



The Modulo Advantage was exhibited for the first time on the JOSKIN stand (11,000 l tanker with 7.5 m Pendslide Basic boom)

In Paris, the 2019 edition of the SIMA, international meeting for suppliers of the agricultural and livestock sector, has just end up. For 5 days, this major event in the international agricultural agenda has hit a new record number of visitors and has kept surfing on the success of the previous editions. It was also a big success for JOSKIN, which was inaugurating a new stand.

The new stand with its new look, new facilities, modern equipment and 34 exhibited machines from the range on a surface area of 1,350 m² made a very good impression on the many visitors. Furthermore, the sitting area, the shop as well as the calendars and posters handed out by the motivated team were really appreciated by kids and adults.

SIMA's biggest suspense remained, for all manufacturers, the much-expected results of the contest for the machine of the year. They were announced on Monday 25th February in the evening. After an in-depth analysis of the various files, a jury, made up of 24 journalists from about twenty publications of the European agricultural press, elected the 16 best machines according to the following criteria: the innovative character and the actual advantages for the farmers.

More than a Product, a Concept

After having already won this prize in 2017 with the VOLUMETRA, JOSKIN has once again been rewarded: it won the prize in the livestock breeding category with its new MODULO ADVANTAGE. This is more than a trophy that is added to Joskin's already large prize list, it means a recognition of the new concept developed by the brand: the Advantage series.

Through this concept, JOSKIN wanted to prove that a cheap machine is not a synonym of bad quality, but on the contrary! This achievement is the result of a long-term investment made by the brand in order to launch a "mass" production so as to reduce manufacturing costs. Considering this new Modulo or several other references that are already available under the "Advantage" label, the completion of this strategy allows now to deliver high-tech products that are fully tested and equipped at the price of standard products, while making users very happy.

This new success story only strengthens the Joskin group's guidelines for over 50 years, i.e. making efficient, durable and profitable agricultural machines as affordable as possible.

