



PRESS RELEASE
August 2010

BPI.AGRI BACKS FEDERATION OF WELSH GRASSLAND SOCIETIES

Demonstrating the strength of its continued commitment to British agriculture, leading manufacturer of Silotite balewrap and Visqueen silage sheeting bpi.agri has become a commercial sponsor of the Federation of Welsh Grassland Societies.

This organisation - which consists of 21 separate grassland societies stretching from Anglesey to the Wye Valley - acts as a forum, bringing together researchers, farmers, advisors and technical experts in order to develop the science and practice of grassland production and utilisation.

Speaking of the new agreement, Louise Aplin, Marketing Manager at bpi.agri, said: "bpi.agri's commitment to farmers and agricultural contractors goes way beyond the provision of technically advanced, high performance products. Our ultimate aim is to help them produce good quality silage and offering them effective products is just one of the tools they need to do the job.

"Research, collaboration and knowledge sharing are also important to help develop better techniques and to help inform new product development. That's why we're now sponsoring the Federation of Welsh Grassland Societies. It's the same reason why we work with organisations such as IBERS^[1], who are also a main sponsor of the Federation, and SilAC^[2] - an industry initiative that promotes the science of silage to aid farmers' decision-making on bale silage production, forage and grassland management."

Under the new deal, bpi.agri will be able to forge closer links with members of the Federation. It is already well known to many of them having been a sponsor of the Federation's All Wales Big Bale competition for some years. This annual competition,

^[1] The Institute of Biological, Environmental and Rural Sciences
^[2] Silage Advisory Centre

staged in conjunction with the Royal Welsh Agricultural Society, aims to recognise excellence in baled silage production.

bpi.agri will also offer members of the Federation the opportunity to visit its Leominster factory where they'll be able to see firsthand the advanced technology and stringent quality controls employed in the production of the manufacturer's balewrapping films.

- Ends -

IMAGES: FWGS Grass.jpg
 Silotite Wrapping.jpg

For more information please contact Wayne Mohammed or Emma Macey at [Precision](#) on 0161 638 8718 or wayne@precision-online.co.uk / emma@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.

