

The international development of PLF technology will provide the tools for the necessary real time data acquisition and handling. The information technology tools can be differentiated between sensing (“extra eyes, ears and noses” by telemetries, sensor technologies and deductive tracers), data handling and storage techniques (web-based, wireless, broadband, Internet of the Future), dynamic decision support modelling (“extra brains” by smart computers and models) and manual or robotic implementation of routine decisions. The information gathered in precision livestock farming serves tracking and tracing opportunities in a transparent quality control of the whole chain of custody from farming up to retail. Prerequisite is to consider the social and political acceptance of the PLF methodology.

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PREVENTATIVE MAINTENANCE FOR EXTENDING MACHINERY LIFE

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Abstract. The article describes four strategies for farm machinery maintenance.

Keywords: preventative maintenance, lubrication maintenance, cleaning, recordkeeping.

A complete line of machinery is one of the largest investments that a farm business can make. Machinery must be constantly monitored, maintained, and eventually replaced.

Here are four top tips for farm machinery maintenance:

- Add and test lubricants frequently.
- Check for signs of wear.
- Keep machinery clean, and maintain a clean environment.
- Have maintenance and repair schedule, and keep good records.

All types of farm equipment rely on lubricants for better functioning. These liquids reduce friction around moving parts, which in turn, decreases wear and tear. The lubricants also help keep the interior of farm machines clean by preventing soot buildup.

A schedule of good lubrication maintenance extends the life of machinery equipment and parts.

Lubrication is one of the first and most important of maintenance checks. Look for signs of excess oil or grease build-up on pistons. Check for leaks around oil seals.

Several different factors can cause wear and tear over time. Vibration, shock, high temperatures, friction and age all contribute to the breakdown of parts in farm machinery.

Along with the mechanical components, make sure to check electronics and electrical wires as well. High temperatures arising from extended use, vibrations coming from de-aligned gears and belts, and environmental factors like dust and water can damage the wires and circuits that are usually covered. You should also check starters, alternators, and other electrical parts regularly to ensure smooth performance.

Thorough cleaning is as essential as maintaining the lubricant levels. Unfortunately, most organizations tend to pay little attention to this step. Seals should be inspected regularly to make sure they're in good condition. Filters should be inspected and changed regularly. Make sure to check each element of your machinery carefully.

You may need to use special cleaning methods like power or pressure washing, steam cleaning, and acid washing, among others, to clean such parts.

Recordkeeping is a crucial part of the preventative maintenance regimen. You will need to check various parts of farm machinery, ranging from lubricants to electrical systems. It's a complicated process that requires a comprehensive record of maintenance with date, time, technical specifications of the service, parts that were replaced, and the next service scheduled. It can, however, help you create specialized maintenance programs, make it easier to process warranty claims for spare parts, and maintain accountability.

To conclude, the above four steps can significantly extend the useful life of farm machinery.

Farming machinery is a crucial investment that you cannot afford to lose. It should serve you for years, and the best way to ensure that it stays in service for as long as possible is by taking proper care of it. These general maintenance tips should get you started and keep your farming equipment and machinery fairly safe and effective.

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БРЕНДИРОВАНИЕ КАК ИНСТРУМЕНТ МАРКЕТИНГОВЫХ СТРАТЕГИЙ ПРЕДПРИЯТИЯ ТЕХНИЧЕСКОГО СЕРВИСА

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Аннотация. В статье рассматривается понятие брендинга как важного инструмента маркетинговых стратегий предприятия технического сервиса.

Ключевые слова: бренд, брендинг, маркетинг, маркетинговые стратегии, оценка стоимости бренда.

В последнее время предприятия технического сервиса (ТС), используют различные пути для продвижения марки своей организации и своей продукции: создание имиджевой рекламы, прямой маркетинг, рекламу в средствах массовой информации для стимулирования продаж, а также косвенную рекламу. Не исключением стал и брендинг.

Очень часто понятие брендинга путают с торговой маркой. Брендинг представляет собой процесс по разработке и развитию торговой марки. С точки зрения маркетинга брендинг является одним из типов маркетинговых технологий, целями которых является: создание, усиление, позиционирование, обновление, расширение и углубление бренда предприятия технического сервиса. Понятие бренда, в свою очередь, включает в себя и имя, и знак, и дизайн, который предназначен для того, чтобы потребитель мог распознать товар или услугу организации.