

Pioneer-The Farmer's Choice since 1949

Pioneer Couplings: The Farmer's Choice

Pioneer brand couplings have been "The Farmer's Choice" for nearly 70 years now. The Pioneer brand can be found on most U.S. farms and beyond. Since 1964, the quality, care and service associated with the Pioneer company legacy has been preserved by Parker, the global leader in motion and control technologies. For more than 53 years, Parker has integrated the Pioneer brand into its line of high quality motion and control products including hydraulic hose & fittings, crimping equipment, adapters, valves, tubing and more.

The Rise of Hydraulics in Agriculture

In 1936, the first hydraulic lift tractor made its debut in the agricultural market, designed by Harry Ferguson and manufactured by David Brown Tractors of Huddersfield, England. Soon hydraulic technology would become integral in the agriculture industry.

Bill Rawitzer was an employee at a large, hard goods wholesaler based out of St. Paul, Minnesota that sold to more than 3,500 dealers, most in agriculture. Much of his time was spent selling a device that would help farmers convert their equipment from steel wheels to the modern pneumatic tires. He developed a strong interest in the agriculture implement market.

In those days, the expanded use of hydraulics had recently emerged as a key trend. Cable driven front end loaders were becoming obsolete as they were replaced with hydraulic systems. With the rise of these installations, Rawitzer began to hear complaints from his customers about leaking hydraulic fittings and couplings.



The Pioneer Invention

In his travels as a salesman, he met Elmer Olson. Olson was the designer of the ball-check coupler; a coupler that wouldn't leak. Rawitzer was so impressed by Olson's design that he quit his job and went to work for his firm, the Pioneer Pump Manufacturing Company.

They spent the first few years demonstrating the value of the Pioneer quick couplings to major tractor manufacturers until the coupling proliferated across the industry. Eventually, the company became Pioneer Hydraulics, Inc. Its focus was on premium quality and customer service. Attempts were made to replicate the product, but no other competitor could match their repeated value and quality. Further cementing its reputation for quality, Pioneer was known to receive competitive

product back for warranty evaluations and replace it with their product at no charge. An excerpt from a 1959 letter:

"These two couplings that you have returned to us as defective are beyond repair. Although these [...] couplers were not manufactured by us, we are replacing them with brand new Pioneer hydraulic couplers at 'no charge' so your customer will be completely satisfied."

The Legacy Continues

Quality, care and service have always been synonymous with Pioneer couplings. And the legacy continues today. Parker is your source for quality and performance in the agricultural market.