

Local Attractions



New Holland is nestled in beautiful Lancaster County, Pa., world famous as the heart of the Amish/Pennsylvania Dutch Country. It's also an area steeped in history. From covered bridges, to farmers markets, to the scenic beauty of the area, there's plenty to see and do. The historic Gettysburg battlefield, Philadelphia's Liberty Bell, and Valley Forge are also within easy driving distance.

Tour Schedule

Tours are available on Monday, Tuesday, Thursday and Friday at 1 p.m. during plant operation.

Tour schedule subject to change.

Call for Reservations — (717) 355-1588

Special arrangements for group tours of 10 or more can be arranged by calling in advance.

Safety First

The New Holland Manufacturing operation is an industrial environment, and the safety of our guests and employees is our number one priority. Please follow the safety rules.

Open-toed shoes and sandals are not permitted.

Children under the age of 12 are not allowed on the factory tour.

Safety glasses are mandatory in the plant, and are provided for use during the tour.



New Holland Manufacturing Operations
300 Diller Avenue
New Holland, PA 17557
www.newholland.com/na



NEW HOLLAND MANUFACTURING OPERATIONS

New Holland, Pennsylvania



Welcome to New Holland, Pennsylvania, home to the headquarters of the New Holland brand and the global Center of Excellence for Hay and Forage. At this site, the expertise of engineering, research and development, marketing and manufacturing operations come together to produce the world's number one haytools.

Factory Facts

- Size of New Holland Campus: 341 acres, including a 150-acre test farm
- Size of manufacturing facility: 700,000 sq. ft.
- 47 million pounds of steel is used each year
- Non-union workforce
- Average age of plant employee: 46.2 years
- Average length of service: 17.6 years
- Number of plant employees: approximately 600

Plant History

The New Holland plant traces its roots to 1895 when a two-man machinery repair shop was founded in New Holland, Pa., by master machinist and inventor Abe Zimmerman. The shop turned out small corn mills and other products, and was incorporated as New Holland Machine Company in 1903.

In 1940, the company bought the rights to an invention by Lancaster County, Pa. farmer Ed Nolt. Nolt's invention, the first commercially viable automatic self-tie baler, revolutionized haymaking and put New Holland on the map.

Through the years, New Holland became known as the leader in hay and forage technology, pioneering many firsts: the first PTO-powered baler, the first mower-conditioner, the first self-propelled baler, the first bale thrower, the first self-propelled windrower, the first automatic bale wagon, the first self-propelled forage harvester, the first forage harvester metal detector. All these inventions, and more, came from New Holland.

Today, products built in New Holland, Pa. are exported to 45 countries around the world. The plant produces 30 different models of round balers, square balers, pull-type forage harvesters and other haytools to meet our customers' needs.



New Holland Factory Products

Roll-Belt™ Round Balers



The quest to make the perfect round bale stops with New Holland Roll-Belt™ round balers. New Holland's proven combination of rolls and belts forms perfectly shaped bales, field after field. 11 distinct models provide precision and customized handling for any crop and every field condition.

Square Balers



For more than 70 years, haymakers have put their trust in New Holland square balers for consistently dense, well-shaped bales that are easy to handle. The first square balers were made at New Holland, Pa. and that tradition of quality continues to this day. New Holland's square baler line includes eight balers in five different sizes.

Haybine® and Discbine® Mower-Conditioners



Rated number-one in smooth cutting and plug-free conditioning, New Holland Haybine® and Discbine® mower-conditioners deliver features that lead to top-of-the-line field performance and

hay quality. For the best in quality hay making, farmers count on the original Haybine and Discbine! Four Haybine models feature cutting widths from 7 to 18 feet. The Discbine line, featuring the MowMax™ cutterbar, ranges from seven-disc models that cut a nine-foot swath up to 12-disc models that sweep through more than 15 feet at a time.

Pull-type Forage Harvesters

No one builds rugged, high-capacity forage harvesters like New Holland. The best-selling line of pull-type models, with state-of-the-art Metalert® III metal detection, provides uniform chopping and the reliability farmers have come to expect from New Holland.

Box Spreaders

New Holland box spreaders — the industry's best-selling "strong boxes" — are built to last with the toughest floors and sides of any spreaders available. The 12-year warranty on sides and floors is the best in the business.

Other Haytools

The New Holland, Pa. plant also manufactures forage harvester heads, disc mowers, rakes and square bale throwers.

Quality Commitment

The process of building the world's best-selling haytools requires a commitment to quality every step of the way. Stringent quality checks are built into each step of the manufacturing process, and each unit must pass a quality test before it is released for shipment to a New Holland dealer.

In addition, random units are selected for CQA (Customer Quality Assessment) testing. In this process, a unit is selected at random for an exhaustive inspection. Everything from the packing crate to the internal mechanisms are checked to make sure that it meets New Holland's high quality standards.

The Environment

Wastewater and scrap metal are recycled, pollutants are cleaned before they go into the air, and bio-gas from local landfill gases are used to power the drying ovens of paint systems at the New Holland, Pa. plant. These are a few of the ways New Holland does its part to keep the environment clean. With the installation of an all-new \$18 million paint system in 2007, our output of volatile organic compounds (a smog-causing compound) and paint particle emissions were significantly reduced.

Machine Shop

To insure the highest level of product consistency and quality, we manufacture nearly 80% of the parts that go into New Holland balers right here in our plant. Our machine shop manufactures 19,600 different parts, including the parts made for servicing. The shop is equipped with state-of-the-art production tools, including computer-controlled lathes.

Assembly

Unlike the fully automated lines common in automobile manufacturing, our assembly lines employ a batch process where members of the New Holland manufacturing team work to put the pieces in place. This allows us to quickly adjust the lines to assemble the various equipment models. The parts needed for assembly are placed between the rows, giving the assembly workers easy access to them. Each round baler requires about 1,500 parts, and each square baler requires about 1,700 parts.



Quality Tests

After assembly, every round baler undergoes a rigorous testing process. The baler is attached to a motor and run for 40 minutes. The inspectors check the belt alignment, open and close the tailgate, examine and tying mechanism and simulate other functions to make sure that all parts are synchronized and working according to design.

At the square baler testing station, floor-mounted stabilizers hold the baler steady while it is attached to a power source. One of the components tested is the knotter, which ties three knots that are placed in a bag that stays with the baler until it reaches the dealership. These knots allow the dealer to see how the baler was adjusted at the factory, and confirm that it was tested.



World Class Manufacturing

The New Holland plant is continuously implementing the World Class Manufacturing concept, a process-driven operational strategy that focuses on continual improvement in quality, cost, lead time, flexibility and customer service. Through this systematic, team-driven approach, the New Holland plant can identify problems, analyze the cause, and implement effective changes.

The key components of the World Class Manufacturing process are illustrated by the ten pillars displayed in a large banner in the plant. Each pillar is supported by a team and team leader who focus on a specific aspect of the manufacturing process to develop safe and efficient processes that are tested, and then developed and spread throughout the plant.



Precision Equipment

The New Holland plant employs the latest manufacturing equipment and processes to ensure product quality. Laser cutters, sophisticated robotic welders and metal bending machines perform with a high degree of precision.



Steel Receiving Warehouse

New Holland haytools are manufactured with 45 distinct types of high-quality steel of varying thicknesses, chemical composition, and size matched to specific parts requirements. More than 22,500 tons of steel is delivered to the New Holland plant every year. Steel arrives as bundles of flat sheets, cut to size to accommodate 19 different laser cutters. Each bundle weighs over 2 tons.

Flexible Manufacturing System

Our Flexible Manufacturing System is a fully automated, self-contained parts manufacturing system that can produce one part or thousands. A rush order can be processed in as little as 30 minutes.



Paint Systems

Two new, state-of-the-art paint systems -- a powder coat paint line for smaller parts and a liquid paint system for larger parts



including complete units -- were installed in 2007. Together both systems utilize nearly a mile of computer controlled, overhead conveyors to move the product through the systems. The new systems allow us to use new types of paint which provide a significant improvement in the durability, gloss retention and corrosion protection of the paint for our customers.

