

News Release:

Milestone for Cleanfix: Handover of 100.000th reversible fan

01/2019

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For an autumn day in Southwestern Ontario, the weather was warm and sunny. But with rain looming that evening, the brothers Richard and James Armitage would normally have absolutely zero reason to take a break from their busy custom cutting and mowing operations. But, then again, it's not every day that the CEO of a global German-based manufacturer shows up at the Middlesex County farm they're working at.

Benjamin Hägele, CEO of worldwide reversing fans supplier Cleanfix, dropped by the Canadian farm to thank Richard and James for their ongoing use of Cleanfix fans – including a new unit bearing Cleanfix serial #100,000! The milestone engine-cooling fan is equipped in a Case Optum 270 tractor recently acquired by the Armitage brothers.

Beyond the handshakes and best wishes, such an opportunity to visit end-users is one Hägele relishes. "It's always the most important thing to me to get the real feedback from the field," he says. "That's also why we keep the aftermarket business. We need that feedback from the field to fully know and understand what we need to do to continually improve as a solutions provider."

What he heard from the Armitage brothers is that the reversing fan in their new Optum 270 is operating well at an admittedly accelerated activation of every 5 minutes. "It's not really the dust here that demands the additional reversible fan use," James Armitage explained to Hägele. "It's more that, when we're cutting, a little bit of sap or sugars that come off the hay. We need to keep that substance out of the machine as best we can."

About Cleanfix Fans

With headquarters in Germany, Cleanfix is revolutionizing engine-cooling systems around the world. The company's multi-patented reversing fan solutions clean radiators, contribute to optimal cooling and extend the lives of machines in high-dust environments. Cleanfix fans enable less machine downtime, significant fuel savings and increased efficiency.

Cleanfix fans are used in a wide range of construction, municipal, agricultural, forestry, waste and recycling machines, including tractors, harvesters, combines, sprayers, excavators, wheel loaders, dozers and a range of industrial equipment.

Cleanfix (www.cleanfix.org) has three global engineering and manufacturing sites, and serves customers in more than 25 countries.

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Image: CleanfixMilestone1

To commemorate the reversing fan bearing milestone Serial #100,000, Cleanfix Fans CEO Benjamin Hägele recently travelled from Germany to visit a Southwestern Ontario farm.

From the left: Josh Tye, Sales-London, Stratford Farm Equipment; Benjamin Hägele, CEO, Cleanfix Fans; Richard and James Armitage, Cleanfix customers; and Florin Gervais, East Territory Manager, Cleanfix North America.



Image: CleanfixMilestone2

Welcoming the opportunity for end-user feedback on Cleanfix Fans, CEO Benjamin Hägele chats with custom cutting contractors Richard and James Armitage during a recent visit to a farm near London, Ontario.

From the left: Benjamin Hägele, CEO, Cleanfix Fans; Richard and James Armitage, Cleanfix customers.



Image: CleanfixMilestone3

Cleanfix Fans CEO Benjamin Hägele (far left) listens as custom cutting contractor Richard Armitage (far right) discusses the reversing fan bearing Serial #100,000 installed in the new Case Optum 270 tractor he owns with brother James.

From the left: Benjamin Hägele, CEO, Cleanfix Fans; Florin Gervais, East Territory Manager, Cleanfix North America; Josh Tye, Sales-London, Stratford Farm Equipment; Richard and James Armitage, Cleanfix customers.