



**Press Release
May 2010**

New site for tried and tested balewrap

bpi.agri has launched a new website dedicated to its Polybale® brand of balewrapping film. www.polybale.com offers in-depth information on this highly popular product, which is already a preferred choice for farmers and agricultural contractors across Europe and beyond.

“Polybale offers all the qualities today’s farmer demands and more’ explains Kate Collett, Marketing Coordinator from bpi.agri. “Not only does it deliver trouble-free wrapping on round and square bales, but it also enjoys a multi-layer construction for superior strength, has in-built UV protection and benefits from a high tack level which reduces tails and contributes to an enhanced airtight seal.

“The new Polybale site aims to raise awareness of these features. It also hopes to make the advantages of using this particular film as widely accessible as possible.”

In addition to offering product information, the new Polybale site doubles as a valuable balewrapping resource. To help farmers develop or reaffirm their knowledge of good silage management, bpi.agri has complemented the site’s content with all manner of useful tools like balewrapping tips, FAQs and downloadable guides.

Summing up, Kate Collett adds: “bpi.agri has always been about going above and beyond expectation. We don’t just want to offer people balewrapping film; we want to help them produce good quality baled silage. That’s why in the real world we support our films with initiatives like balewrapping clinics, balewrapping DVDs and a knowledge sharing partnership with IBERS (the Institute of Biological, Environmental and Rural Sciences).

“The new Polybale website simply maintains that tradition online.”

For more information and to view the new site, visit www.polybale.com

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IMAGES: Polybale wrapping.jpg & Polybale in field.jpg

CAPTION: **From on the bale to on the web.** bpi.agri has launched a new website dedicated to its Polybale brand of balewrapping film.

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.

