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**FOR IMMEDIATE RELEASE**

## **Krone® BiG M Wins *AgriMarketing's* Product of the Year**

Memphis, Tenn. – *AgriMarketing* magazine named Krone's BiG M 420 self-propelled mower conditioner as their 2015 Product of the Year. The BiG M was created for commercial hay and forage producers who can benefit from the narrow transport width, the fast transport speed and cutting 30 to 32 feet of crop at one time with a single unit.

There were multiple entries for Product of the Year ranging from precision farming equipment to animal health products. Entries were submitted by agricultural companies across North America and were judged by well-known ag industry participants. Judging criteria and weighting were based on benefit and value added to the marketplace, strategic marketing approach, market environment, industry recognition, and overall summary of the product or service's significance.



The BiG M offers several beneficial features, including working efficiently in different conditions and crops because of the various mower adjustments and choice of three conditioner types. The operator can also make many adjustments from the cab, which is especially important for operators going from field to field and changing crops or conditions regularly.

“We are consistently striving to provide our end users with a great experience from the time they are first exposed to the Krone brand all the way through the purchase and use of our innovative hay and forage products,” Lines said. “Our passion is the hay and forage industry, and we want to share our expertise with the men and women who devote their lives to feeding the world through their operations.”

Krone does one thing exceptionally well, produce top-quality, innovative, performance-engineered hay and forage equipment. Krone is driven by the needs of the customers and guided by their input. Since Krone is first to market with the newest technology and efficiencies, Krone equipment is the first choice of professional hay and forage producers. German manufactured and globally distributed, the Krone North America headquarters is located in Memphis, Tenn.

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