplinary personnel: Chemists, Agricultural Engineers, Electric Engineers, Mechanical Engineers, Communication Engineers. All working collaboratively to deliver the best outcomes for each product and project.
- Communication to address clients' needs in various languages: Spanish, English, French, German and Italian.

The distribution of nutrients to plants in large scale farming has been done in the traditional way through the distribution of slow-release fertilizers on the crops. However, more technically advanced irrigation allows the application of fertilizers to utilize the irrigation system's distribution network: fertilized irrigation. This way the same water droplet provides irrigation and the nutrients that a plant needs for proper growth. The fertilizer-irrigation system offers three significant benefits.

- INCREASES CROP YIELD WITHOUT IMPACTING THE IRRIGATION MACHINERY
- LOWERS THE COSTS OF APPLYING CHEMICAL PRODUCTS
- MINIMIZES THE ENVIRONMENTAL IMPACT ON AQUIFERS DUE TO THE LEACHING OF FERTILIZERS

ITC is a company created in Barcelona in 1985. Its principal focus has always been the development of watering technology that optimizes the fertilization and irrigation of crops with the right products for each technically specific irrigation



20 | make it grow

- Production based on "lean manufacturing" that affords highly efficient production times adapted to the needs of our customers.
- Employment of the latest communication technologies to stay connected with clients, especially in these challenging circumstances: video conferences, virtual training, remote technical service,...

ITC is an international company, specialized in the agricultural sector, with a clear orientation toward its clients. And these three principles merge with our collaboration with the larger Alkhorayef Industries family.

The ITC-Alkhorayef Industries partnership began more than 20 years ago and today includes strong links in two of the group's important companies: Aisco Europe and Alkhorayef Industries (KSA). ITC and Alkhorayef Industries have been cooperatively working together all these years both technically and commercially, whose meetings and visits have forged mutual confidence between the companies. Just one example,

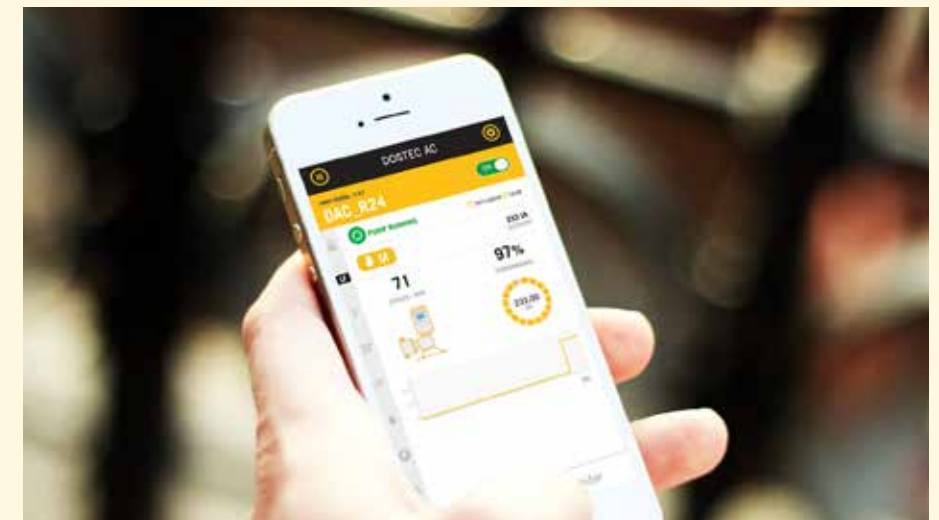
“In the last ten years together they have supplied nearly 2,500 watering pumps for AISCO projects as well as those for Alkhorayef Industries, with destinations in every corner of the planet”



(pressure, water levels, crop demand) as well as the location and environmental conditions where the products are used. In some cases it is necessary to use pumps with metal pistons while in others it is possible to work with equipment that uses plastic components or even pumps with membranes. Whatever the situation, the use of ITC pumps guarantees precise application of fertilizers with little maintenance because the equipment is specifically designed to work in adverse conditions frequently found in agricultural operations.

One of the fields with a great potential for growth in the collaboration between ITC and ALKHORAYEF, in line with iControl Remote equipment, is the deployment of watering pumps from the DOSTEC AC family. These allow integrated administration of the pump's operation remotely, as much for the collecting data as for programming the operating conditions, either through a network or through applications developed for portable devices such as smartphones.

[www.itc.es](http://www.itc.es)



make it grow | 21



# FIMA 2020

## Western AIS<sup>co</sup>

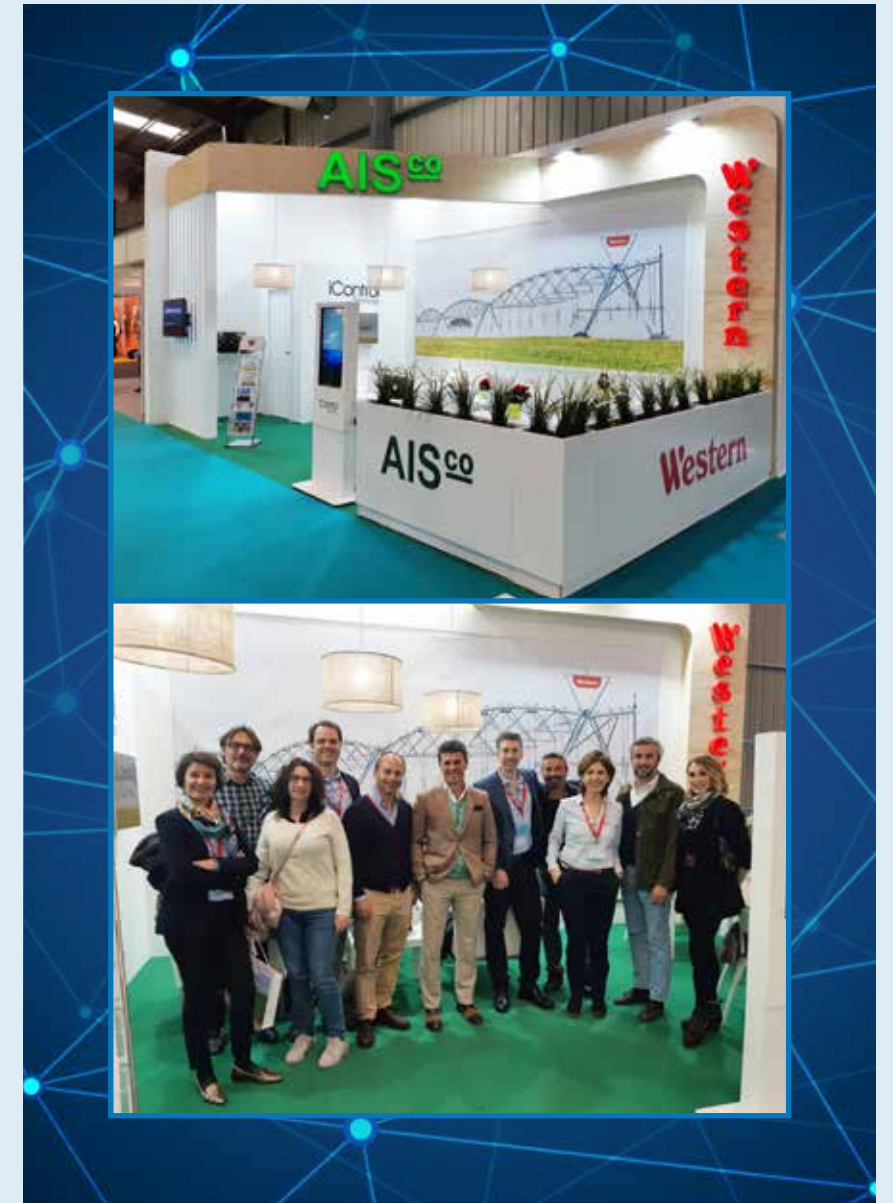


## GOALS

1. Meeting point for dealers, suppliers and customers.
2. Reach new dealers and customers.
3. Western Brand awareness

## EXTRA INFO

- This year, Western participated in the FIMA fair in Zaragoza, Spain.
- This fair is the most relevant show in Spain and one of the benchmark in the agricultural machinery sector in Southern Europe, a fact confirmed by the participation of 1650 companies, and 237,000 visitors.
- The Aisco team received visits from numerous collaborators and has established interesting contacts with potential clients and distributors.





# Everbergh Irrigation

## New Pierce Dealer for the Northwest Province, South Africa

We are pleased to welcome Nicky van den Bergh and his team at Everbergh Irrigation Technologies based near Lichtenburg as our new Pierce dealer in the North West Province, South Africa. Frederik Nel, RM Alkhorayef Industries is working with Everbergh Irrigation, “a core strength of Everbergh is pivot irrigation system designs. Nicky the dealer principal has done large pivot irrigation system designs in South Africa, and other Sub-Saharan African countries such as Botswana, Mozambique, Zimbabwe, Zambia and

Nigeria. The Northwest Province is an important centre pivot market. The two largest South African owned, pivot manufacturing companies have factories in this province. Irrigation with centre pivots has a significant history in this region. In the late 1970s and early 1980s the first pivots were being installed and Pierce was one of the original pivot brands here. We are happy to see Pierce’s return here in Northwest, with a strong active dealer such as Everbergh”

The centre pivot irrigation is one aspect of Everbergh’s business activities. It is also providing irrigation scheduling services with satellite remote sensing, scheduling services with capacitance soil moisture probes, drip irrigation design and supply, micro irrigation designs and equipment supply and irrigation consulting services.



[www.everbergh.com](http://www.everbergh.com)





# Via Engineering Tools

## New Western Dealer Kingdom of Eswatini (Swaziland)

Via Engineering Tools is a well-established contracting and agribusiness company in Swaziland. It has built a name as a reliable company servicing the pivots on large sugarcane estates in Swaziland. Their pivot part of the business includes pivot installations, pivot maintenance and repairs, the re-nozzling of pivots and supply of spare parts.

Frederik Nel, RM working with them says "Via Engineering Tools is a n ideal dealer for us to get a foothold in Swaziland with the large number of pivots already being serviced by them and their reputation as a trusted service provider to large sugar producing companies. We welcome Via Engineering Tools and its directors Fikile Glory Motsa, Desmond Dhladhla and Victor B Motsa. We are really excited to work with them."

Apart from providing pivot irrigation solutions to sugarcane producers in Swaziland, Via Engineering Tools also provide farm machinery and equipment to farms and trade in agricultural commodities such as beans, sugar and maize (corn).



Desmond Dhladhla

Fikile Glory Motsa

Victor B Motsa

V-E T & INDUSTRIAL

Via Engineering Tools

# Omri Trading

## New Pierce Dealer for the Limpopo Province of South Africa and in the Republic of Botswana.

Alkhorayef Industries is please to welcome Neels Benadie and his team at Omri Trading into the Pierce family. Based at Lephalale (Ellisras), Omri Trading has made its name as a reputable company focused on providing agricultural products and equipment to the community, since its establishment in 2008. The Omri team provides specialized specialised fertilizers and agronomy services. They strive to equip their customers with the necessary expertise in order to make informed decisions, thus ensuring sustainable production in the long run.

Neels Benadie, the dealer principal at Omri and Frederik Nel, Regional Manager Alkhorayef Irrigation are working closely together to market the Pierce Brand, selling pivots and sprinklers. Frederik says: "it is a pleasure working with Omri Trading with their quick and responsive service, commitment to customers, and their effort to promote our products. They have just been our dealer for some weeks now and we are seeing more and more customers from other pivot brands, coming to Neels and his team for solutions and fast service".

As a customer-centric business, Omri Trading is an excellent partner and fits in well with Alkhorayef's culture of first-rate customer service. From Omri Trading's own words: "we are dedicated to working together with our clients and building strong partnerships with all our stakeholders. Through continuous excellence and industry innovation, we take the time to understand each unique requirement, resulting in a complete solution that is ideally suited to each client's request".



[www.omritrading.com](http://www.omritrading.com)





Don't miss out the next issue!  
Available next fall.

# make it grow

Subscribe or download it in  
[www.piercecorporation.com](http://www.piercecorporation.com)

Find us:



MIG-ENG#9-12/20