

# Agri

## BUSINESS REVIEW

AGRICULTURE  
EQUIPMENT  
EDITION



ISSN 2832-3335  
agribusinessreview.com



Agri  
TOP 10  
AGRICULTURE EQUIPMENT  
MANUFACTURING  
SOLUTIONS PROVIDERS - 2024



## Propelling the Next Generation of Log Splitters and Chippers

**Y**TL International has solidified its status as a premier North American manufacturer of log splitters and chippers through its stellar quality, performance and visionary commitment to innovation across all facets of the industry. With the green technology movement gaining steam, YTL has been at the forefront of the changes by keenly anticipating and shaping the future equipment needs of an environmentally aware society.

This vision is reflected in YTL's recent product line of compact, user-friendly, and battery-operated splitters and chippers. The initiative is a proactive response to the intensifying regulatory focus on emissions from gas log splitters.

The company's support of battery-powered alternatives is more than a response to environmental concerns. It is a strategic move that resonates with the broader industry trend toward electrification. By proactively adapting to these shifts, YTL is not only following the current of change but shaping the trajectory of the industry, demonstrating both leadership and foresight, and offering innovative solutions that redefine user experience.

For eco-conscious consumers, YTL's electric splitters and chippers offer whisper-quiet operation, delivering efficient log-busting performance without fumes or noise pollution. Ergonomic designs and interchangeable batteries for extended use further ensure comfort and convenience.

Moreover, the economic benefits of the products become particularly salient in times of economic strain. When fuel prices surge and economic pressures mount, consumers often seek economical heating alternatives, such as wood. In these circumstances, efficient wood-cutting tools, like those offered by YTL, become highly sought after, providing consumers with cost-saving options and sustaining the company's market position even during downturns.

This ability to help customers thrive can also be seen in YTL's operational prowess when confronting logistical challenges that arise during periods of economic hardship. For example, the company adeptly managed the bulk and scale of its equipment distribution despite the notably high freight rates that peaked during the pandemic. Facing the surge in shipping costs from a few thousand dollars to tens of thousands per container, YTL leveraged its strategically placed facilities and partner network to meet the logistical demands



David Glueck,  
Director of Product Development



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while maintaining its commitment to quality and customer service. This helped the team skillfully navigate the economic headwinds while ensuring no compromise on the excellent customer experience and retailer support continuity that drives YTL's competitive advantage.

David Glueck, YTL's director of product development, emphasizes the importance of the company's extensive service network, which comprises over 3,000 partners in North America. He says, "This network is pivotal to minimizing downtime for customers. Timely support and readily available parts ensure swift repairs and contribute to the longevity and reliability of our products. This, in turn, cultivates lasting customer trust and loyalty by providing uninterrupted performance over the years."

Such an approach aptly underlines YTL's comprehensive value proposition—a fusion of product excellence and enduring customer service that ensures the benefits of its offerings well beyond the initial purchase.

The company's hands-on approach is exemplified by its response to incidents such as the puncturing of hydraulic oil jugs during shipping. Glueck's personal involvement in overseeing the cleanup and restoration of affected units reflects YTL's commitment to quality and integrity.

This proactive stance is also part of the company's broader, customer-centric service strategy that includes simplified user experiences, with instructional videos and QR codes designed to streamline assembly and maintenance processes, ensuring ease of use and long-term satisfaction.

As for the products, the company reinforces its pledge to excellence through strategic alliances with established industry names like Stanley Black & Decker. This partnership cements YTL's standing as a category leader with exclusive rights to manufacture DeWalt and Craftsman log splitters and chippers and fortifies its foray into advanced battery technology and sustainable practices. The resultant product range showcases a variety of log splitters with capacities from 9 to 37 tons, each engineered for peak performance, dependability, and longevity.

By focusing on user needs, advanced engineering, and continuous improvement, YTL shows how it transforms an age-old tool into a modern powerhouse poised to shape the next generation of log splitters. **AG**

# YTL International



*The annual listing of 10 companies that are at the forefront of providing Agriculture Equipment Manufacturing solutions and transforming businesses*