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Danish Agro group to partner Spearhead in Scandinavia and Finland

Northern Europe's largest distributor of agricultural equipment; Danish Agro group, has announced the agreement of a new partnership with Spearhead Machinery Ltd. The strategic move will see the Danish based company represent the market leading manufacturer of vegetation maintenance equipment in Denmark, Finland, Norway and Sweden.

In Denmark the well known Spearhead brand will now be exclusively available through Danish Agros own strong dealer network which includes Almas Agro A/S, Vinderup Maskinforretning A/S, Traktor & Høstspecialisten A/S, A.P. Jørgensen A/S, Ringe Maskinforretning A/S and Røstofte Maskiner

A/S in a total of 10 outlets. The Danish Agro dealer network also sell CLAAS machinery as their lead brand, and the Spearhead range greatly compliments this with many of Denmark's grass seed growers already preferring CLAAS – Spearhead combinations.

In Sweden the brand will be represented by Swedish Agro Machinery, in Norway by Norwegian Agro Machinery and in Finland by Hankkija Oy.

Partnering with Danish Agro group provides Spearhead with a new level of exposure and professionalism in Scandinavia, an area of Europe where the brand has proven extremely popular in the past.

CEO of Danish Agro Machinery Holding, Jens Skifter, is excited by the prospect of the new partnership;

"Spearhead is one of the most respected and established brands in the Danish market place and has been marketed successfully here in the past. We feel that through exposing the brand more effectively across our whole dealer network and more efficiently than ever before in Sweden, Norway and Finland positive growth opportunities are a realistic ambition".

Director of Sales and Marketing at Spearhead Machinery Ltd, Antony Prince, echo's those sentiments and is grateful for the opportunity to work with Danish Agro;

"Partnering with Danish Agro group provides the Spearhead brand with the most professional of footings for future development. In aligning with the organisation throughout Scandinavia we ensure that our extensive product offering is represented and supported to the highest standard possible".

Spearhead Machinery Ltd designs and manufactures Europe's largest and most professional range of rotary mowing equipment and is notable as a trailblazer in the field of Stubble Management.

In addition the company also manufactures its own extensive range of professional Reach, Flail and Communal mowing equipment which already has a strong following throughout Northern Europe.

For further information on the Spearhead product range contact your local

Danish Agro Machinery dealer.

For more information, contact:

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Facts on the Danish Agro group

The Danish Agro group consists of a number of agro-industrial companies in Denmark and abroad. They have a common objective: to contribute to value-adding solutions within their individual areas in close collaboration with their customers. The group operates mainly within the sale of feed mixes, ingredients and vitamin mixes, fertiliser, crop protection, seeds and energy, and purchases crops from farmers. The group distributes a number of leading farm machinery brands and runs an extensive chain of hobby and leisure retail outlets. The Danish Agro group has around 5,000 employees and budgeted revenue in 2018 of about DKK 34 billion.

Facts on Spearhead Machinery Ltd

Spearhead Machinery Ltd prides itself in being one of the leading manufacturers of large area rotary mowers. Through working in unison with their partners and customers, they are proud to have created a product range that fits with today's needs, but is future proofed for tomorrow's requirements. Supplying industry sectors including agriculture and aviation, military and recreation, Spearhead has ambitions to place their machinery in every application where vegetation control is needed. Spearhead is headquartered in Salford Priors, England and is a member of the Alamo Group. The Alamo Group has around 4,000 employees and budgeted revenue in 2019 of about \$1 billion.

Danish Agro a.m.b.a.

Danish Agro koncernen består af en række agroindustrielle selskaber i ind- og udland. De har alle den overordnede målsætning - i et tæt samspil med kunderne - at medvirke til værdiskabende løsninger på de enkelte bedrifter. Koncernen er beskæftiget inden for salg af foderblandinger, råvare- og vitaminforblandinger, gødning, planteværn, såsæd og energi samt køb af afgrøder fra landbruget. Endvidere forhandler koncernen en række stærke maskinbrands til landbruget samt driver en omfattende kæde af hobby- og fritidsforretninger. Danish Agro Koncernen beskæftiger ca. 5.000 medarbejdere og vil i 2019 have en omsætning i niveauet 34 mia. kr.

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