



## **New EZ Line Of Implements Launched CaseIH/New Holland Launch New Work EZ Line Of Implements**

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Six years after John Deere launched a second brand of implements (Frontier) to fill a void for its dealers in segments outside of the production agricultural "core," CNH has also come out with a separate brand, Work EZ, that will be shared by both New Holland and Case IH.

Case IH and New Holland dealers will now be able to purchase a new line of black-painted implements branded under the Work EZ brand name. The line includes loaders, box blades, disc harrows, landscape rakes and rear blades.

According to Case IH officials, the Work EZ loader and implement line supports the needs of Case IH dealers, especially those with customer segments outside of traditional production agriculture like homeowners, landscapers and others outside of production agriculture who still purchase tractors and implements smaller than those offered in the current Case IH lineup.

"These customer segments may be less familiar with the Case IH brand and heritage," says Ron Morishita, marketing manager, loaders and compact equipment. "It offers dealers an opportunity to consolidate more of their total business with one primary supplier, while still participating in segments where Case IH had not previously offered a line."

Below is a summary of the new line:

**Loaders:** According to Morishita, the Work EZ loader is most appropriate for customers seeking a loader for either a discontinued Case IH tractor or other brands of tractors. If a customer has or is considering purchasing a used discontinued tractor back to the 66 series or 86 series tractor, there are Work EZ loaders that can be mounted on the tractor, he says.

Work EZ loader mounting brackets and hydraulics also allow many late-model tractors to use Case IH's Quick Lock loader attaching system and the red Case IH L700 Series loader, matching their red tractor. "This program offers much flexibility to the dealer selling a loader on a used trade-in," says Morishita. "Again, this helps the dealer to consolidate his parts and administration to his primary supplier, Case IH."

**Box Blades:** 8 models of Work EZ box blades are available, including two light duty models at 4 feet (30 hp) and 5 feet (36 hp) that Case IH says is great for use by a homeowner around the yard. Three standard duty models at 5-, 6- (50 hp), and 7-feet (60 hp) are available for someone who has a little heavier application. The heavy-duty models come in at 6- and 7-feet (75 hp) followed by the 8-foot (100 hp) industrial model.

All feature two 0.5 x 6-inch reversible cutting edges, and range in end plate thickness up to a half-inch. The box depth is 17 inches for all models, except the three heavy duty units, which are 19 in. in depth. Each box blade has four to eight tempered scarifier shanks depending upon the model with superior strength and durability to break up hard ground.

**Rear Mounted Blades:** Nine models of rear blades are available for many applications, including two light-duty models at 5- and 6-feet (30 hp), three standard duty models at 5-, 6-, and 7 feet (40 hp), and three heavy duty models at 7- and 8-feet (65 hp), and 8 and 9-feet (100 hp). All blades

feature reversible cutting edges and have an offset adjustment of a half-inch.

**Tandem Disk Harrow:** The tandem disk harrow offers a cutting width of 70 inches for tractors up to 70 hp. The disk has 20 18-in. notched blades and seal bearings for long life. This is a simple implement that offers the adjustments to work your ground efficiently and economically, adds Morishita.

**Landscape Rakes:** These are designed for precision soil preparation and cleaning debris. The standard duty landscape rake comes in 60- and 72-in. sizes; while a rock rake with 84 in. width, outer tine to outer tine, is used with tractors up to 50 HP. The rakes have five forward- and three reverse-tine bar angle positions and a 360-degree pivot capability for greater operating flexibility.

According to Case IH, orders for Work EZ loaders will begin later this month. Ordering for Work EZ implements has already begun and are available now at some Case IH locations.