



Te Awamutu Courier

Tuesday 15/06/2010

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Masport showcasing century of innovation

The most highly anticipated event for agriculture and farming experts is fast approaching and this year, iconic Kiwi brand Masport's presentation promises to be a showstopper.

This year, in celebration of its centenary, Masport will be represented with an impressive array of machinery, from grenades and milking machines to BBQ's and lawnmowers, manufactured by the company over the past 100 years.

The General Manager of Masport Steve Hughes says the company is proud to be showcasing products from its 100-year history at Fieldays.

"The Mystery Creek Fieldays is the perfect platform to highlight our 100 year centenary," says Mr Hughes. "We are looking forward to being able to show the public and our consumers how we have progressed by continually innovating and by always listening to our customers."

The feature area at this

year's event is themed "Innovation for future profit" and Masport will be showing and selling their products to the farming community on their annual pilgrimage to Mystery Creek.

As the event offers a unique opportunity for customers to learn more about Masport and its products, there will be staff on hand to provide assistance and discuss the unique design aspects of the Masport range.

Masport has attended

nearly every Fieldays since its inception over 40 years ago and Mr Hughes says the event provides an invaluable opportunity for the company to gauge feedback from its customers.

"This event, more than any others, enables us to get close to the consumers of our products so we can gain valuable insight into the way they use our machinery. From this, we are also able to pick up ideas for improvements," says Mr Hughes.





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MASPORT is well known today for making lawn mowers (above), but in years gone by the company also produced milking machines (bottom) and helped in the war effort by manufacturing grenades (below).

