

Hesston Corporation marketing book

This marketing book from the Hesston Corporation represents the different equipment and their features they sell with full-page colored images and brief descriptions. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

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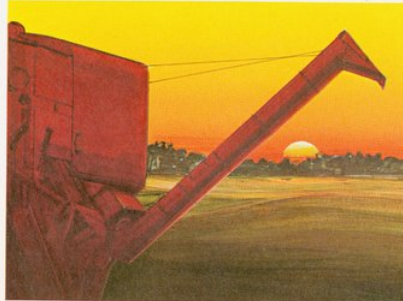
Rich in world-wide agriculture...a wealth of opportunities in diversified industries.

- ★ Corporate Headquarters
- ▲ Regional Headquarters
- Manufacturing Divisions
- Sales Branches

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Hesston...it all started with a search for a better way!



"There has to be a better way," was the thought racing through the mind of Lyle Yost back in 1947 as he counted the hours of lost productivity while his crew unloaded wheat out of combine grain tanks into trucks. His impatience led to the development of a grain unloading auger for combines.

Before long a company was born, and other innovative ideas to "make combines better" emerged from the quonset hut factory. Ideas to help farmers save time, effort and money ...and to boost productivity.

Over the years more than 100 new products have been pioneered and produced by Hesston. Many of these attachments for basic farm machinery have long since been adopted as standard equipment by the industry.

In 1955, one idea opened a whole new era in farming. Hesston introduced a self-propelled windrower that enabled one man to cut, condition and windrow hay in the same operation, saving 293 miles of field travel in every hundred acres of hay.

In the following years, other machines were produced to harvest cotton, sugar beets, potatoes and a host of other crops. And then: a complete field-to-feeding haying system called the StakHand that lets one man handle the entire operation *from his tractor seat!* Again, the industry has followed the leader.

Hesston Corporation has come a long way in less than three decades. From 10 employees and one labor-saving idea to nearly 5,000 employees, with nearly 2,000,000 square feet or 40 acres of floor space, located on more than 640 acres of land at ten different factories, manufacturing diversified farm equipment and industrial products, ranging from grounds maintenance and solid waste disposal equipment to office furniture. Helping to meet the food, fiber and environmental needs of people in the far-flung corners of the earth.

Yes, Hesston is a multi-industry company operating with a multi-national status. And its future? As big as the job ahead!



The first grain unloading auger developed by Hesston in 1947.

The company's founder, Lyle E. Yost, now Chairman of the Board and Chief Executive Officer, with the youthful President and Chief Operating Officer, Howard L. Brennen, in the new executive offices of Corporate headquarters.

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Corporate resources for management and communication services



New corporate headquarters at Hesston, Kansas.

The general reception area has an inviting and relaxed atmosphere.

The executive reception area on the second floor.

Privacy for short conversations just off the main reception area.

The Board Room has been furnished to provide an informal setting for conferences.

A few of the executive offices in corporate headquarters.

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Hesston's new corporate home radiates an atmosphere of professional efficiency. The organization has been dramatically restructured the past few years as the company has become more diversified with expanded markets, product lines and manufacturing facilities. The corporation now has eleven operating divisions, eight in North America and three in the International Operations. The company's philosophy of delegating responsibility to the lowest possible level has developed strong, talented young executives at all levels of operation.

This structure allows the Corporate Operating Staff to be responsive to the specific needs of the operating divisions, providing guidelines and support services. The staff is concerned mainly with matters of finance, control procedures, management development, product research and development, and administrative services. Long-range planning is now a regular and continuing activity for all divisions and a basic ingredient in determining overall corporate goals. Corporate Research and Development encompasses engineering assistance, safety standards, purchasing and product acquisitions.

A new Technology Division, reporting to Corporate Headquarters, has been established to work with Eastern Bloc countries in the utilization of Hesston know how of innovative product development, manufacturing knowledge and management skills.

The Corporate Executive Committee is responsible primarily for general corporate policy and controls, allocation of resources, acquisitions and legal matters.

Hesston has long recognized the value of dynamic communications with its customers, dealers, marketing staff and employees. The ultramodern Communications Center has outstanding facilities for training sessions and audiovisual presentations. Even the largest model Hesston StakHand can be wheeled onstage to a giant turntable and thoroughly displayed for groups up to 250. The Center serves as headquarters for the popular Hesston Dealer Fly-Ins, which utilize Hesston's two jet aircraft to bring in dealers in small groups for a thorough indoctrination of company products and programs.

Fast and direct communication through air travel is such a vital tool that Hesston has made a substantial investment in corporate aircraft, both piston-powered and jet. Air trips between divisions, branches and corporate offices are frequent, with no overseas destinations considered remote.

It's part of keeping pace in a fast-moving world to maintain Hesston's goal of being "first with a better way!"

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Hesston's ultramodern Communications Center.

A product presentation in the main auditorium.

The Training Room has extensive audiovisual capabilities for small groups.

The Hesston jet aircraft and Flight Center in Newton, Kansas are kept busy as executives take off for important meetings and Hesston dealers fly in to get up-to-date briefings.

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First with a better way!

Hesston's philosophy of finding a better way is nowhere more evident than in the Hesston Division where the bulk of the farm equipment is conceived, designed and manufactured, and where marketing is headquartered. Here, one first has led to another. The idea—whether originating with a farmer, engineer, or any member of the Hesston team—is subjected to a series of rigid evaluations. Engineers tirelessly search for solutions to age-old problems of saving time, energy and money—all the more important today with a declining farm labor force and a rising demand for food and fiber around the world. Once the solutions are found, features and reliability are designed in and costs designed out to provide the customer the best buy for his money. Marketing programs are developed and advertising support plans are made to launch the new products on their way. All the time, there is a constant effort to make improvements in quality and productivity so Hesston can stay one generation ahead of competition.

The administrative and other support departments in the Hesston Division have the latest and most modern systems equipment and facilities for forecasting, material control, parts inventory and sales reporting.



Aerial view of the Hesston Division with the Corporate Headquarters in the foreground.

The Engineering Department—where "better ways" are put on paper.

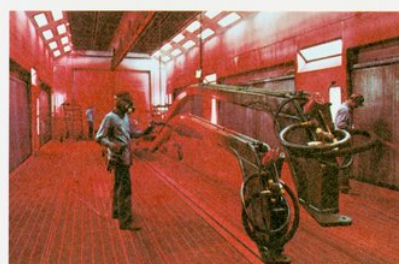
Field test engineers follow new prototypes to the field to check performance characteristics.

Part of the huge computer complex in the Hesston Division.

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Manufacturing

The Hesston Division is located on more than 310 acres of land with over 21 acres of manufacturing and related facilities under roof. Over 2,000 employees work here using the most modern manufacturing facilities and techniques—from numerically controlled turning centers in the machine shop to a 3-stage cleaning process and electrostatically applied painting process with huge, custom-designed painting booths and ovens capable of handling the largest Hesston StakHand. Shipping facilities handle up to 30 carloads a day on around-the-clock loadings.



Giant assembly line for mass production of Hesston's largest StakHand.

One of several NC (numerically tape controlled) machine centers.

700-ton Minster Press.

Ultramodern, custom-designed paint booth.

Hesston has its own switching capabilities to move carloads out for daily shipment.

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Distribution

Getting equipment from the factory to the marketplace, promoting and selling it, and then following through with help in maintenance and repairs—are all a part of marketing Hesston farm equipment. Distribution of these products in North America is channeled through eleven company-owned branches which serve a network of over 1,600 dealers.



Branch areas for the Hesston Division.

One-man haying systems

Meeting the needs of the rancher and farmer is the key to Hesston's growth in the farm equipment industry. The Hesston StakHand System was originally designed for large acreages so that one man could put up hay in compressed Hesston Hay-Staks, load, move and feed it. Today, with three different StakHand models and two Hesston Rounder giant round baler models available, this one-man system is available for every size farm.



The HESSTON StakHand 60-A.



The StakMover 60-A.

StakFeeder 60-A attachment.

The economical Model 5400 giant baler.

The Hesston StakProcessor 10 for feeding giant round bales.

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Hesston's line of windrowers—the machines that cut, condition and windrow in one operation—includes center-pivot pull-types and self-propelled models, including hydrostatic. All models feature the gentle conditioning action that saves nutrient-laden tips and leaves in a hay crop.

Hesston offers three pull-type forage harvesters that deliver more forage per horsepower and more precisely cut forage than any other in their class.

One of the products filling a specialized harvesting need is the Brush Cotton Harvester, now offered with a side-dump basket.



Hesston Hydro-Static
6600 Windrower.

Model 7020 Forage Harvester.

The Hesston Center-Pivot
1014 Windrower with
the HESSTON Stak-Hand 30-A
Hay Handling System.

The Hesston PT-7 pull-type
mower-conditioner.

New side-delivery
Hesston Cotton Harvester.

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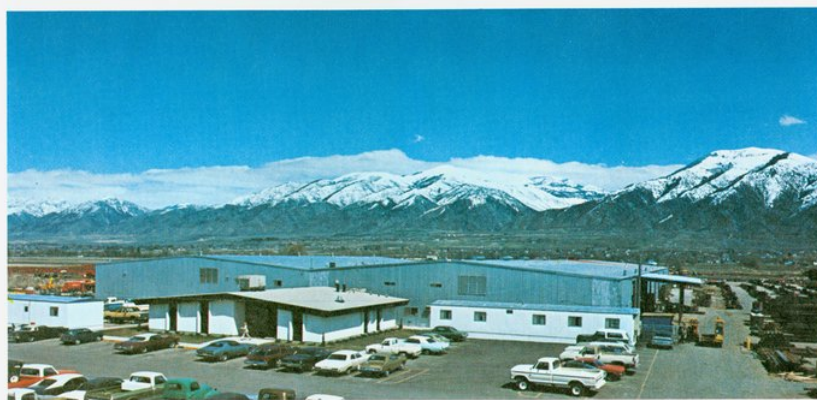
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Specialized equipment to meet special needs best describes the products which flow from Hesston's Logan Division in Logan, Utah. Its 120-acre site is strategically located close to the key markets for its sugar beet and potato harvesting equipment as well as for the large hay handling products manufactured there.

Originally established in 1967 as a manufacturing facility, Logan soon grew to divisional status with total engineering and manufacturing capabilities.

Logan Division



Inside the Logan factory.

Computer Center at Logan.

Logan's engineering group.

A beautiful factory site to serve the West.

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The Logan Division is the largest producer of sugar beet harvesting equipment in the U.S. It has developed a low tare, high capacity beet harvesting system that matches the machine to the job and field conditions—whether the weather has left the ground hard as a rock or a bog of mud. It offers three different harvesters and two models of beet top defoliators.

The Logan Division also manufactures a potato windrower and a potato harvester which are designed to work as a team to cut potato harvesting in half.

In addition, the StakMover 60-A and StakFeeder 60-A to complete the large StakHand 60-A Hay Handling System are

manufactured at this facility. This is the system that is so popular with the large ranchers in the West.

One of Hesston's most innovative products, now being produced at Logan, is a manure spreader that handles both liquids and solids in the form of slurry. This new spreader system loads from a holding pit, thus eliminating manure stacks. An operator can spread a full load over a 50-foot swath in less than two minutes without ever leaving the tractor seat. Logan products are marketed through the normal Hesston farm equipment distribution system.



One of three different models of Hesston Sugar Beet Harvesters.

The Hesston Sugar Beet Top Defoliator.

The Hesston 225 Potato Windrower and the 445 Potato Harvester make the best use of time and labor.

Hesston Manure Spreader loads from a holding pit.

A full 1400-gallon tank is discharged in two minutes over a 50-foot swath.

Part of the StakHand 60-A Hay Handling System.

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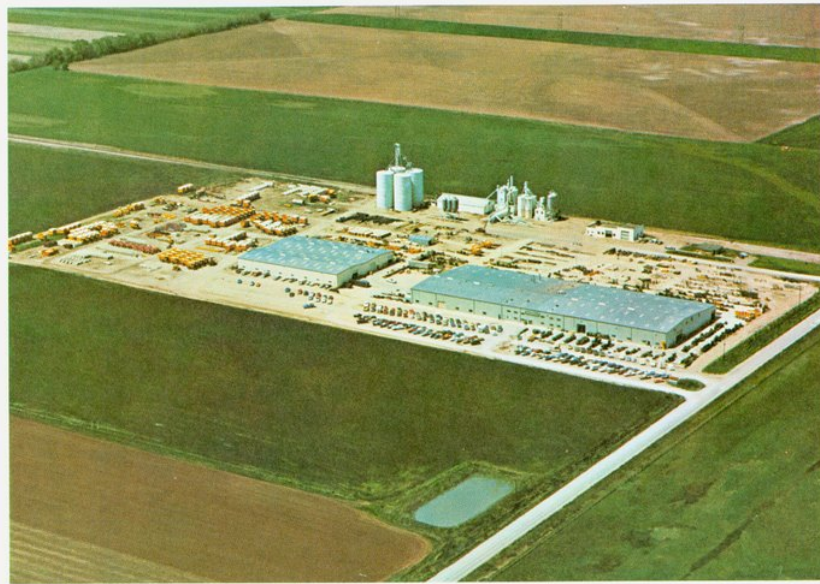
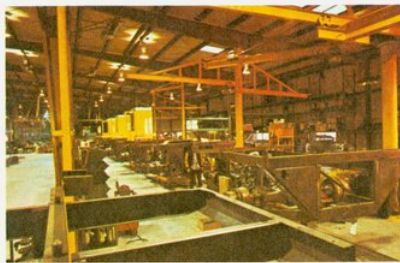
Field Queen Division

The world's most complete line of self-propelled forage harvesters is produced at Hesston's Field Queen plant northwest of Wichita, Kansas. These rugged harvesters were designed primarily for large acreage farmers, commercial customer operators and the alfalfa dehydrator industry in the U.S.

However, there's been a strong demand internationally, particularly in Europe and the Eastern Bloc countries. As a result, the division has grown approximately 50 percent a year for the past three years, and manufacturing facilities were recently doubled.

Field Queen's factory-direct sales plan to end-users is supported by an expanding network of Factory Sales and Service Centers located in the heart of its marketing areas.

The first Field Queen alfalfa harvester went into the fields in 1948. By 1950, full-scale production began. An agreement to jointly develop a new self-propelled forage harvester with the Hesston Corporation was made in 1969. In 1974, the company was purchased by Hesston and Field Queen became a full division.



Part of the 108,000-square-foot manufacturing facility of Field Queen. The welding area is in the foreground in the top photo and the assembly area in the bottom.

Aerial view of the 17-acre Field Queen Division factory.

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New designs and improvements on the drawing board in Field Queen engineering (top). Ideas are transmitted to metal in experimental (center). Computer keeps schedules and reports current (bottom).

The self-propelled, self-contained Field Queen for large, commercial operators offers either side or rear dump.

The big capacity self-propelled Field Queen is at home in tall corn...or alfalfa.

Factory Sales and Service Centers are strategically located in the heart of Field Queen's marketing area.

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Woods tractor-powered rotary mowers and shredders have long been the acknowledged leader in the field. The first Woods rotary mower went into the fields the same year Hesston Corporation was born, 1947. It was the first of its kind, and the Woods models have held this position in the industry ever since. In 1969, Woods joined the Hesston family of companies and its operation at Oregon, Illinois has become the Woods Division of Hesston Corporation. A new office building has been completed and production facilities greatly modernized and expanded at its 70-acre plant site. The plant has nearly 265,000 square feet of floor space. Branch operations are maintained in Vicksburg, Mississippi and Oregon, Illinois.



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Reception area of new office building.

Offices are orderly and functional.

Engineering receives priority at Woods.

Tape-controlled Strippit fabricator automatically shears and punches holes.

A big welding job — easily handled.

Modern paint booth assures uniform quality.

A typical Woods assembly line.

Ready for shipment.

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Assuring a smooth flow of production and customer services, all accounting, production control and inventory control functions at Woods are computerized. Data processing equipment also is an invaluable aid to engineers designing new products for this division.

The division maintains its own fleet of delivery trucks, handling sales directly to dealers in 27 states, primarily in the eastern two-thirds of the United States, and to leading farm equipment distributors in other parts of the U.S. and Canada. Hesston International Operations promotes the sale of Woods products to other parts of the world.

Woods manufactures three basic types of rotary mowers and cutters: under-mounted, rear-mounted and pull-type. A

variety of models from 3½ feet to the giant 20-foot batwing takes on a variety of grounds maintenance chores. These include roadway, airport and industrial mowing, park maintenance, farm pasture clippings and stalk shredding, and weed control. Special purpose mowers include the ditchbank and offset mowers for orchard mowing. A 40-bushel capacity lawn vacuum that is used in combination with under-mount mowers is now offered for the ultimate in commercial lawn grooming.

Woods also makes a hydraulically operated hay fork for feeding big package hay or round bales called the StakFeeder 5. A new rear-mounted blade has been added to the product lineup.



The popular rear-mounted RM 59 mows up to two acres per hour.

Woods StakFeeder 5 feeds a giant bale of hay.

New Woods rear-mounted blade.

The big Woods Batwing Mower cuts a 15-foot swath.

The popular Woods under-mount rotary mower fits most medium-sized tractors.

The Model 214 Woods Batwing shreds corn stalks in a 14-foot swath.

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Lawn Equipment Division



Offices at Lawn Equipment Division.

Grounds Maintenance vehicles on the drawing board.

Efficiency is the key word in the Lawn Equipment factory.

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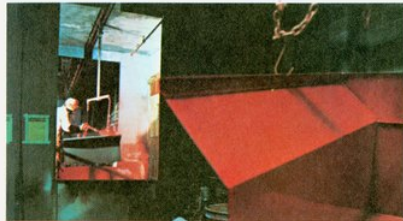
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Innovative commercial equipment for mowing, vacuum pickup, snow removal and moving dirt is developed and marketed from the Lawn Equipment Division in Indianapolis, Indiana. The division recently moved into enlarged headquarters for additional office space and production capacity.

A new Three Wheeler joins the Front Runner family of grounds maintenance tractors along with a new Front Runner Turf Truck. All of these advanced machines have the versatility to mow, clear snow and move dirt and all feature front wheel drive with up-front controls. Other attachments are available for year-around use.

The division also makes the newly designed Hesston StumpRazor tree stump remover.



Painting quality meets the highest standards.

Final assembly area for the Hesston Front Runner.



The Vacuum Leaf Pickup is just one of a variety of attachments for the standard Front Runner with articulated maneuverability.

The new Front Runner Turf Truck can haul, dump, mow, vacuum, clear snow and move dirt.



The new Front Runner Three Wheeler offers near-zero-radius turns.

Snow Thrower attachment turns the Front Runner into an all-season machine.

Hesston StumpRazor tree stump remover slices away stumps until there is nothing left but a hole.

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Waste Equipment Division

Hesston now has a firm foothold in the solid waste disposal industry.

Production is now completely phased in at the new Waste Equipment Division plant on a 50-acre tract in Bartlesville, Oklahoma. The 70,000-square-foot facility is a consolidation of the headquarters formerly at Elk Grove, Illinois, and the satellite plant at Maize, Kansas.

This streamlines management and staff functions and strengthens the new marketing organization for the division. The availability of adequate manpower and suitable manufacturing space were vital factors in the decision to move to Bartlesville.

The solid waste disposal industry appears to have almost unlimited potential for growth. Tough sanitation laws and a steady rise in population have accounted for part of the trash boom of the Seventies. An increase in the use of disposable products and planned obsolescence have added even more to the ever-increasing amounts of solid waste to be handled.

By producing efficient products at its Waste Equipment Division, Hesston can contribute significantly to holding down costs of waste disposal for businesses and communities.



Many systems are virtually custom-designed at Waste Equipment Division.

Open-top containers in the weld shop.

The new Waste Equipment Division plant at Bartlesville, Oklahoma.

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Refuse Equipment. Hesston has found there's a good market for compact refuse equipment that lets an operator handle trash fast. Hesston's refuse equipment serves the needs of both small and large communities, commercial establishments, factories and institutions. This lineup includes the popular Pak-Rat mobile compactor and the Satellite Refuse System. A recent product is the Bale-Rat paper, cardboard and aluminum baler.

Incinerator. Hesston's entry into the manufacture of incinerator equipment was the result of acquiring and merging two of the most prominent incinerator companies in the industry: McNaulin and Joseph Goder companies. Hesston now offers the most complete line of incinerators on the market. These include controlled air, in-line, retort, pathological, rotary and portable models.



The Hesston Controlled Air Incinerator passes all environmental standards.



Putting the finishing weld on a roll-off container.



Automatic charging hopper for a controlled air incinerator being made for a Wichita, Kansas hospital.



The Satellite Refuse Station System includes a roll-off collection vehicle, a variety of roll-off containers, and a stationary compactor.

The Pak-Rat mobile compactor.

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Danuser Division

This division, headquartered in Claremore, Oklahoma, is fast becoming known as Hesston's OEM and industrial operation.

This is primarily where Hesston designs and manufactures products for original equipment manufacturers—companies which, in turn, market those products under their own names rather than under the Hesston name.

The Danuser Division, formed in late 1973 as a result of the acquisition of Danuser Machine Works, turns out a variety of equipment, mostly attachments for agricultural and light industrial machines, uniquely similar to the early years of Hesston Corporation.

Three-point hitch tractor attachment products include backhoes, mowers and tillers. Danuser-built lawn and garden

attachments include rotary tillers, snow blowers and snow throwers.

Agricultural attachments for harvesting equipment range from rugged header attachments to precision fabricated augers and straw choppers.

Since its acquisition, Danuser's plant has been expanded to nearly 135,000 square feet of floor space. The factory has been equipped with modern, precision equipment to meet the highest standards. This has enabled Hesston to shift the manufacturing of straw choppers, row harvesters and other combine attachments to Claremore where a high quality labor supply is plentiful.



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Engineering receives priority attention at Danuser.

Experimental assemblies prototype to check a "customer fit."

The Danuser factory area.

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New shear (center) and punch press (lower) are part of efficient equipment at Danuser.

Press break and new Warner & Swasey 3AC machine (top row center and right) help Danuser maintain excellent quality and on-time delivery.

Famous Hesston Straw Chopper is now a Danuser OEM product.

The Hesston Head-Hunter Row Harvester is manufactured at Danuser.

A Danuser-built snow thrower.

Three-point hitch backhoe designed and built for the OEM.

Rotary tillers are built for a variety of companies.

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Hesco was established in 1967 dedicated toward the manufacturing of quality, wood-crafted custom office furniture. Its first facilities were in one of the original quonset huts in downtown Hesston, Kansas, where Hesston Corporation had its beginning. In 1971 the company was acquired as a division of Hesston Corporation. Today, operating in two modern plants in Hesston, Hesco is recognized as one of the leading manufacturers of office furnishings, as well as interior furnishings for the food service industries.

Hesco Division



Panel sizing machine handles up to 12-foot-square panels.

The Tenorer, an automatic machine that grooves, shapes or handles up to 14 operations in a single pass.

Secretarial work stations with desk and file modules were made by Hesco for the Corporate offices and are completely self-contained with lighting, electrical and dictating facilities.

Assembly line view of custom-designed interior furnishings being made for one of the leading chains in the food service industries.

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International Operations

Worldwide demand for Hesston products has been growing dramatically. Therefore, Hesston is increasing exports to foreign countries and expanding manufacturing capability overseas.

The company's International Operations are headquartered in the Corporate offices at Hesston and conducted through three regions: Europe, Latin America and Pacific. An agreement of long-term significance recently has been signed with the People's Republic of Hungary. As a result, a Budapest manufacturer, BMG, is now producing attachments for forage harvesters marketed in eastern Europe as well as in the Common Market and Africa.

European Region

Hesston S.A. in Brussels is the European Headquarters responsible for activities in Europe, the Middle East and Africa. Products are distributed through direct branch operations in France, Germany, Italy and Denmark and through farm equipment distributors in other countries.



A parts center in Brussels serves all European distribution.



The Coex Division of Hesston S.A. in France, formerly called the Rochland Division, is completing a major expansion that has doubled its manufacturing area to over 100,000 square feet and can boost production of self-propelled forage harvesters, pull-type windrowers and giant round balers. The engineering department at Coex has been highly successful in modifying basic Hesston machines for the European market.



Hesston S.p.A., Udine (Italy) Division. Production of self-propelled windrowers for the European market continues at this Hesston plant which was originally opened in 1966. Hesston's 6400 Windrower with Hydro Power wheels is now coming off the production line in Udine.

Self-propelled Forage Harvester assembly line at the Coex Division.

The Hesston Rounder comes off the assembly line at Coex headed for a virtually untapped market in both western and eastern Europe.

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The Hesston PT-7D Windrower, manufactured at the Coex Division, has special disc cutters for tough European crops.



Custom cutters in Europe provide an excellent market for the Hesston 4000 Self-Propelled Forage Harvester.



Modifications to the basic Hesston Windrower design have received wide acceptance for crops such as rapeseed and for commercial harvesting of peas.

Pacific Region

Existing and potential sales in the Pacific Region have warranted starting a company-owned operation with Australia as the base, officially known as Hesston Pty., Ltd. Headquarters for the Pacific Region are now at Wagga Wagga, New South Wales, where the Wagga Division and Australian Branch are also located. A new plant is under construction that is scheduled to go into operation during 1976. Additional branches are scheduled for New Zealand and Indonesia with sales going through distributors in the rest of the Pacific and Asian markets.

The popularity of the PT-7 and the PT-10, currently produced by an Australian licensee, continues to grow, as does the StakHand systems. Market studies indicate that other Hesston products—round balers, forage harvesters and the Field Queen and Woods equipment—have excellent potential too.



Latin America Region

It's now becoming a common sight in Latin America to see fields being harvested with Hesston farm equipment—windrowers, forage harvesters and StakHand systems. Equipment sales have been made to Mexico, Guatemala, Honduras, Panama, Nicaragua and Puerto Rico, as well as the South American countries of Brazil, Venezuela, Colombia, Chile and Peru.

Along with the usual crop applications, sugar cane growers in this region have discovered that the Hesston StakHand 10 and 30 are excellent for stacking sugar cane stalks, a practical new method for nutritious cattle feeding.

Increased sales in Latin America have resulted in plans for Hesston to build manufacturing facilities in Brazil. Products then will be marketed through branch operations to be set up in Brazil and Mexico. Hesston will go direct to dealers in other parts of Latin America.

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New ideas!

This changing world constantly demands them.

Ideas that save time, labor and money...that boost productivity of food and fiber to serve the needs of mankind.

The company truly responsive to these vital needs is a company that refuses to rest on its laurels...goes right on innovating and improving.

It's a company whose day has just begun because with each new sunrise it views the world anew, searching for yet another "better way."

It is to this philosophy that the Hesston Corporation has determined to devote its capabilities and resources.

Hesston Corporation
Hesston, Kansas 67062

Litho in U.S.A.

