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‘Ask to Compare’ weighs Apache Sprayers versus competition

DECATUR, Illinois, September 1, 2015 – Growers who “Ask to Compare” 2016 model Apache-brand self-propelled sprayers with any other self-propelled or pull-type sprayer on the market could be thousands of dollars better off in cost savings and additional profits.

Equipment Technologies, the Mooresville, Ind.-based Apache manufacturer, unveiled its “Ask to Compare” campaign today (Sept. 1) at the Farm Progress Show in Decatur, Ill. The company is a Farm Progress exhibitor, located on lot 27W in the show’s Southwest Quadrant. Visitors can inspect Apaches up close, pick up product literature and play Apache Ring Toss for prizes.

Farm Progress Show runs 8 a.m. to 5 p.m. CST Wednesday (Sept. 2) and 8 a.m. to 4 p.m. CST Thursday (Sept. 3).



“With ‘Ask to Compare’ we’re encouraging growers to see for themselves how Apache stacks up to any sprayer they’re considering,” said Brent Stiers, Equipment Technologies Chief Operating Officer. “We’re certain when they look at sprayer features, performance, durability, cost of operation, profitability and list price, they will find Apache is in a class by itself.”

The Apache lineup includes the AS730, a 173-horsepower, 750-gallon tank machine; AS1030, 225 horsepower, 1,000 gallons; AS1230, 260 horsepower, 1,200 gallons; and AS1230 XP, 300 horsepower, 1,200 gallons.

2016 Apache AS1230

All four 2016 models come with added horsepower, greater fuel economy, smoother gear shifting and ride, improved boom rack, redesigned and repositioned product tank sight gauge, quieter cab and a menu of optional features.

By visiting the Equipment Technologies “Ask to Compare” Web page – www.etsprayers.com/asktocompare – growers can peruse Apache model information and submit questions online or by phone. They also can learn more about Apache and interact with Equipment Technologies representatives via Facebook and Twitter by using the #AskToCompare hashtag.

“We welcome dialogue with growers. We want to help them make the best sprayer decision for their operation,” Stiers said.

Each letter of “Ask to Compare” represents an Apache characteristic. They are:

A – Affordable. Apaches are priced tens of thousands of dollars less than John Deere™ and Case IH™ sprayers of comparable size and options.

S – Saves fuel. Apaches lead the industry in fuel efficiency, and 2016 models are 5-20 percent more fuel efficient than 2015.

K – Kind to soil. Apaches weigh 3,000-14,000 pounds lighter than competing sprayers, creating less soil compaction.

T – Tough construction. Apaches are built to last. The very first Apache built in 1997 is still in operation.

O – Optional features. Apaches offer a variety of options, from factory-installed Raven™ and Trimble™ precision application systems to vented and heated leather seats.

C – Comfortable ride. Apache cabs provide the ultimate in operator comfort, with a steady ride, an ergonomically friendly seat and controls, and quietest cab.

O – Only five-year warranty in the industry. Apaches come with a warranty unrivaled by other sprayer manufacturers.

M – Mechanical drive. Apaches feature a simple but rugged drivetrain. There are no expensive wheel motors like hydrostat sprayers.

P – Power-to-the-Ground™. Apaches transfer 90 percent of the horsepower generated by the engine to the ground, through patented Power-to-the-Ground™ technology.

A – Apply anytime. Apaches are ready for the field when the grower is ready. No need to wait for custom applicators.

R – Resale value. Apaches retain their value. On average, an Apache is worth 72 percent of its original purchase price after five years.

E – Easy to maintain. Apaches are engineered with the grower in mind. About 80 percent of an Apache’s parts are common to all models.

“Apaches have always been a tremendous value,” Stiers said. “That’s true now more than ever.”

Equipment Technologies assembles Apaches at its Mooresville plant. The world's largest privately owned sprayer manufacturer markets Apaches through a vast dealership network in the United States, Canada, Australia and Ukraine.

NOTE TO MEDIA: A publication-quality version of the Apache AS1230 photo accompanying this news release is available at <http://www.etsprayers.com/wp-content/uploads/2015/08/2016%20spraying.jpg>. Other 2016 model photos are available at <http://www.etsprayers.com/gallery/>. Contact Steve Leer at Farm Progress Show at 765-714-7304 or steve.leer@etsprayers.com for interviews or other information during the show.