



ITW Silawrap - Silage wrapping film

Over 15 years' experience in manufacturing Ireland's number one brand of silage bale wrapping film, Silawrap

A CONSIDERABLE percentage of winter forage is ensiled in big bales each year. Silawrap, produced by the Wexford-based ITW Crop Packaging Systems, is used to wrap over 12 million bales annually.

"Operations commenced in Gorey, Co Wexford in 1996, where the company's industry-leading product Silawrap is made and exported worldwide," says Ken Higgins, European Sales and Marketing Manager. "In excess of 60 per cent of Silawrap sales are in the UK and Ireland with over 6 million rolls manufactured and sold worldwide.

"Silawrap is an Irish-made silage film from Gorey. It is especially formulated for the Irish farmer and contractor. We pride ourselves in looking after the Irish farmer's winter feed," Mr Higgins adds.

Silawrap

ITW have over 15 years' experience in manufacturing and producing silage wrap stretch film. In this time Silawrap has wrapped over 180 million bales worldwide. The Silawrap guarantee, which is not matched by any other brand on the market, includes a 12 month guarantee on the bale, assurance that no recycled raw materials are used and a fast and efficient service with complete traceability in the production process.

"Manufactured at our Gorey base, ITW produces 12,000 tonnes of Silawrap annually – that's 450,000 rolls or 675,000km of film – which is enough film to wrap the equator of the earth 16.5 times!" says Maurice Keady,

Regional Sales/Technical Manager and Enduro Product Manager.

Silawrap Production

Silawrap is produced from polyethylene resins which are made from oil and gas. ITW select their resins based on strength, resistance to puncture and tearing. There are many resin types on the market – C4 being the weakest and C8 the strongest. Silawrap uses only 100 per cent C8 resins.

"There are no recycled raw materials used in the manufacture of Silawrap," explains Pat O'Brien, Regional Sales Manager. "The use of recycled raw materials leads to impurities in the film and reduced strength. Some manufacturers try to reduce costs by adding C4 resins to their mix, but this affects the quality of the wrap and therefore, the quality of the silage produced."

Other raw materials used in production include colour called master batch and UV light inhibitor which prevents sun light from breaking the film down. Tack or glue is also added to seal the film. This prevents air entering the bale and reducing silage quality.

Quality Assured

Like baling and wrapping, there are many key elements involved in the manufacturing process that affect the quality of the end product. ITW has been producing Silawrap in Gorey since 1996 and this experience has allowed them to



Silawrap being applied evenly to prevent oxygen from entering the bale

consistently produce a top quality product.

"Experience has shown us how to produce a product that works in Australia, the UK, Sweden and Italy," says Tom Power, Operations Manager in Gorey. "These markets have different winter and summer temperatures as well as varying wind, rain and light levels.

"New producers of silage film do not have this experience to fall back on," he adds.

With an enviable reputation to maintain, ITW know that quality is the key to their continued success. This means hourly line checks, as well as daily puncture, tack or glue and tear tests on film samples.

"Puncture, elongation and tear tests are used to compare the strength of Silawrap to our competitors," Mr Power continues. "These results have shown that Silawrap bales will not damage as easily as others. The cling result indicates the stickiness of the film. In short Silawrap is stronger and stickier, therefore it produces better quality silage."

ITW produce Silawrap 12 months of the year and understand the importance of consistently producing a product at the high standards demanded by their customers. Although the price differential

ITW Silawrap Competition

In 2010, ITW Crop Packaging sponsored three sets of sports jerseys. The winners were Shannon Gaels ladies football team Co Roscommon, Rosenallis Co Laois and Ring National School, Co Waterford. This year's competition prizes include a Tanco bale shear and 40 rolls of Silawrap valued at €7000.

About ITW

ITW or Illinois Tool Works was set up in Chicago in 1912, and has since grown and diversified considerably from these humble beginnings. Today, ITW boasts 850 factories worldwide, manufacturing a wide range of products for specific industries including automotive, construction, food processing, electronics, decorative surfaces and industrial packaging. ITW employs 60,000 people worldwide.

In Ireland there are 13 ITW companies employing 2,100 people. ITW Crop Packaging is a member of the stretch film group with an annual turnover of €250 million. This group is responsible for producing 70,000 tonnes of pallet and silage wrapping films annually with factories located in Gorey, County Wexford, as well as Waterford, Finland and Belgium.

between the most expensive and cheapest film on the market is €2 per roll or 6 cents per bale, Silawrap is widely recognised as a quality brand and worth the investment.

Silawrap is sold through a network of dealers and distributors throughout Ireland, England and Europe.

For more information on ITW Stretch and Silawrap, see www.silawrap.ie.

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Pat O'Brien, Silawrap, presents Scoil Naisiunta Na Rinne, Co Waterford, with their sports jerseys