

## **Copywriting Sample – Website Content New**

### **Landing Page**

Using a high-powered air stream, our AWS Airbar increases the yield from your field by moving your crops quickly from the knife and into your header. It pushes the limits of features and function without detracting from the equipment manufacturer's intended design and its out-front air manifold system leaves the original factory reel intact and operational. Furthermore, a straightforward belt drive fan minimizes horsepower draw and heat build-up to improve efficiency and maximize performance.

All this innovation and detail means that you reap the benefits of improved feeding, shatter loss reduction, average yield gains of 1-4 bushels per acre, and faster ground speeds for a wide array of crops such as soybeans, dry beans, lentils, chickpeas, poppy seeds, sorghum, grass seeds, canola, and cereal crops.

To further complement our reels, we also offer Stainless Floor Kits, Draper Brush, and Spoiler Kits for a variety of headers.

### **How It Works Page**

#### **Greater power, same combine, better yield.**

Our AWS Airbar system maintains a constant and consistent flow of air to your crops as they are cut, delivering them into your combine with less damage. This process enables your combine to operate at maximum capacity, benefiting from increased ground speed, better separation, and more even residue distribution. Your crops are swept from the knife which reduces shatter loss, enhances performance, and significantly increases yield potential.

#### ***Factory Reel & Out-Front Manifold***

One of the greatest benefits of using our AWS Airbar system is the ability to retain your existing factory reel. Our removable, out-front manifold positions its nozzles between the reel fingers, avoiding the need for any unnecessary modifications to factory parts.

#### ***Belt Drive Fan***

Our AWS belt drive fans are designed to require little horsepower and avoid undue stress to the feeder house with a straightforward transference of energy ensuring that we capitalize on every benefit. They are light, offer easy accessibility, and vertically mount behind the header to remain cleaner. Their simplicity keeps you harvesting.

#### ***Controls***

Control of your AWS Airbar system is conveniently located at your fingertips. A self-contained, fused switch box mounted on your console provides easy access without being difficult to work around.



Literally at a flip of the switch, you control the Airbar's flow of air and air direction relative to the knife while limit switches in the actuators prevent damage.

## **About Us Page**

### **Not just any choice. Your choice.**

Founded in 1998, TEMP Farm Equipment Ltd is an independently owned company that grew from its roots in a John Deere Dealership in Southern Ontario, Canada. Inspired by customer feedback, we developed a prototype belt drive fan which we used to produce a small initial production run. By harvest season, further demand saw our production double and our growth has continued to steadily advance since.

In 2004, we purchased shares of the original company and took over management while still operating out of the John Deere dealership where it had all begun. 2008 brought further growth as we purchased land and constructed a small factory on the site.

Driven by our superior product and devotion to our customers, we're not just any choice of air reel solution, we're your choice. We simplified the concept of adding air to combine headers and capitalizing on the benefits of air across a wide range of crops. We listen to our dealers and customers and use their feedback to ensure our AWS Airbar continues to be the only solution they will ever need.

We take an active role in the agricultural sector and keep in touch with today's farming equipment, practices, and challenges. By bridging precision, automation, efficiency, user friendliness, communication, and networking between our cutting-edge product, our seasoned customers, and ourselves, we're confident there is no one better suited to serve your air reel needs.

Most of all, we are very proud of our outstanding employees who make it possible to promote such confidence in our product and service.

## **Contact Us Page**

### **You speak, we listen.**

We genuinely appreciate our dealers and their customers, and we strive to be the first choice of all farmers. We make it easy to phone, email and talk directly with the people in charge, all the way up to our owners. Many may say they're customer focused but we live it. We surround ourselves with dedicated, educated, and experienced staff that share our goals and are always ready to help. Contact us now and experience it for yourself.