

Max-Emerge Copied

(Continued from cover page)

among farmers that Kinzenbaw has the best corn-soybean planting toolbar on the market, and that Deere's Max-Emerge is far and away the best planter, accounting for well over 50% of total planter sales. But, what would seem to be the "perfect marriage" of the best toolbar and best planter has been anything but perfect.

Kinze Mfg. and Deere have been at odds over whether Kinze should get any of the Max-Emerge planter units, which Deere has maintained all along are in short supply. Kinze Mfg. sued Deere in 1977 and, in an out of court settlement, was able to buy a limited supply of Max-Emerge units. In 1978, Kinzenbaw ordered another 4,000 units but got only about 3,000, ending up with a huge inventory of toolbars which, without the popular Max-Emerge units to go with them, are "just another piece of iron". (Although his toolbar will accommodate other makes of planting units, there has been very little demand for other makes, says Kinzenbaw.)

Several weeks before planting season began last spring, Kinzenbaw said he received word from Deere that his order for some 3600 planting units was being cancelled because of shortages.

He concedes that Deere did offer to provide about 3,000 row units 6

months later, but that he refused because he couldn't go along with the "9 pages of demands they wanted me to sign as part of the deal."

Late last fall, faced with the prospect of not being able to get Max-Emerge planter units for the 1980 corn planting season, Kinzenbaw decided to counter-attack. Here, as reported in FARM SHOW (Vol. 3, No. 5 issue) was his proposed plan of action:

"If Deere, claiming shortages, won't sell him Max-Emerge seedboxes, he plans to disregard the patent and manufacture them himself. Kinzenbaw has taken apart a Max-Emerge planter unit and duplicated its more than 100 parts. What he has in mind is an exact carbon copy of what Deere produces."

Kinzenbaw claims he since has invested close to \$1 million to "tool up" to produce the duplicate Max-Emerge planter units. They are being produced under what he calls the "Shortage Specialty Division" of his manufacturing operation.

Two weeks ago, just as this issue of FARM SHOW went to press, Kinze Mfg. was publicly displaying its fully assembled "look alike" planter units carrying the "Kinze" label.

"We made up several thousand units and are completely sold out. In fact, we were all sold out long before we began assembling them," Tom Kinzenbaw, sales manager and Jon's brother, told FARM SHOW. "At this stage, we plan to have a much larger production run available for the 1981 planting season and have started taking orders for our Kinze Row Units."

Tom emphasizes that the Kinze planter is "very similar" to the Max-Emerge but falls short of being an exact carbon copy. "We made a few minor changes and improvements," he points out. He says suggested retail cost of the Kinze (less the toolbar itself) is right at \$800 per row, which is about \$100 less than the going rate for Deere's Max-Emerge planter units — when they're available. In many cases, farmers have bought complete Deere toolbar and Deere Max-Emerge planter units, then stripped the planter units to mount on a Kinze toolbar. Ironically, some of the several thousand assembled Kinze planter units slated for delivery prior to spring planting have been ordered by Deere dealers who will be putting them on Kinze toolbars.



As the fork and box meet above the cab, the bale rolls off the fork and into the raised box.

FRONT-MOUNTED FORK LIFTS BALES UP AND OVER THE CAB

Load Big Bales With Your Truck

Slickest big bale loader we've seen lately is the truck-mounted device

Meanwhile, Deere and Company has taken steps to "vigorously defend" its patented Max-Emerge planter. "Our lawyers have advised Kinze Mfg. that Deere and Company regards such activity as an infringement on its patents — as an unfair trade practice," Ray Brune, Deere's director of press relations, told FARM SHOW.

In 1977, John Kinzenbaw settled out of court with Deere on an anti-trust suit he had filed. Both parties agreed to drop the case once and for all. However, Kinzenbaw, alleging that Deere had since violated terms of that 1977 agreement, several months ago asked the courts to resurrect the anti-trust lawsuit.

Asked about current availability of Max-Emerge planter units, Brune told FARM SHOW two weeks ago that "the market continues to be very strong and demand far exceeds supply."

"We didn't want to get into the business of producing planter units but felt we had no other choice. It was either this or be forced out of the planter business entirely," Tom Kinzenbaw maintains.

For more details, contact: FARM SHOW Followup, Kinze Mfg., Wil liamsburg, Iowa (ph 319 668-1300).

John Haerberle, Wichita, Kan., rigged up in his farm shop.

A front-mounted fork picks up individual bales, then lifts them up and over the cab and into the truck box. With a 16 ft. tag-along trailer hitched behind the truck, John can load and transport up to 7 or 8 bales at a time, depending on their size, without leaving the driver's seat (3 bales on the trailer, 3 in the truck box and 1 on the front-mounted fork).

The front-mounted fork is operated by a unique cable system linked to the truck box and hydraulic hoist.

John figures it takes about an hour to mount the fork and string the cable assembly, and only about 10 minutes to take it all off.

The fork is quick-detachable and can be mounted on a tractor 3-pt. hitch for feeding bales in muddy or snow conditions. The fork is also designed to unroll bales.

"I'd be happy to hear from manufacturers interested in producing the loader commercially," John told FARM SHOW.

For more information, contact: FARM SHOW Followup, John H. Haerberle, 125 Post Oak, Wichita, Kan. 67206 (ph 316 684-5397).

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