

IN A CLASS OF ITS OWN

Sebright Products and JWR offer the next generation of closed-door balers with the BaleWulf.

Both Sebright Products, Hopkins, Michigan, and JWR Inc., Johnson Creek, Wisconsin, are companies that are focused on solving industry problems.

"We never rush to market with a piece of equipment that has not been thoroughly vetted and field tested," says Tony Sebright, sales and marketing representative at Sebright. "Every piece of equipment is solutions driven."

About two years ago, JWR noticed a variety of issues that some of its customers were having with balers. Dave Wolf, president of JWR, adds that customers wanted a baler that was more robust.

"We were looking to create a baler that could bale all commodities," he says.

So, JWR and Sebright partnered to develop a better baler solution. Sebright offered high-quality manufacturing expertise while JWR offered recycling industry and service expertise. As a solution, the two companies developed the BaleWulf as a closed-door, single-ram baler. Wolf describes it as a baler that can be used on very specific, tough commodities or an entry-level baler for recycling companies that are just getting started.

The BaleWulf debuted to the market at the Institute of Scrap Recycling Industries' (ISRI) 2019 Convention & Exhibition April 8-11 in Los Angeles. The following are just some of the baler problems the BaleWulf responds to:

Problem: Closed-door baler door hinges or latches failing and causing the door to blow open, which is a major safety hazard.

Answer: BaleWulf features an interlocking vertical ejection door—it eliminates the possibility of door hinges or latches failing. The door is anchored on both sides by full guides as well as interlocked into the floor while baling. The door is much less dangerous to operators



**BALEWULF LINE
OF BALERS**

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compared with side hinge doors when opening to eject.

Problem: Unsafely climbing on top of balers to tie off bales.

Answer: BaleWulf customers don't have to risk safety by climbing on top of the machine to tie off bales; instead, they can stand on the floor in front of the baler to perform this task. An integrated piercer makes a simple path for the wire to go through.

Problem: Downtime waiting for service support and parts due to a lack of service availability from manufacturers and service companies.

Answer: JWR and Sebright respond quickly and efficiently to BaleWulf customers who need support. JWR will respond to customers within 24 hours, and Sebright fully stocks all parts. The BaleWulf also comes with two years of planned maintenance (PM).

The BaleWulf also has been designed to handle a variety of commodities that come into recycling facilities and scrap yards. Sebright adds that the baler can "handle a lot more" than traditional closed-door balers. Last fall, he says Sebright and JWR tested its BaleWulf prototype at Riverside Recycling, Grand

Rapids, Michigan, and the baler was tough enough to bale roll-core cardboard tubes.

Sebright and JWR report that there are no balers on the market that are quite like the BaleWulf—it's in a class of its own and responds to a variety of recycling industry problems.

"This is a piece of equipment that's thoughtfully designed and will last a long time," Sebright says.

In addition to offering a baler that solves problems, both Sebright and JWR want to set BaleWulf customers up for success by providing them with an industry-leading five-year chassis warranty.

"Our relationship with customer's starts after the sale," says Amber Borchardt, director of sales and marketing at JWR Inc. "We want their business to be successful. So, we ensure that for the first two years of life that this baler stays in pristine condition at no additional charge and when they are ready to step up to larger balers, we offer a guaranteed trade-in value."

Sebright concludes, "What you have with the BaleWulf is the product of JWR's expertise on the industry and they have Sebright's expertise on manufacturing equipment and building things to the highest standard out there so our customers are able to succeed." ●