

Media Release



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Dalby at cutting edge of precision agriculture

Agline Distributors, the Australian distributor of BEELINE technologies, is proud to announce Dalby based business, DiesElectrics's appointment as sales and service provider for the Darling Downs region of Queensland.

"When selecting a sales and service provider for the region we were extremely impressed with Anthony and Kellie's understanding of farmers expectations due to their personal local farming background combined with their existing business's commitment to customer service", stated Felicity White, Northern Area Manager for Agline Distributors. "Both ourselves and existing BEELINE owners have to commend DiesElectrics for the work and time they have put into training their service staff over the past 6 months to ensure they are providing farmers in the region with up-to-date, comprehensive GPS guidance and precision agriculture sales and service support".

Many farmers for a number of years in the Darling Downs region have recognised the need to minimise input costs to aid maximising returns and have done so through the adoption of precision agriculture technology like the range of BEELINE Auto steer products.

Kellie and Anthony Wenning, owners of DiesElectrics, see the inclusion of the BEELINE Arro range into their business as an opportunity to provide farmers with a level of local sales and service that understands their local farming conditions and systems. As past farmer's and harvesting contractor's, Kellie and Anthony have had the advantage of using GPS information for agricultural purposes for over 6 years, and therefore bring practical "hands on" expertise in helping farmers incorporate this technology into their existing cropping operations.

Anthony Wenning considers one of the greatest benefits for farmers who own a BEELINE is the accessibility of having a local service provider. "If farmers are experiencing difficulties with their guidance system we are available to service it immediately," Anthony said.

"BEELINE is the only product that can offer this local service, which is convenient and time-saving for local farmers. With our three BEELINE trained in-house service staff we can comfortably service the region including also the Surat, Condamine, Glenmorgan, Pittsworth and Bowenville areas," he said.

Dieselectrics are also major sponsors of the Dalby Rugby Union Club and the Condamine Rugby Union Club. At the two recent events, Kellie and Anthony's stand created considerable interest from existing and prospective BEELINE customers.

As Kellie explains, "It's about showing our support to the community at a grass roots level and a good opportunity to catch up with our customers socially".

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