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# Suffolk farm machinery maker Claydon Drills appoints German-Dutch importer

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A Suffolk farm machinery maker has appointed an importer for Germany and the Netherlands for its seed drills as it targets export growth.

Family-run Claydon Drills, based at Wickhambrook, near Newmarket, has teamed up with Gebrüder Peiffer GmbH & Co. KG, which is now its sole importer into the two countries.

The long-established German firm, based close to Cologne and Düsseldorf, became the first Claydon distributor in Germany in April 2016 and initially handled sales in the Rhineland, Münsterland and Westfalen regions.

Claydon has been selling direct to farmers in Germany since 2011, when it first exhibited at Agritechnica.

The appointment is the first step towards developing the market for Claydon's products in Germany, where low crop prices are forcing farmers to become even more efficient. Today, more than 70 Claydon machines are operating successfully in the country. As sole importer,

Gebrüder Peiffer will be responsible for appointing a network of dealers to handle sales and servicing of Claydon products throughout Germany.

"This is a major step for these two well respected, family-owned companies," said Claydon export manager Jacob Darby.

"Claydon products have an excellent reputation and interest in them is increasing because of the significant savings in machinery, fuel and labour costs which they provide, combined with improved timeliness and maximised yields.

"Together, these benefits increase farm profitability compared with traditional establishment techniques which are still widely used in Germany and the Netherlands.

"Strip seeding is still in its infancy in these countries but we believe its popularity will increase rapidly."

Erik Peiffer, general manager at Gebrüder Peiffer GmbH & Co, said: "Low crop prices are forcing farmers to review how they operate, so the fact that all Claydon drills can sow directly into stubble, in min-till situations or on ploughed/cultivated land will be very attractive to arable and livestock businesses, as well as



■ Erik Peiffer (right), general manager, Gebrüder Peiffer GmbH & Co. KG, with Peiffer salesman Sebastian Ständer in front of a Claydon Hybrid trailed drill. Photo: CONTRIBUTED

agricultural contractors, because it minimises their capital investment and operating costs.

"The Claydon Hybrid is also one of the few drills which can be used effectively in organic systems, as drilled crops establish quickly, therefore out-competing weeds in the

seeding zone."

Claydon Drills was established by Suffolk arable farmer Jeff Claydon in 2002 when grain prices fell to unsustainably low levels, making it uneconomic to produce crops using conventional plough-based establishment methods. He invented a seed

drill which cut out the need for unnecessary cultivations.

Gebrüder Peiffer GmbH & Co. KG was founded by brothers Erich and Richard Peiffer in 1932 and is now managed by Erik Peiffer, the third generation to be involved in a business.