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### **Prolan, a new natural protective lubricant, wins the Ivel Award for Innovation at LAMMA 17**

The Witham Group's new Prolan lubricant range won the Institution of Agricultural Engineer's (IAgrE) Ivel Award for best new product and environmental innovation at this year's LAMMA show. The product was also the overall LAMMA innovation winner.

Nigel Bottom, Witham Group MD commented: "We're delighted to have won not only the environmental category but also the overall award for best new product innovation at LAMMA. Prolan is unique as it's incredibly durable and protective against corrosion, yet completely natural and environmentally friendly. We've already signed deals to supply it to UK plant and machinery manufactures and distributors, and initial customer feedback is extremely positive".

Alastair Taylor CEO of IAgrE said, "The judges said the product has multi industry worldwide appreciation for protecting against rust, corrosion and galvanitic attack. They were also impressed how it's developed from agricultural waste and has huge potential for a wide range of equipment."

"Agriculture is hard on machinery and constant protection is required from exposure to fertilizer, manure, pesticides and weather. Prolan provides long-lasting protection for farm equipment, keeping it lubricated to prevent breakdowns. It has been proven to extend the longevity of farm machinery and enhance resale value," added Nigel.

Unlike most other lubricants, the Prolan lubricant range is completely natural, non-toxic and non-carcinogenic and so surpasses other petrochemical products as a safer, environmentally sustainable alternative.

#### **Notes to editor**

##### **About the Witham Group**

Trading since 1921, Witham Oil and Paint Ltd is a privately owned family run business with its Head Office and lubricant manufacturing based in Lincoln. We also have trade and decorating distribution depots in Lowestoft, Suffolk and Soham, Cambridgeshire. The business is today collectively known as The Witham Group.

We are extremely proud of our heritage. Over the past 95 years our family run business has grown from humble beginnings originally making cycle oil and candle wax, to become acclaimed manufacturers of a huge range of commercial lubricants and paints.

[iagre.org](http://iagre.org)

Agriculture – Forestry – Horticulture – Environmental - Amenity

**The Ivel Award:**

In 1902 Dan Albone, a Bedfordshire inventor, designed and patented the first practical and successful light internal combustion engined agricultural tractor, setting up Ivel Agricultural Motors Ltd in Biggleswade in 1903. This set in motion a revolution in mechanical farming. He was a decade ahead of Henry Ford and Harry Ferguson, and almost three decades ahead of the first Ferguson.

The awards committee of IAgRE decided in 2007 that it would be fitting for the Institution to celebrate the name of Dan Albone and the memory of the Ivel tractor by making an annual award using the Ivel name. The committee felt that this award should be for a new product or innovation which will have the most positive impact on the environment.

**IAgRE:**

IAgRE is the professional body for scientists, technologists, engineers, academics, managers and students working in the landbased sector and has an international membership base.

As a licensed body of the Engineering Council (EngC) and a founding Constituent Body of The Society for the Environment (SocEnv), IAgRE registers suitably experienced professionals as Chartered Engineers, Chartered Environmentalists, Incorporated Engineers and Engineering Technicians.

IAgRE is a Licensed Body of the Engineering Council and a founding constituent body of the Society for the Environment Company No: 648041 Charity No: 257303

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