



## Case Study

# BRAZIL AGRICULTURE: BinMaster Growing in World's Breadbasket with help from Grunn

Brazil's agricultural prowess is evident. The country produces more than 145 million tons of grain per year. Recently, the country's Ministry of Agriculture and the Brazilian Agriculture Research Corporation signed agreements to develop digital and precision agriculture. The country's agro-industrial technology efforts aims for sustainability and profitability. This agriculture technology focus has included inventory control systems with silo sensors and cloud inventory software offered by BinMaster.



# O CAMPEAO VOLTOU! (the champion is back)

Sales Rep Luis Anton along with distributor Grunn Do Brasil have been busy bringing BinMaster sensors to one of the world's more extensive agriculture economies. Described as the "breadbasket of the world," Brazil has grown ag production an average of 5 percent annually since 1995. Technology is such a focus that Brazil's Secretary of Agriculture Norberto Ortigara made a point to find Anton and talk BinMaster sensors at an agricultural equipment fair.

## GRUNN BRINGS BRAZIL BINMASTER

Need to know where to get BinMaster products in Brazil? The answer is Grunn of Sao Paulo.

This Brazilian company has more than 13 years offering high-quality instrumentation from world-renowned brands and companies in Germany and Austria. Grunn sells BinMaster products manufactured in the U.S. The company offers integrated industrial solutions for the agricultural, food, petrochemical, pharmaceutical, packaging, cosmetics, glass, mining, chemical, furniture, and many other industries.

"Grunn is very happy to partner with BinMaster and bring a high-quality level sensors and software to Brazil," said Ligea Ferrarini, Grunn product manager. "There is great demand for inventory management products." Grunn offers BinMaster's complete line of products, including the 3DLevelScanner offered exclusively by BinMaster worldwide..

"Brazil is a significant opportunity for BinMaster," said Scott Hudson, executive vice president of sales and marketing for BinMaster. "Grunn brings local expertise in transacting business in Brazil and excellent customer service and relationships. They are one of many multinational companies selling BinMaster around the world."

## BinMaster Benefits Brazilian Ag Workers







As Brazil agriculture modernizes, they realize the return on investment for BinMaster product.

- >BinMaster sensors are relatively simple to install. Some can be done without the need for bringing in an electrician or contractor.
- >BinMaster sensors and software is a great inventory management system which has been designed for user simplicity. On-time orders, improved inventory sharing and communication with everyone from managers to drivers is boosted.
- >BinMaster systems are expandable allowing operations to install a system and build as budgets allow
- >Climbing ladders to measure bins can be eliminated greatly improving safety.

## About BinMaster

BinMaster got its start in the early 1960s when a local seed company asked Garner Industries to fabricate a switch to alert when bins were full. Today, BinMaster is a privately held, independent US manufacturer of point and continuous level indicators and inventory management systems used for monitoring bulk solids or liquids in bins, tanks, silos and hoppers.

More than just level sensors, the company offers complete solutions using wireless devices and web applications to send data to a control room, console, smartphone, tablet, or PC. Robust, custom systems can be developed for a single site or networked across a multinational operation. BinMaster is certified to ISO 9001 quality management systems—requirements. For more information about BinMaster, visit [www.binmaster.com](http://www.binmaster.com).

Industry	Bulk Material	Sensors	Software	Applications
 Agriculture Farming Livestock	Grain Flour Beans Fertilizer Seed Liquids  Bins, silos, tanks, piles, domes	Rotary level indicator Capacitance probe Vibrating rods Diaphragm switch Tilt switch Radar SmartBob 3D sensors Ultrasonic Flow detector	BinCloud BinView AgriView Binventory FeedView 3D Multivision	Prevent overflows Process control Inventory management Remote monitoring Monitor piles Flow detection Bin aeration Dust detection Aeration Ag Chemical Storage
 Bioenergy	Corn DDG Biomass Wood pellets Wood fiber Forest residue  Bins, silos, tanks, piles, domes	Rotary level indicator Capacitance probe Vibrating rods Diaphragm switch Tilt switch Radar SmartBob 3D level scanner Ultrasonic Flow detector	BinCloud BinView Binventory 3D Multivision ResinView	Prevent overflows and outages Process control Inventory management Remote monitoring Flow detection Slurry tank detection Measure DDGS
 Cement	Sand Gravel Clinker Rock Powder  Bins, clinker silos, tanks, piles, domes, chutes, crushers	Rotary level indicator Capacitance probe Vibrating rods Diaphragm switch Tilt switch Radar SmartBob 3D level scanner Ultrasonic sensor Flow detector Plugged chute detector Airbrator Diffuser air pad	BinCloud BinView Binventory 3D Multivision CementView	Prevent overflows and outages Process control Inventory management Remote monitoring Monitor piles and bunkers Inventory domes Plugged chutes Measure crusher levels ESPs or clinker silos Prevent conveyor overloads Silo aeration
 Food processing	Brewing Foodstuffs Solids Slurries So much more...  Silos, mixers, batching tanks, conveyors, pipelines	Rotary level indicator Capacitance probe Vibrating rods Diaphragm switch Tilt switch Radar SmartBob 3D level scanner Ultrasonic sensor Flow detector Airbrator Diffuser air pad	BinCloud BinView AgriView Binventory 3D Multivision	Prevent overflows Inventory management Remote monitoring and VMI Process control Sanitary level measurement Detect levels in mix or slurry tank Detect levels on conveyors Flow detection Silo aeration
 Mining	Lump coal Ores Aggregates Fine alumina powder  Silos, crushers, conveyors, domes	Rotary level indicator Capacitance probe Vibrating rods Diaphragm switch Tilt switch Radar SmartBob 3D level scanner Ultrasonic sensor Flow detector Airbrator Diffuser air pad	BinCloud BinView Binventory 3D Multivision CementView	Inventory management Monitor piles Prevent overfills or outages Detecting plugged chutes Measuring inventory in domes Level measure in crushers or bins Prevent overloading Process tanks Remote monitoring Silo aeration Dust detection
 Plastics	Resins Flakes Powders Granules Re grind  Silos, bins, containers, hoppers, tanks	Rotary level indicator Capacitance probe Vibrating rods Diaphragm switch Tilt switch Radar SmartBob 3D level scanner Ultrasonic sensor Flow detector Airbrator Diffuser air pad	BinCloud BinView ResinView Binventory 3D Multivision	Prevent silo overflow Eliminate outages Inventory management Remote monitoring Vendor managed inventory Flow detection Bin Aeration Dust Detection