

AGCO's Massey Ferguson® Reveals SimpleBale™ for Improved Hesston® Baler Operations



AGCO's SimpleBale retrofits onto Massey Ferguson 1800 Series Small Square Balers and simplifies the work required to make consistently high-quality hay for operators of all experience levels. SimpleBale's electronics package does not require...

New retrofit kit improves bale consistency, increases operational efficiencies, and ensures greater baler reliability.

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DULUTH, GA | [AGCO Corporation](#) (NYSE: AGCO), a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology, revealed SimpleBale™ from its Massey Ferguson® brand at World Ag Expo in Tulare, California on February 14, 2023. SimpleBale is an electronic aftermarket monitoring and control system that retrofits onto new and existing Massey Ferguson Hesston® 1800 Series Small Square

Balers and simplifies the work required to make consistently high-quality hay for operators of all experience levels. SimpleBale will be released for limited commercial availability in 2024 and full commercial availability in 2025.

Balers upgraded with SimpleBale will deliver improved bale consistency, increased operational efficiency, and higher reliability than non-equipped balers. The solution's modular format allows farmers to select the options that best suit their unique operations with minimal modifications to their existing machines. The kit will include the sensors, components, and harnessing needed to update the baler's operating system. The base package is compatible with select aftermarket moisture systems and consists of the user interface, electronic fan control, flake counter, bale length monitoring, and cab-based hydraulic pressure readout. These components provide increased visibility of the machine while in operation and real-time updates of the bale being produced. Optional upgrades include an automatic knotter lubrication pump, bale scale, LED lighting, and hydraulic density control.

The SimpleBale electronics package does not require proprietary hardware or software to implement, and it will be compatible with future features. The intuitive interface provides guidance that simplifies operation and maintenance, such as a flake-by-flake indicator that provides immediate feedback so operators can adjust ground speed without waiting on a bale to tie.

"SimpleBale delivers better hay with less work," said Dane Mosel, tactical marketing manager for Massey Ferguson North America. "By retrofitting onto new and existing 1800 Series small square balers, SimpleBale is an affordable solution that demonstrates AGCO's and Massey Ferguson's farmer-first commitment to our customers and their operations."

For more upcoming news and information about SimpleBale, stay tuned to [MasseyFerguson.com](https://www.masseyferguson.com) and our social media channels on [Facebook](#) and [YouTube](#).

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About AGCO

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural machinery and precision ag technology. AGCO delivers customer value through its differentiated brand portfolio including core brands like Challenger®, Fendt®, GSI®, Massey Ferguson®, Precision Planting® and Valtra®. Powered by Fuse® smart farming solutions, AGCO's full line of equipment and services help farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of approximately \$12.7 billion in 2022. For more information, visit [www.AGCOCorp.com](https://www.agcocorp.com). For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

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