

HARP PRESENTED SUPER-PROTECTED BEARINGS FOR AGRICULTURAL MACHINERY AT AGRO-2018

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On June 6-9 Kharkov Bearing Plant (HARP) took part in the largest agricultural exhibition of Ukraine and Eastern Europe AGRO-2018 and presented innovative solutions with super-protection for domestic and foreign agricultural machinery.

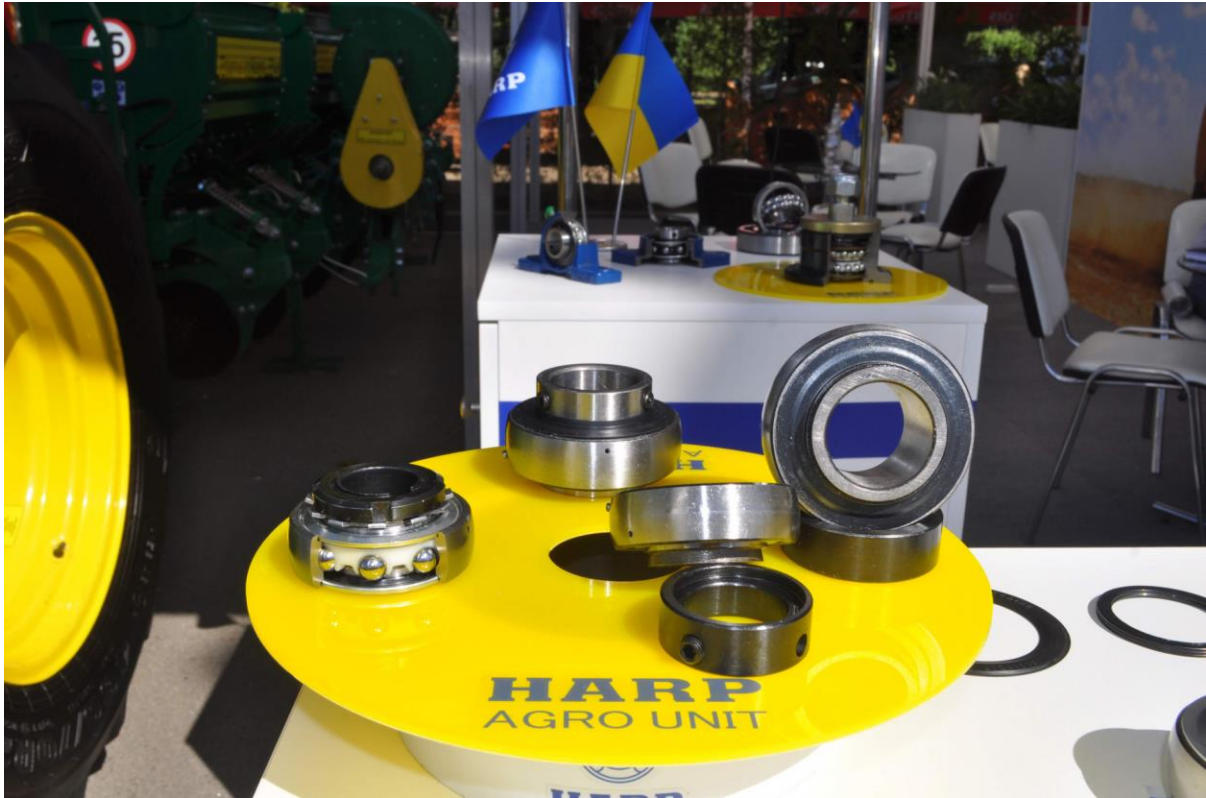
Vitaly Bugrov, Director of Bearings Sales Department, points out the high interest of the visitors to the HARP products from the first hours of the exhibition: *"The most demanded bearings were HARP AGRO maintenance-free bearings with the unique X-SHIELD seal systems of increased tightness, that provide super-protection not only from dust, dirt, water, abrasive particles, but also from gross impurities and leaks of lubricant from the bearing"*.



Vitaliy Bugrov adds that the visitors were also interested in the insert bearings UC (analogs of YAR), ES (YET), EX (YEL) and a line of bearing units on their base, which were developed by HARP specially for the European market.

"There is a strong demand for HARP bearings both on the domestic and European markets. On the European market now there is a clear segmentation - expensive products of a famous brand with a half-century history, or a Chinese product in the lower price niche. HARP in its turn represents high-quality products of the mid-price category, what is a key factor of high interest among European consumers", – says Director of Bearings Sales Department.

Traditionally, we see the growing demand for HARP AGRO UNIT maintenance-free hub bearing units which are characterized by high wear resistance rates. The products are optimized for application in both domestic and foreign agricultural machinery of the leading European producers – Lemken, Horsch, Agrisem, Mascio Gaspardo, Great Plains, Einböck, Rabe, Quivogne, Vogel & Noot, Köckerling, Hatzenbichler, Salford, John Deere, Class, Case, New Holland and many others.



Ivan Popadyuk, farm manager from Bukovina, got acquainted with the range of HARP products at the exhibition. *"I heard about the reliability and quality of HARP bearings, there are many good reviews on the Internet from farmers and farm managers. I came to the exhibition to meet personally with representatives of the plant and take contacts to purchase products directly from the manufacturer. As for me, I've chosen bearings for tractors and combines of types 205, 204, 305"*, – says the farmer.

Aleksey Anoshkin, an engineer of IRBIS-AGRO, came to the booth to meet HARP representatives and to consult on the product range: *"Our trade house sells HARP bearings. I have recently become an employee of the company, and one of my clients has already purchased a batch of HARP bearings, and also expressed for other types. In general, I can say that HARP is a worthy plant, which produces worthy products"*.



This year HARP was presented in about 10 countries within the Discover HARP Tour in order to demonstrate to the world market the capacities of the enterprise with a 70-year history, which continues to develop and produce innovative products for the agricultural sector.



"As a result, we entered new markets – the Czech Republic and Azerbaijan, and intend to increase further the share of HARP exports in the total sales volume, – said Vitaliy Bugrov, adding that the company is going to participate in another 20 large-scale exhibitions. – The next countries where we are going to present HARP products – Poland, Czech Republic, Slovakia. In August-September, we are going to visit Turkey as it is a very interesting and large market, where a big amount of agricultural machinery, and I think our products, which are targeted specifically for agricultural machinery, will be highly demanded".

In addition, Vitaliy Bugrov announced the participation of HARP in one of the large-scale international exhibitions this autumn: "Participation in AGRITECHNICA-2017 in Hanover was a highlight of the last year, and also this year in September we are going to present our products at the international exhibition of spare parts for industrial equipment China International Bearing Industry Exhibition 2018 in Shanghai".

Reference:

AGRO-2018 is the largest agro-industrial exhibition in Ukraine and Eastern Europe. It is an effective platform for the improvement of production, the introduction of innovations, presentations of novelties in all spheres of the agro-industrial complex of Ukraine.

Kharkov Bearing Plant (HARP) is the leading enterprise in the CIS for the production of bearings and bearing units for agricultural engineering, railway industry, transport engineering and automotive industry. The products are supplied to more than 20 countries of the world through the official distributor of HARP – UPEC TRADING and a network of dealers of the CIS, Middle East, and Eastern Europe.