



Outstanding in our field

**Press Release
March 2010**

Silotite.com. A new site. A new resource.

Farmers and agricultural contractors looking to research one of the world's most popular balewraps will now have to do little more than switch on their nearest computer. It's thanks to the fact that leading manufacturer of silage balewrap and silage sheet bpi.agri has launched a new website dedicated to its Silotite® brand.

Silotite.com explores the impressive success of Silotite® and looks at some of the many innovative characteristics that have led to its use on over 50 million bales across more than 50 countries on 6 different continents every year.

These characteristics include a multi-layer construction for superior levels of strength as well as a two-sided tack which helps to create an improved air tight seal around the bale. Silotite® also benefits from in-built UV inhibitors which help to prevent film degradation, even when exposed to strong sunlight.

As well as explaining how these intelligent features contribute to Silotite's exceptional performance, the new site provides a number of valuable resources designed to help farmers and agricultural contractors achieve the possible result from their balewrapping efforts. This includes top ten tips, FAQs and even a balewrapping video.

Commenting on the launch of Silotite.com, Kate Collett, Marketing Coordinator at bpi.agri, said: "Today's farmer and agricultural contractor are faced with more demands and less time than ever before. Recognising it can be difficult for them to research their different options in terms of a balewrap, we've created Silotite.com. It aims to make comprehensive information on this dynamic range as quick and easy to access as possible."

Kate continues: "The inclusion of the additional resources like the top ten tips is all part of our commitment to helping customers to create the best quality baled silage. What starts by offering them innovative, high performance products like Silotite goes

on to include balewrapping DVDs, exhibition appearances and staging special events like our balewrapping clinics.”

- Ends -

IMAGES: Silotite Website.jpg

CAPTION: **Dedicated to one of the world’s best balewraps.** Leading manufacturer of silage balewrap, bpi.agri has launched a new site devoted to its Silotite brand.

For more information please contact Wayne Mohammed at Precision on 07931 586 334 or wayne@precision-online.co.uk

Notes to Editors:

- bpi.agri is a British-based manufacturer of high-performance silage stretchwrap and lightweight, high strength silage sheeting. Its range of products includes such widely respected brand names as Silotite[®], Polybale[®], Visqueen Poliwrap[®] and Visqueen Agri-S[®].
- The manufacturer’s Silotite product is the world’s leading balewrap. Sold in over 50 countries across six continents, it is used to wrap more than 40 million bales every year.
- Since the invention of silage balewrapping in the mid-1980s, bpi.agri has been at the forefront in developing new products for use by farmers and agricultural contractors across the globe. Highlighting this, it was the first manufacturer in the world to develop multi-layer, co-extruded silage stretch film.
- To ensure continued innovations, bpi.agri has a strong commitment to R&D and works closely with a number of key research partners including IBERS (The Institute of Biological, Environmental and Rural Sciences)
- bpi.agri’s desire to help farmers and agricultural contractors goes way beyond the production of innovative, fit for purpose products. The business also stages regular balewrapping clinics and is a founding member of the new Silage Advisory Centre (www.silageadvice.com). This recently unveiled initiative aims to offer farmers advice on maximising their forage through better grassland management and a more effective use of big baled silage.
- bpi.agri is a division of BPI (British Polythene Industries) plc, one of Europe’s largest manufacturers of polythene films, bags and sacks.
- The continuing success of British Polythene Industries has been formally acknowledged in a recent high profile survey. The business achieved 40th place out of 236 companies in a league table of ‘Britain’s Most Admired Companies 2009’ published by Management Today in association with Accenture.

