

CASE STUDY

NEWMAFRUIT SAVE TIME WITH ELECTROCOUP



**PRUNING
FRUIT TREES**

MANUAL
(3,772 TREES)

‘V’

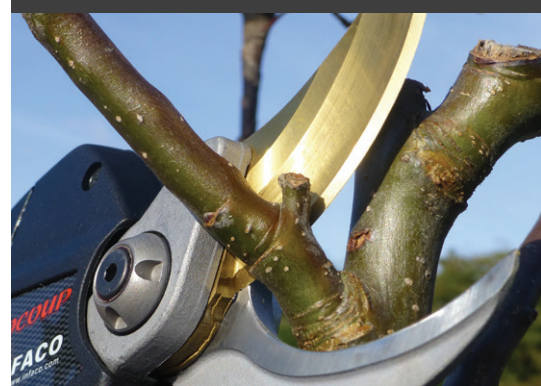
ELECTROCOUP
(5,522 TREES)

- Is it just a luxury?
- Can we justify it?
- Are they really as good as they make out?
- Will they really save us money?
- I have a lot of pruners and I can't possibly afford to kit them all out with Electrocoups secateurs. . . .

These are some of the questions that commercial growers and pruners have asked about Electrocoups Secateurs.

They are also the questions that Tim Hall from Newmafruits raised so he chose to carry out a test to prove it for himself.

40%
**INCREASE IN
PRODUCTIVITY**



Newmafruits is one of the UK's biggest fruit growers and has **approximately 320,000 trees** to prune over the winter period so consequently have a lot of people pruning. To provide every person pruning with a set of Electrocoups from Agricare, would have meant purchasing in excess of 20 sets! **"That is totally out of the question"** was Tim's initial reaction.

To reinforce Agricare's total confidence in the Electrocoups secateurs, they gave Newmafruits a demonstration set to use for a couple of weeks. Having completed their initial analysis and 'number-crunching' Tim returned the demonstration set along with an order to purchase 5 sets to put to the test.

Tim was impressed with the overall quality, ease and speed of use. He could see that by taking the effort out of pruning, his workers would be able to maintain a consistent speed throughout the whole day without showing the usual signs of fatigue. Consequently resulting in an increase in productivity and considerable savings.

Throughout the 2013/2014 pruning season Tim carefully monitored and recorded the productivity of 5 pruners using the Electrocoups against 5 of his best pruners using manual secateurs.



	NO. OF TREES PRUNED PER DAY USING MANUAL SECATEURS					NO. OF TREES PRUNED PER DAY USING ELECTROCOUPS				
	PRUNER 1	PRUNER 2	PRUNER 3	PRUNER 4	PRUNER 5	PRUNER 1	PRUNER 2	PRUNER 3	PRUNER 4	PRUNER 5
DAY 1	103	115	108	110	103	140	160	172	166	155
DAY 2	105	110	105	111	105	155	158	152	160	155
DAY 3	103	112	106	118	106	152	161	151	162	158
DAY 4	108	116	108	110	101	155	160	170	165	157
DAY 5	102	115	102	114	103	145	152	166	162	154
DAY 6	102	115	108	115	103	145	155	168	162	152
DAY 7	102	112	102	112	102	141	172	163	169	152
TOTAL	725	795	739	790	723	1033	1118	1142	1146	1083
	3772					5522				

As you can see from the table, the results were impressively in favour of Electrocoups Secateurs. The increase in productivity was in excess of 40%. It was a foregone conclusion!

Tim returned to Agricare in November 2014 with an order for another 9 sets making a total of 14 sets.

In October of 2016 Newmafruits placed an order for another 8 sets increasing their fleet to 22 sets. Newmafruits pruners kitted out with Electrocoups can now complete all their pruning in record time. **Tim calculated that the Electrocoups paid for themselves within the first 12 months!**

Newmafruits rely on Agricare's excellent back-up service for the yearly servicing work that is meticulously carried out on each set of Electrocoups outside of the busy pruning season. This gives complete peace of mind, ensuring that they are in perfect working order, ready for use as soon as the leaves fall after the harvest.

Now the leaves have fallen, Tim is aiming to get all the pruning completed by the end of March 2017. This gives some 12 to 16 weeks to complete pruning 320,000 trees - quite a task.

With a fleet of well serviced Electrocoups Secateurs from Agricare this momentous task is possible.



“ My overall impression of the ‘Electrocoups’ is that they make the job much easier and quicker, I was extremely impressed with the lack of effort required, even with the pear trees, which we know is a very hard wood.

Productivity has increased dramatically, in excess of 40%, which far outweighs the initial costs. I would have no hesitation in recommending them to other fruit growers.

Tim Hall - Newmafruit

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Considering trialling an Electrocoups? Call us today on 01304 842280 to arrange a free-of-charge demonstration.