



PRESS RELEASE
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MAKERS OF MAIZE SILAGE URGED TO TRY NEW PRODUCT

Farmers and agricultural contractors currently producing maize silage could be set for excellent results if they employ a new product.

Launched earlier this year, Visqueen Clingseal is a new silage sheet from bpi.agri which has been proven to reduce top and shoulder losses in the clamp. bpi.agri believes the new product will prove especially beneficial to those now making maize silage because of the higher value of this crop and the therefore more costly nature of any clamp wastage.

“Top and shoulder losses are undesirable in any clamp and particularly so with a crop like maize which has a high nutritional value - and that’s priced accordingly” explains Louise Aplin, Marketing Manager at bpi.agri.

“Visqueen Clingseal can help farmers to protect their investment in terms of time, effort and money by providing clamps with an improved air barrier.”

The way the product works is simple. It is designed for use underneath a conventional, high quality silage sheet such as bpi.agri’s Visqueen Agri-S. As it’s thinner and subsequently more flexible than conventional silage sheets, it is able to ‘cling’ more closely to the contours of the clamp’s surface and to tuck in better at the sides. This closer fit minimises the presence of air pockets, depriving aerobic bacteria, such as those that cause white mould, of the oxygen they need to grow.

In addition, the enhanced air barrier achieved by using Visqueen Clingseal also facilitates a faster, more efficient fermentation process, resulting in maize silage with greater nutritional value.

Those involved in testing the product as part of final, field trials before its official launch included Will Jones from Higher Living Dairy in Devon. Speaking of the new

product, he said: “We normally use salt to try and control waste on our maize clamp but Visqueen Clingseal proved to be more cost effective, easier to apply and resulted in no wastage whatsoever. This was despite the fact it was used on a clamp with very high sides which made it impossible to roll completely.

“In marked contrast, the neighbouring clamp, which was treated with salt and sheets in the usual way, did see some wastage on both its top and sides.”

He adds: “Having seen the results firsthand, there’s no doubt that we’ll be using Visqueen Clingseal on our maize clamps this season”.

Hefin Richards, a consultant at Profeed Nutrition, was also involved in Visqueen Clingseal’s pre-launch evaluation. His views of the new product are just as favourable: “Under commercial silage making conditions, IBERS cites that total dry matter losses of 25% can be expected from field to feedout, whilst in-silo losses of 5 to 18% are typical. The ability to exclude oxygen from the clamp can be a key factor in reducing these losses.

“By providing an improved air barrier, products like Visqueen Clingseal can minimise losses during both the harvesting and clamping process. They are definitely worth employing and never more so than when ensiling a moist feed like brewers’ grain or crimped maize which are not only higher value, but also more susceptible to wastage.

“To appreciate the advantages, you only have to think about it in terms of hard facts and figures. A cubic metre of maize silage equates to around 800kg of material and if that maize was bought for £25/tonne will have a value of £20. Following on from that, a 10cm deep layer of that silage would be worth £2.

“It’s not unusual for farmers to regularly lose that kind of depth and more from their clamp due to aerobic spoilage. And not from one cubic meter either - but from across the clamp’s entire face. It’s an expensive and now easily avoidable waste.”

To raise awareness of the difference Visqueen Clingseal can make to farmers using maize silage, bpi.agri is actively promoting the new product over the coming season.

Louise Aplin says: “Visqueen Clingseal is an important innovation and farmers and agricultural contractors producing maize silage need to know about it. They need to know about its capabilities, its benefits and its ability to help them save money.”

For more information about bpi.agri and its range of high performance silage balewrap and silage sheet, visit www.bpiagri.com

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IMAGES: Clingseal clamp face.jpg

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.