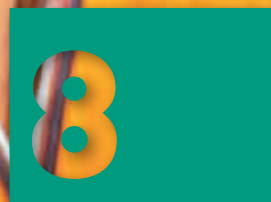


FOCUS



Quality, Quantity and Price
SOURCING



PAGE **6**

Battioni Pagani
Growth through innovation

PAGE **18**

Ask the expert
Often the wrong impression

PAGE **23**

One-stop supplier
The perfect tractor specialist

KRA FOCUS 0114_UK

More revenue with your own shop



From idea to implementation, our shop concept is the perfect answer for your business requirements. Experts will help you design and configure your shop, but that's not all. We also offer training as well as sales and marketing support. In short, we will do everything we can to make your shop a resounding success. If you would like more information, please ask your account manager or send an email to lindsay.mike@kramp.com.



Concept



Design



Installation



After Sales



New year, new opportunities

2014 is well underway and I hope the new year has started well for you. A new year brings us new opportunities and new challenges. I hope that together we can make the most of these to make this year a successful one. In 2014, we are also launching a new Focus.

With new sections and more pages, we present you with a much improved magazine. One of our new items is the 'Sustainability' section. Sustainable entrepreneurship or corporate social responsibility has become an integral part of modern life. Although we incorporated this in our company a long time ago, we will now be telling you how. Corporate social responsibility is based on three values: People, Planet and Profit. An ideal situation is created when these three values overlap. This is what we are trying to achieve together with our suppliers and with you, our customers. Especially with you, as your customers expect you to be socially responsible too. By working together, we can strengthen one another so that you meet the needs of your customers, whilst not forgetting the P for Profit. One of the ways in which this can be achieved is through sourcing. Later on in this edition of Focus, we will explain how we do this. I hope you enjoy reading this latest issue.

Eddie Perdok,
Kramp Group CEO

CONTENTS

- | | |
|--|---|
| 4 News
Product news | 20 History
From bicycle mechanic to pioneer |
| 6 Supplier portrait
Battioni Pagani | 22 Product tested
Gopart grease |
| 8 Cover story
Sourcing opportunities | 23 One-stop supplier
The perfect tractor specialist |
| 12 Events
Discover and meet | 24 Customer portrait
Hargrave Agriculture Ltd |
| 14 Highlight
Mechanisation sector must take a giant leap forward | 26 Kramp faces
Stephen Falcus and Chris Linford |
| 16 It's that easy
EDI simplifies the ordering process | 27 Kramp Academy
What do you want? |
| 17 Social media
Active on all fronts | 28 Pinbaord
Local news |
| 18 Ask the expert
Léon Arends, packaging expert | 30 Must have
PPE |
| 19 Sustainable entrepreneurship
Kramp takes the path of sustainability | 31 For fun
Sudoku |

New range under the Kramp brand

Lapping Paste

KRAMP For simple grinding and lapping of cutting cylinders and bottom blades for cylinder mowers, Kramp have introduced its own range of Lapping Paste. The paste is made up of coarse, medium and fine grain, giving an attractive, even mowing result thanks to the sharp bottom blades.



New strategic partnership

LEMKEN Kramp UK Ltd are delighted to announce that from 1st February 2014 we have signed a strategic partnership for the supply of original LEMKEN parts to our dealer network. This exciting agreement with one of the agricultural industry's premier Original Equipment Manufacturers adds to our growing portfolio of 'A' brand distribution partners, making access and sourcing of the parts you need even easier. Kramp is committed to having the right part available for you and your customers at the right time, especially in peak season. You now have improved access to LEMKEN parts thanks to our market leading delivery service, 6pm order cut off time and one-stop webshop. In preparation for the 'Go Live' date, the Kramp product specialists have attended product training given by the LEMKEN team, ensuring a full understanding of product identification and parts look up systems by LEMKEN. They can be contacted directly via **our sales line 01767 602602**. As part of this agreement from 1st May 2014, Kramp UK will no longer provide non-original Lemken parts.



New Series

1116 Over-Centre Valves from Walvoil

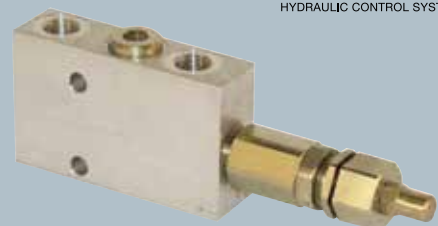
Kramp is pleased to present a new range of single and double acting over-centre valves from Walvoil. They are made for mobile applications to control negative and gravitational loads.

Three models of valve are available. The N1116 is a non-compensated valve (load sensitive) to the back pressure in the return line. The R1116 works as a function of the main relief (relief compensated) and is insensitive to back pressures. The V1116 is a totally compensated (vented) valve.

The new 1116 over-centre valves represent the ideal solution for load control in both open and closed centre hydraulic circuits.

For more information, <http://www.kramp.com/shop-gb/en/411029/Counterbalance>

walvoil
HYDRAULIC CONTROL SYSTEMS



gopart[®]
work smart



Gopart Seating Range

Kramp is now offering a new range of Gopart seating, which includes Air, Mechanical and Cantilever suspension options. A budget seat alternative with benefits of low cost with expected Kramp quality. For more information visit www.kramp.com

High quality and reliable cylinder seals

Kramp “seals” a partnership with Hallite



Hallite produces high performance hydraulic sealing solutions for the worlds fluid power industry. The company enjoys an enviable reputation for high quality and reliability within the agricultural, mobile hydraulic, construction and off-highway markets. Hallite have been at the cutting edge of sealing technology for over 100 years and have built up an unrivalled wealth of knowledge and expertise over this period.

Hallite seals are already fitted in Kramps production cylinders so you are assured of a high quality product and now Kramp can offer the same high quality product as a spare part.

The combination of Hallite’s quality products and Kramps product knowledge, stock levels and logistic solutions will ensure that you will get the correct product when you need it.

For a full range of products visit

<http://www.kramp.com/shop-gb/en/253030/Seals>



New Camera Options – CAS669401KR

Extended range

KRAMP We have extended our Camera system range. Introducing a new 10” screen to our Quad system choice, to optimise visibility with a clearer resolution designed for construction and large agricultural machinery. We have also added to our selection of cameras; increased degree angles improving view coverage plus cameras with alternative mounting positions and solutions.



The professional multi-line aluminium trimmer head



This hard wearing, reliable multi-line trimmer head (Part No. FGP454978) is suitable for the occasional and professional user. The trimmer head is made from

aluminium and has a redesigned line lock. It is easy to reload and ready to use in no time at all. It can be assembled without an adaptor bolt and the trimmer lines on this universal trimmer head are easily replaceable. Suitable for brushcutters from 35cc upwards, with a 20mm or 25.4mm connection. The trimmer head is supplied complete with an adapter ring for assembly and 10 nylon trimmer lines with a diameter of 3.3mm and a length of 300mm

Battioni Pagani

Growth through innovation, quality and dedication

Each morning, more than half a million people, from Ireland to South Africa and from Canada to New Zealand, start their working day by operating a Battioni pump.





With a hundred pumps leaving the factory each day, the Italian company Battioni Pagani is the global market leader in the field of vacuum pumps. More than 90% of its turnover comes from outside Italy, which has made the factory very successful in recent years. A growth rate in double figures has been the standard for the past three years.

It is important that Battioni Pagani products meet a consistently perfect quality. The company's production facility, which covers an area of 14,000m², has been in operation since 2001 and is equipped with twelve ultra-modern CNC machines, two modern assembly lines and fully-automated computer-controlled test stations. Each pump that rolls off the production line is given a number so that the complete production process can be traced. Battioni is highly selective in its choice of suppliers and any changes to the supply and production processes is tested against Battioni's Quality Management System. The manufacturer adheres to the 'Battioni Innovation Cycle' (new idea, design, simulation and testing, customer feedback, and production). This process can take between 36 and 48 months from start to finish. Before a new product is added to the range, it is extensively tested by end-users. The new MECII pump was thus launched in the spring of 2011, after work started on its development at the beginning of 2008 in collaboration with the Industrial Engineering team at the University of Parma. It is an example of a technological breakthrough, the result of a major joint effort in product development and innovative design.

Sustainable

The Italian manufacturer is committed to sustainability. "Our company has a comprehensive programme with regard to caring for the environment. We try to use as few chemicals as possible and keep power consumption to a minimum. We try to re-use energy wherever possible and recycle our materials. In 2011 we installed solar panels on the roofs of our factories, covering an area of 20,000m², and these panels generate 1.5 MWh of power", explains Matteo Stocchi, Director of Sales and Marketing, summarising the measures taken. ■

Each pump that leaves the factory is given a test certificate in which all information can be traced.

Battioni Pagani Pompe and its sister company BP Battioni e Pagani belong to the Pagani Group, a family-run business, which now has the second generation at the helm. The company is located at the heart of Pianua Padana in Sorbolo (Parma). With a hundred pumps leaving the factory each day, Battioni is a leading producer of vacuum pumps. More than 90% of its total turnover is achieved outside Italy.



Top quality at a competitive price

Sourcing opportunities

Being able to offer top-quality products at a competitive price is a major reason why Kramp has for years been buying and commissioning the manufacture of products overseas, including in China. We are not keeping the experience gained from this all to ourselves: as a customer you can also commission the manufacture of products or parts through Kramp.



Commissioning the manufacture of products yourself, known as sourcing, has various benefits. As well as having something manufactured to your specifications, sourcing also often provides savings compared to traditional suppliers without any reduction in quality.

This benefit can be passed on to customers.

For a number of years now, Kramp has had an office in China, where Vivian Lin and her team are busy each day maintaining contacts with manufacturers and visiting new factories. Vivian and her colleagues are based in the coastal city of Ningbo. She is well aware of the advantage of having a company office: "It enables us to become closely involved in the production process and quickly take steps to make adjustments where necessary." Close contact with manufacturers is important to ensure consistent quality. "We always visit a manufacturer beforehand if they will be manufacturing a product for us for the first time", says Vivian, explaining the process. "Of course we examine the way in which the products are made and whether the quality meets our standards. Furthermore, we also inspect the working conditions of the staff and check whether the environment is being taken into consideration." →





Quality control is important when sourcing. During and after the production process, the parts are checked to see whether they meet all the requirements.

Constant checks

Work doesn't stop for the team in China when agreements have been made with a manufacturer. "We visit the factories intermittently to perform quality checks. These checks are then repeated once the finished product is ready." By working in this way, we can ensure quality is guaranteed. This applies not only to products we commission ourselves, but also to products we commission for others. After all, why keep the knowledge and experience you have gained for yourself, if you can help your partners? We commission customer-specific materials for a growing number of companies. These materials are produced not only in China but also through our contacts with companies in Vietnam, Malaysia and Eastern Europe. Kramp has also recently opened an office in Turkey. A local presence in this growing market will enable us to quickly establish new contacts.

Sourcing through Kramp

OEM Business Manager David King points out the advantages of sourcing through Kramp. "Obviously, experience is one of the most important points. Because we have been active in China and other countries for years, we know the ropes. We are a specialist

in sourcing and feel at home in Asia. Our clear and structured way of working means we can create a level of certainty for our customers.'

Everything in hand

The quantities in which parts are manufactured can vary. Sometimes it is a few dozen, but it is also not uncommon to receive orders for several thousand units. "A stock of thousands of parts can take up a large amount of available space. We can also help out in this situation by storing the inventory for you. When customers

need the parts or products, they can order them from us and they are delivered in the usual way", adds David summarising the benefits.

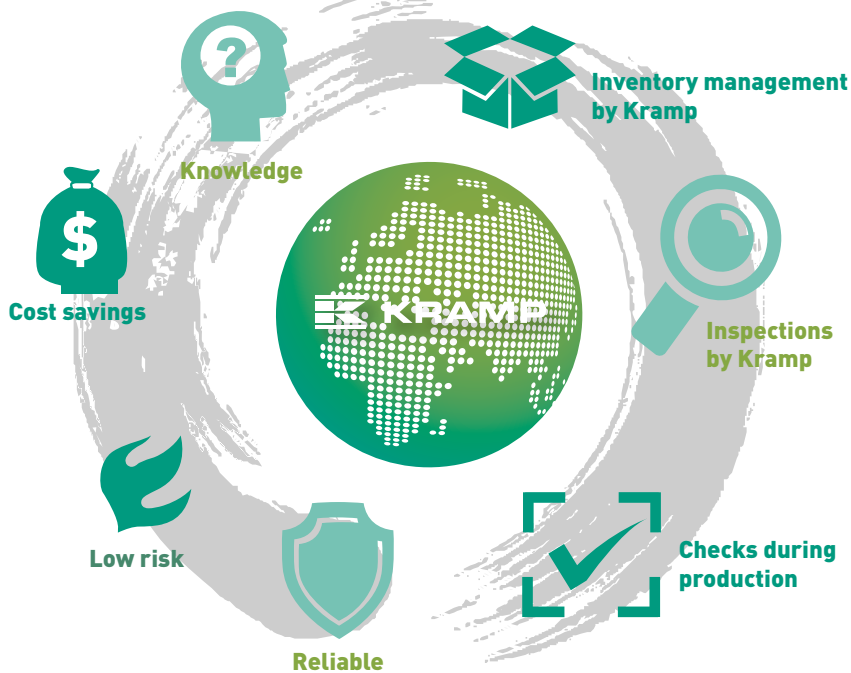
Before you receive the final product or part, an entire process has been completed beforehand. A process you don't have to worry about. As David explains: "We have a team in Varsseveld that ensures that everything runs smoothly, from start to finish. The process starts with a drawing, which is followed by a trial product, and, if this is approved, production



Types of product

- Customer-specific products
- Steel parts
- Aluminium parts
- Rubber parts
- PVC parts
- Cast iron parts
- Assemblies

Although sourcing is usually done in large quantities, this doesn't pose a problem, as Kramp can keep the products for you in stock if necessary.



is started. Our team in China then monitors the quality during and after production. Once the product is ready to be shipped, we make sure that the necessary paperwork is sorted out at customs. In short, we take all the work off our client's hands and ensure that our client receives a top quality product at a competitive price. Additionally, customers can always contact their designated contact person if they have any questions". The items produced

vary from small technical components such as screws, bolts and nuts, through to DIN and standardised components and right up to sprockets for agricultural machines and metal parts for tractors. Products such as pens, cool boxes, work clothes and shoes can also be ordered. ■

Sustainable

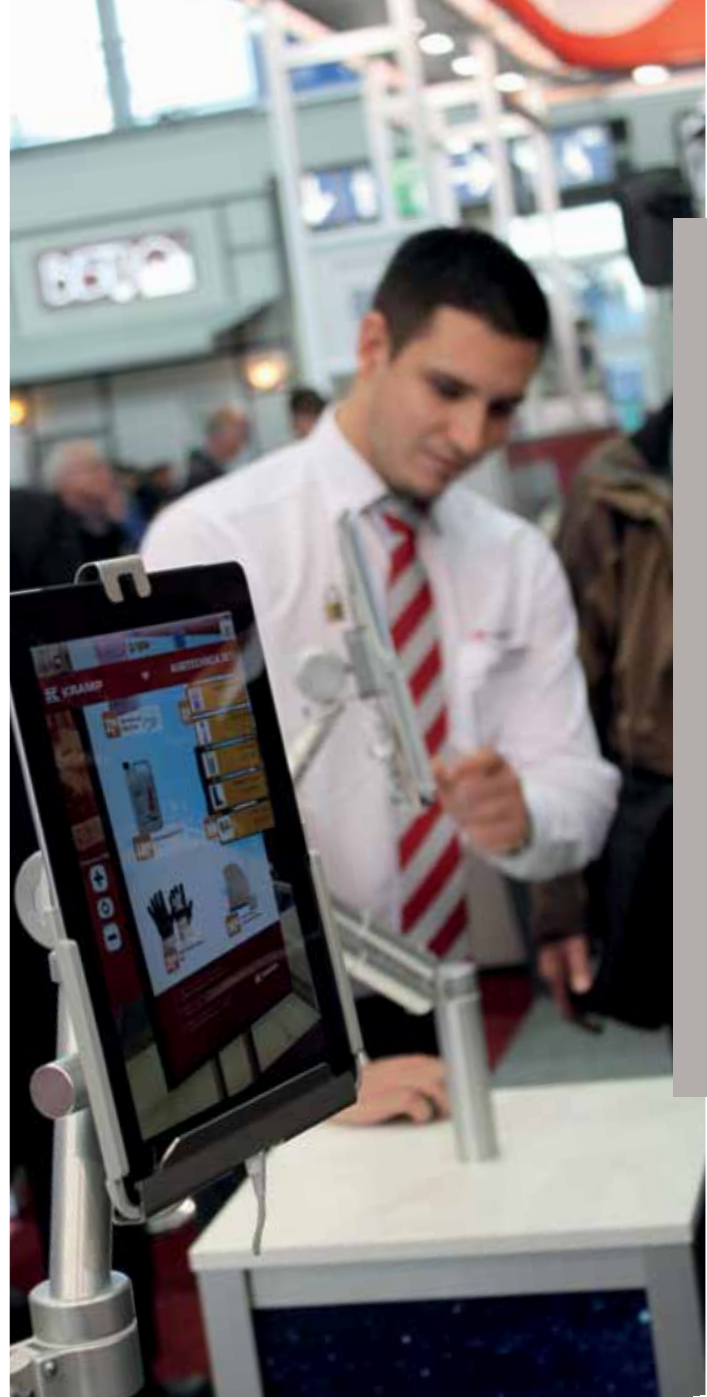
Although quality and price are naturally significant, the production methods used by a factory are just as important for Kramp. Vivian Lin explains: "Sustainable entrepreneurship is one of our top priorities and we try to convey this importance to suppliers. We have entered into a trial with two manufacturers and the initial reactions are very positive." The idea that some have of China in which working conditions leave a lot to be desired and in which no consideration is taken of the environment is often incorrect. Vivian continues: "The situation is rapidly improving and, partly due to pressure by the authorities, many manufacturers have implemented specific measures. In future, we would like to discuss a Supplier Code of Conduct with all manufacturers in which agreements are made with regard to sustainable entrepreneurship such as staff working conditions, no child labour and consideration for the environment."

Attending trade fairs
throughout Europe

Discover & meet

Kramp can be seen at various events across Europe. The size of these events and trade fairs varies from large scale events, such as Agritechnica in 2013, to more compact fairs, such as Salon Vert in France.

In addition, we will be inviting our customers to meetings at one of Kramp's locations. Last year, we held our first OEM Engineering Day in Varsseveld and this winning formula has been rolled out again in 2014. An OEM Engineering Day has since been held at our Belgian site in Lummen. Trade fairs provide many visitors with the opportunity to see the latest technologies with their very own eyes. It is also an ideal way for customers and businesses to meet one another or to strengthen their ties



Kramp's stand is clearly recognisable.



VIEW THE PHOTOS
google.com/+kramp



This is where we'll be...

France Customer forums on the 27th March, 3rd April and in November. In September, we will be attending the Salon Vert and Univert.

Spain Epagri in the third week of September and a week later we will be present at the Espace Emeraude. Towards the end of the year, in the second week of October, Planet M will be held in Spain.

Italy EIMA International in Italy is an important and well known fair for farming and agriculture. This fair, to be held in Bologna from the 12th to 16th November, also covers Forest & Grasscare. This 41st edition is expected to draw more than 140,000 visitors who will be able to explore an area covering 103,074m².

And this is where we've been...

France: Despite the fact that we are only three months into the year, we have already been quite busy. January started off quiet with only Scar on the agenda in France, but several events were held in February. As mentioned earlier, we also extended the OEM Engineering Day to Belgium. In France, Kramp's stand attracted visitors at events such as Cofaq and Socodicor.

Spain: Visitors were able to visit Kramp's stand at Fima during the second week of February. With, yet again, more than a thousand exhibitors spread out over 133,000m², the fair was a success. Over 200,000 visitors came from more than sixty countries to visit the fair in Zaragoza. A motivated team stood ready at Kramp's stand to provide information on our products, our shop concept and our e-business solutions and, of course, for a drink and a bite to eat.



The OEM Engineering Day is held not only in the Netherlands but now also in Belgium.

HOW MUCH DOES IT COST?

**EVALUATE
WITH LECTURA
ONLINE**



valuation.lectura.de



British foods on British plates

Taking advantage of current technologies and innovations

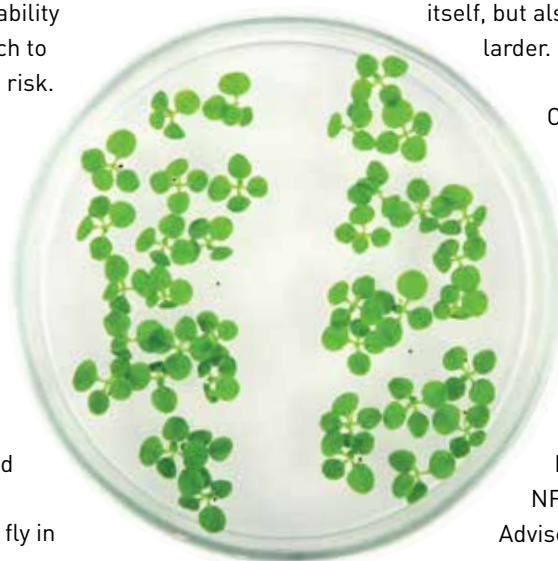
We've long championed the need for industry to take very seriously the impacts that a growing population – both worldwide and here in Great Britain – will have on agriculture. And we know that although we need to make sure there is more British food on British plates, there are a number of global challenges ahead of us where British farmers have a role to play.

Let's not forget, we only have a finite amount of land at our disposal and this is combined with an increased frequency of extreme weather events as a result of our changing climate. Therefore, alongside tackling diets and reducing food waste, there is a consensus that we will also need to increase food production. However, we need to do this sustainably and without detriment to the environment - a policy called "sustainable intensification". We can only do this by being smart in the way we manage our farmland.

We must ensure we can take advantage of the most current technologies and innovations available to us, from GM crop varieties to the latest advances in animal health and precision engineering, but this needs to be underpinned by agricultural policy and regulations working towards the same goals. It's also crucial that we remember that this isn't just about new technologies; we also need to make the very best of applying existing information and techniques and make sure we have the right frameworks in place to encourage knowledge exchange between scientists and farmers.

More than ever, we need shorter supply chains - to the benefit of both consumers and our farmers, where there is a fair distribution of margins, clear traceability and a joined up approach to managing volatility and risk.

We've been campaigning for years to ensure that CAP reform is fit for purpose and does not impact the ability of English farmers to compete fairly in the marketplace. And yet - what we were presented with was a package of measures which would fly in



Dr Andrea Graham
NFU Chief Land Management Adviser

the face of consumer demand and potentially reduce the amount of land being used to produce food. Where is the sense in that?

Above all, we need an industry where farmers have the confidence to invest, but they can only do this if the market signals are there. Consumers - in the light of the horsemeat scandal - are increasingly backing British farming, so we need to embrace this opportunity and improve the country's ability not just to feed itself, but also to contribute to the global larder.

Our Prime Minister described farmers as the backbone of Britain and we must give them all the tools they can to produce more food, with the latest technologies, science and policies in place so our industry can thrive.

Dr Andrea Graham
NFU Chief Land Management Adviser



“No need to enter orders one by one for the daily replenishment of our shop inventory.”

Pulinckx

Innovation has been high on the list of priorities for Pulinckx for three generations. A while ago, this agricultural mechanisation company, based in Zetrud-Lumay, Belgium, opened a shop and quickly realised the benefits of ordering through EDI. Together with Kramp and the software provider Carfac, the system was configured to save considerable time and effort.

EDI simplifies the ordering process

“Inventory is replenished daily with a single click”

Replenishing shop inventory used to be a time-consuming and labour-intensive task for the manager Maxime Pulinckx. “Every day I would check the shelves and record what needed to be topped up”, says Maxime. “I would then enter the complete order and would have to enter everything into our system again afterwards as a purchase order. It was almost a full-time job just keeping the shop stocked.”

Optimal configuration

Given the benefits of ordering via EDI, Maxime contacted Kramp and the software provider Carfac to discuss an optimal configuration of the system. When Kramp was creating the shop, all the modules were registered. Carfac placed this

data under the 'shop' group in the system, creating a suitable starting situation for the inventory. Pulinckx then linked min/max. levels to this data for the shelves. With the new situation, Carfac's system creates an order proposal that can be sent via EDI to Kramp with a single mouse click.

Time saving and overview

Maxime: “The main advantage is that we no longer need to enter orders one by one. This saves us a great deal of time and work. I also have easy and immediate access to better sales statistics. With one click, I can see what is happening in the shop each day.”

Active on all fronts

Social media makes contact easier

He started out on Hyves, later switched to Facebook and can recently be found on Twitter: Henk Hissink. Henk, who lives in Hengelo, Gelderland, is an avid follower of Kramp on social media. "How long have I been doing this? I think I've been following Kramp on Facebook from the moment they joined."

Almost no quiz or question can appear on Kramp's Dutch Facebook page without Henk providing an answer within record time. From his extensive use of the Internet and quick responses, you'd expect him to be a young lad using a smartphone. "Haha, I do everything on the computer, and am I young? Well, I'm 46, but I feel a lot younger", says the owner of Loonbedrijf Hissink with a smile.

He believes it is important for companies such as Kramp to be active on social media. "Your average farmer looks up to Kramp. Social media like Facebook and YouTube makes contact easier. You also get to know a different side of the company, which I think is important. I think it would be a good idea if Kramp uploaded a video to YouTube showing and explaining the entire ordering process from start to finish. I think a lot of people would be interested in seeing this. It is important for companies to retain a relationship with their customers. Social media is one way of doing this and I think Kramp uses it to its advantage." ■



coming soon

facebook.com



Watch videos

youtube.co/
krampgroep

Stay up-to-date
twitter.com/
KrampGroup



View photos

google.com/+kramp

Packaging contributes to sustainable entrepreneurship

Often the wrong impression

Packaging often has a negative image: it is discarded on the side of the road, it pollutes the environment and is only good for throwing away. Nevertheless, there is another, sustainable, side to packaging. It provides protection, helps preserve products, makes them transportable and is, in many cases, recyclable. In this first edition of 'Ask the Expert', we talk to Léon Arends, packaging expert at Kramp.

Does packaging deserve its negative image?

No, and it's a shame that many people have the wrong idea about packaging. We adhere to European directives, which means that packaging must at all times comply with three requirements. It must be consistent with the product, so no small pin in a large box, it must largely be recyclable and must not contain heavy metals such as chromium or lead. At Kramp, we closely monitor our packaging to ensure it meets these requirements. If possible, we will go one step further. We have also included these requirements in our Code of Conduct that we send to suppliers.

For paper packaging you can use old paper, but plastic remains plastic...

True but what many people don't realise is that the raw material used to produce plastic is a by-product from the production of fuel. Unfortunately, it is still old CO₂ that we use. Fortunately, however, there are developments in Bio Plastics that I am closely following as a packaging technologist. In addition, plastic is also largely recyclable, and we are currently busy researching whether we can produce our blister packs from polyester instead of PVC. Polyester is very suitable for recycling; just think of the soft drink bottles or fleece jumpers you see in the shops.

Are there any other developments that help protect the environment?

Absolutely. In the past, high quality paper used to be used as padding, which was a shame of course. We now use 100% recycled paper. Another good example is our red return trays that we use in some of our countries, and within Kramp itself, we have been separating waste materials for some time now.

Can customers put forward suggestions?

Yes, please. We will give every suggestion we receive serious consideration. At the moment, we are working on a resealable packaging for quick-closing connectors. We decided to do this after one of our customers requested it during a discussion.

So packaging plays an important role within sustainable entrepreneurship?

Together with our customers and suppliers, we are constantly concerned with People, Planet and Profit. We are an innovative company and want to lead the way when it comes to new developments. Packaging is an ideal advertisement for our company. ■

Léon Arends is an expert in the field of packaging. "We always try to find a sustainable solution"

STAY INFORMED
#asktheexpert



In search of a win-win situation with suppliers and customers

Kramp takes the path of sustainability

Sustainability. It may sound like a trend or a passing fad to many, but the decision to operate sustainably is nevertheless a logical step. Sustainability is much more than just looking at the environmental aspects.

Concern for our environment does indeed play an important role, but sustainable entrepreneurship is more than that. To put it simply, sustainable entrepreneurship (or corporate social responsibility) consists of three Ps: People, Planet and Profit. An ideal situation is created when these three Ps overlap. Kramp has made a conscious decision to commit to sustainable entrepreneurship. Although we were already conducting many aspects of our business in a sustainable manner, our priority now is to draw up

points for improvement and consult with our suppliers regarding further collaboration. "This could be through the exchange of information, thinking about packaging, or streamlining production. All kinds of aspects with which a win-win situation can be achieved", explains Gerrit Cazemier. As Category Manager, he is closely involved in sustainable business practices at Kramp. He gives us an example: "Take the way in which products are packed. If we can improve this, it would result in fewer packaging materials, less space required for

transporting and subsequently lower transport costs. This in turn would lead to savings for suppliers and customers and, because it requires less transport, it also benefits the environment." Gerrit notes that the world is changing, that there is an increased demand for sustainable products. "And even then we are still active in a fairly conservative market. On the other hand, if we look at the farmers, they have been adopting sustainable practices for years. Partly due to legislation, farmers have to pay close attention to issues such as fertilisers, and even organic farming has made considerable progress. In that respect, this is something we can learn from. We operate in a market that is still mainly reactive; changes are implemented after new rules have been laid down. We should be able to work more proactively."

Kramp has written a Suppliers Code of Conduct and will be adopting a 'best practice' with a number of suppliers. In this way, we will try to make agreements with suppliers, keeping the three Ps in mind. This means due consideration of staff and the environment, without losing sight of profit. We will continue to focus on sustainable entrepreneurship in the next few editions of Focus ■



Johan Kramp worked as a bicycle mechanic before moving into agricultural machinery.



In the beginning, to solve storage issues, Johan Kramp rented the garage at a local hotel in Varsseveld.



At the end of a long day, Johan Kramp travelled in his Volkswagen to visit suppliers and replenish stock.



deal was struck and Kramp became the owner of a complete inventory of parts for side mowers. He then travelled to the manufacturers of the parts in Germany, where he also purchased the remaining stock. He built a 27m² warehouse behind his house on Doetinchemseweg 81, from where he sold and delivered the parts. By this time, Kramp was married and he worked day and night to put bread on the table. It was several years later when Kramp took on his first employee, Hendrik Essink. In the years that followed, the workforce gradually expanded to four employees. In the mid fifties, this parts dealer from Varsseveld brought out his own catalogue, which he had put together with his own hands. The booklet was more than just a list of part numbers. The technical drawings and cross-sections, accompanied by a clear explanation, made it easy for customers to order the right parts.

This was the time when the tractor was on the rise and agricultural mechanisation was developing rapidly. More and more forges no longer confined themselves to shoeing horses and selling horse-drawn machinery. The demand for tractors and farm machinery was increasing and the pioneering Kramp took advantage of this. The warehouse had to be extended several times as, slowly but surely, the fledgling company transformed into a promising business. But this didn't all just fall into Kramp's lap. Looking back on this time, he would later reveal the blacksmith's secret: "Business success depends on four things: luck, hard work, hard work and hard work".





Gopart grease

Running smoothly

Gopart multi-purpose grease is a natural coloured, lithium-saponified grease based on mineral oil. Suitable for greasing roller and guide bearings, as a multi-purpose grease for motor vehicles, construction machines and agricultural equipment.

Technical information





- Water-repellent, multi purpose grease 2 with lithium grease for universal lubrication
- For roller and guide bearings.
- Melting point approx. 190°C.
- Temperature range: -35°C to +120°C.
NLGI Class: K 2 K-30.
Mineral oil: 87.9%
- Density: 0.9



30400GP

Score



	Quality	Different temperatures	Service life	Fit on other grease guns	Recommended?
 <p>Adrie Provoost Gebr. Westrate BV (NL)</p>	Good	Good	Good	Yes, as far as I know.	Yes, we do already. We sell these Gopart cartridges alongside another brand.
 <p>Tom Bigwood Bigwoods (UK)</p>	Good. I give it a 9.	Good. And it works fine at low temperatures.	Good	Yes, it works effectively on other grease guns. No problem.	Definitely
 <p>Charlie Gentilleau Charlie Loisirs Motorculture (F)</p>	High quality. It is durable and a good price for the quality it offers.	It performs well at different temperatures.	It is very durable.	No problem. Neither my customers nor I myself have ever had any problems with it.	Yes, I can recommend it to anyone for professional use on a daily basis.
 <p>Carsten Gangelhoff Johannes Terhart GmBH (D)</p>	The quality is great and it is easy to use.	Fine in general, although it is a bit thin when temperatures are high in summer.	Yes, we haven't encountered any problems with it as yet.	Yes, and that's a great advantage. Gopart grease is multipurpose.	Yes, based on our experience I can recommend it to anyone.

Kramp - the perfect tractor specialist

Need parts for a tractor?

Then look no further, you can easily find any part you need in Kramp's webshop. In the last few months, a team of specialists has been busy creating a database.



Parts in webshop

John Deere: 3,500 products
Case: 3,000 products
New Holland: 2,500 products

As a result of these efforts, you can now order a complete product range for a model from one place. It's that easy. You no longer have to visit different suppliers to find parts. Kramp supplies all the parts you need.

Andy Sapwell is the OEM Database Manager and responsible for the project. He is convinced that the database will make it much easier for customers to order parts. He gives the following example: "Let's say you need a pump for a particular tractor model number. If you search for this part by name or original part number, you will either find the original part or otherwise a suitable alternative."

The database has already been filled for a number of

tractor brands, such as John Deere, Case, New Holland and will soon be filled for Steyr. The finishing touches are being added for two other manufacturers. Andy continues: "We go one step further than just a complete product range for tractors. We also have items for forestry and horticulture and for harvesters."

A team of nine people from Kramp in the Netherlands, Germany and the UK is working full-time on the project.

"We are putting a lot of energy into it", says Andy. "Our aim is to make it as easy as possible for our customers.

You will find all the parts in one webshop, which makes searching quick and convenient." ■



Hargrave Agriculture Ltd

Success means never resting on your laurels....

David Hargrave, Managing Director and his son, Jeremy opened Hargrave Agriculture in 1997, with a wealth of knowledge and experience in the Agricultural market. What started as a small independent business has now grown into a large bright and welcoming retail area with huge potential. David has always been in the agricultural environment, he was raised on a farm, went to agriculture engineering college and spent his apprenticeship at an agricultural engineers. He lives locally and not only knows the area, but the market inside out. He has become a well-known face in his local area.

The business has doubled in size over the last year from a small unit which David and Jeremy started on their own, to a brand new retail environment which they acquired in June 2013, now with a total of 8 staff. Berni Abbott, Retail Shop Manager and Janine Evans, Account Manager, were instrumental in supporting them from planning to building the racking within their retail shop and create a workable and customer focused environment. The main business focuses on the sale of Agricultural spare parts and accessories for Tractor and Machinery, clothing, tools, with a big part of their turnover coming from the sale of oil and paints, which they sell in large volumes. 8 years ago they invested in a computerised paint mixing machine and this has become an extremely beneficial asset to the business. With the expansion into new premises, they have seen an increase in foot-flow through the door and customers have welcomed the new environment with its friendly banter. "Feedback has been positive, customers enjoy visiting us." says David. "There is a warm welcoming feeling when you enter the shop and everyone is on a first name basis." he

adds. Turnover has increased considerably over the last year since the installation of the retail shop, and they have found that they have attracted a wider range of customers. The counter is set within the centre of the retail area and because of its central focal point, there are plenty of cross-selling opportunities.

Products ordered daily from Kramp include electric fencing, cleaning products, hydraulic components, wearing parts, consumables, bolts and nuts, rat bait and electrics. Since the opening of the new shop in 2013, Hargrave Agriculture have now extended their product offering, including a range of Toys, which are clearly displayed on the shelves. They use Kramp as a "One Stop Shop". They can place orders throughout the day on the web shop knowing that delivery will be the following day. "The extensive web shop allows us to browse all the products." says David.

The relationship with Kramp has gradually developed over the years, from when the business was formally known as Ashurst. The priorities for David are the service levels he receives. He finds the staff easy to deal with and the range of products exactly what he needs. "Kramp are always looking at ways to expand and develop the product range for their customers, we see them as a very forward thinking company, with an easy online order system and new web shop structure" adds David. He and Jeremy have a good relationship with Janine and are looking forward to working with Emma Bailey (who has joined the customer specialist team), and will be Hargrave's point of contact in the office, strengthening the bond further.

The future looks bright....They will not rest on their laurels, they realise to stay ahead in business they need to look at future development and not become complacent. Expanding Hargrave Agriculture and increasing the number of staff is



Janine Evans, Account Manager with David Hargrave.

key to make the business an even bigger success. They are eager to develop their electric fencing business, but quickly add that they do not intend to keep all their eggs in one basket.

Norman Heffer, in his role as Sales Manager has been with Hargrave for over 10 years, quite a testament to any business these days. His main role is to sell parts to the existing customer base and develop new customer relations. His product knowledge and commitment to customer satisfaction is a very important part of the company's success. With this in mind, they are keen to expand their range, to develop more business in their trading area. Delivery is important to Hargrave's customers and with this in mind another van has been added to the fleet to enable them to give a better delivery service. Time is money, so if delivering reduces the amount of down time, this is an attribute worth keeping. Hargrave Agriculture has the right mix for success. They have a good team, who provide a complete service to customers. The showroom has been designed to be welcoming and friendly and they have a business partnership with Kramp which means they have support in achieving this success.



The expansion into new premises has helped increase turnover.

■ *Charlie places an order through the Kramp website.*





Stephen Falcus, Account Manager



Stephen lives in Wolsingham in Weardale, a traditional agricultural village set in County Durham. He has been married to Kirsty for 7 years, and has a son James who is nearly 6.

Work History

I have spent 23 years within the retail motor trade in sales and management, took a year out to train and work as a dry stone waller with Northumberland National Park and then became a field officer for the CLA before taking a position with a G. Gardiner and Son, a Weardale agricultural engineers and also Kramp customer. Most recently, I worked for specialist fertiliser company Nutrifertil before joining Kramp UK in July of last year. I have a wealth of experience in sales and customer services, I always put the customer first, do not like to let them down and enjoy building long term relationships, qualities which I believe make me ideal for my role with Kramp.

Hobbies

Since the age of 18, I have been playing and appreciating music in some way or another. For the past 15 years, country music has taken my interest and I currently play the guitar, mandolin and banjo for a band called "Root'n Toot'n", and have performed all over the UK and Europe. My other interests include cycling, running, walking or anything that involves the outdoors.

This year.....

I am planning to do the Edinburgh marathon in 2014....
Watch this space!



Chris Linford, OE Account Manager

Chris joined Kramp back in 2010, as an OE Hydraulics Product Specialist but last year took a natural step into the OE Account Management team, where he looks after the Midlands, the north of England and Scotland.

Work History

My previous experience includes 5 years working as an Agricultural Engineer, servicing anything from a lawn mower to a combine, welding, fabricating and general repairs, so I am comfortable being out on the road and meeting people. I have extensive knowledge of the field, understand the demands and pressures of the end user and the impact of seasonal changes.

Hobbies:

I don't have a lot of spare time, as I help out with the family vegetable business alongside my grandad, in the local village of Everton. I enjoy clay pigeon shooting with my uncle at weekends and I cycle once a week. Last year I completed the London to Cambridge bike ride with some of my Kramp colleagues to raise money for Breakthrough Cancer and also the London to Brighton.

This year....

This year I am taking a trip to Thailand with my girlfriend and in May, off to Las Vegas for a friend's stag do. I have never gambled before, so it could be make or break time. Maybe a trip around the world.....?

Kramp Academy – by dealers for dealers, have your say

Kramp Academy has been created for customers by providing training that has been requested by customers. We are now looking to expand the number of courses on offer for the 2014/2015 season and we would like to hear from you.

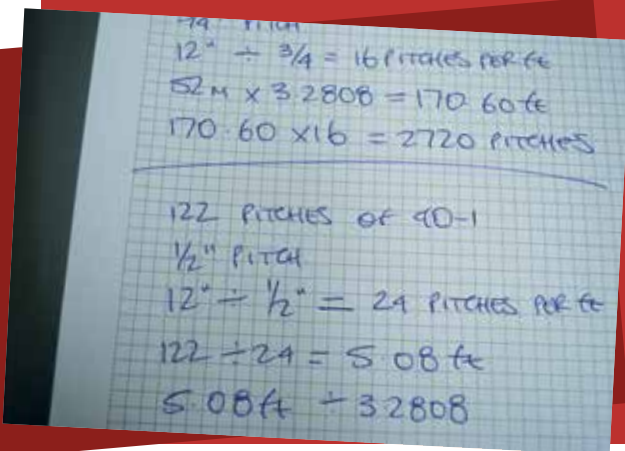
We would like you to suggest products you struggle to identify or sell or perhaps training that you have been unable to find elsewhere in the marketplace. It could be identification of bearings or it could be parts marketing. Whether the training is technical or commercial Kramp Academy can provide it.

To make a suggestion simply email Richard Kendrick kendrick.richard@kramp.com and he will be able to discuss your requirements.

Identify the Equation.

This photo shows an equation from a Kramp Academy course. Can you identify it?

If you can then let us know, email your answer to Richard Kendrick and one lucky person could win a free place on this course in 2014/2015 for your company!



Kramp Academy in your own words

Here are some examples of the feedback (given anonymously) that we have received on our feedback forms from the 2013/2014 season.

Introduction to PTO: "The course was very informative for all levels, well presented and clear."

Swaging, Hoses and Fittings: "Very good Instructor!"

Retail Sales and Merchandising: "The course was very well thought out and the presenter was very knowledgeable. Overall very informative and enjoyable."

Ploughing and Cultivation: "Very good overall view to see parts and the effect of wear. Very impressed."

Gears, Belts, Drives and Chain: "Great Course, great instructors, very detailed - Brilliant!"

Purchasing and Stock Management: "Very clear and well presented - a good course."

Sprayer parts identification: "Breaks a complicated subject down into a much easier to understand format, applies logic to identification of parts."



R C Boreham's 50th Year Open Day

When? 5th June 2014

Where? Woodfield Farm, Pleshey, Chelmsford, Essex, CM3 1HU

R C Boreham are celebrating their 50th year in business at Woodfield Farm where they offer a complete service to the agricultural industry including: New and Used Tractor and Machinery Sales, Repairs, Parts, Hire, Transport and Contract Farming. To celebrate they're holding an Open Day where you can expect to see a full complement of their business with product and representatives from Merlo, McCormick, Polaris, Sumo, Deutz-Fahr, Kramp UK and many more...Keep an eye on www.rcboreham.co.uk for further information.



Doe Show - February 2014

The 2014 Does show proved to be as popular as in recent years, with a higher than usual attendance. There was plenty of interest in all the new product ranges and the Kramp stand was busier than usual. Highlights for Kramp were in the Action Can, Britax battery beacon and Hytek products.

2014 Collings Brothers Show, Abbotsley

This years Collings Brothers show takes place on the 16th April 2014, at Abbotsley, Cambs. Kramp will there with a display of current products, including the latest camera systems. For more information on the show and about Collings Brothers, visit <http://www.collingsbrothers.co.uk/>.



LAMMA 2014

For the 2014 LAMMA moved to its new home at the East of England showground in Peterborough. This year saw a record attendance of 45,000 visitors over two days. Congratulations to **Richard Larrington Trailers** and **Garford Machinery** both of whom won awards for innovative engineering solutions on their products.

Numbers - App

This app is designed for both iPhone and iPad
• £6.99

Numbers is the most innovative spreadsheet app ever designed for a mobile device. Created exclusively for iPad, iPhone and iPod touch, Numbers includes support for Multi-Touch gestures and Smart Zoom so you can create powerful spreadsheets using just your fingers.





NEW TOY STORE FOR R TINCKNELL

R Tincknell & Son in Somerset have had great success selling farm toys from their Wells Country Store over the past few years. Last year they decided to take it a step further by opening a toy store in the nearby Clark Outlet Village in Street. So far the shop has proved very successful and is causing quite a stir amongst the local toddlers!



R Tincknell & Son



St Patricks Day - 17th March 2014

Saint Patrick's Day has come to be associated with everything Irish: anything green and gold, shamrocks and luck. Most importantly, to those who celebrate its intended meaning, St. Patrick's Day is a traditional day for spiritual renewal and offering prayers for missionaries worldwide. With the exception of restaurants and pubs, almost all businesses close on March 17th. Being a religious holiday as well, many Irish attend mass, before the serious celebrating begins.

Farmstar Show

The Farmstar show is one of the first in the annual calendar, and this year the rain and snow held off, which encouraged farmers to visit. There were lots of second hand machinery on offer and feedback was positive about the current agricultural situation.

KM Parts Devizes Open Day 2013

To celebrate the launch of their new specialism in sprayer parts, KM parts held an open day on November the 14th. On display were a huge range of both Sprayer and Tillage parts and accessories. In attendance was Kramp Sprayer Specialist John Handbury, as well as an experienced agronomist to answer any questions. The day was well attended and proved to be a great success.



PPE

Whether you are in the combine harvester, mucking out the cows, spreading fertiliser or in the workshop finishing vital repairs, you need clothing that will protect you while still being comfortable and looking good.

The new range of work wear from Kramp does all this and more. Kramp overalls have already gathered a strong reputation for being well made and comfortable to wear and are equally stylish. Standard features include multiple pockets, extra reinforcement to the knees, a range of colours to choose from and resistance to weld and spatter.

These great new products are also coupled with the other benefits of ordering from Kramp. Not only are the products of the best quality but we also offer super fast delivery and super easy ordering through our webshop. Plus we also have a team of technical experts just a phone call away when you need that extra support.



The Kramp workwear is designed to be tough and durable to cope with most working environments. Now the workwear has extended its range to include vital summer clothing including shorts and t-shirts to help you keep cool in the warm weather but still maintaining the comfort and versatility.

Visit www.kramp.com or call **Kramp UK** on **01767 602602** for further information or to speak to one of our product specialists.



Real Ale What is real ale?

In the early 1970s CAMRA coined the term 'real ale' to make it easy for people to differentiate between the bland processed beers being pushed by the big brewers and the traditional beers whose very existence was under threat.

Many pubs and brewers use the term to describe their beers, but, just to keep you confused, they are also called cask beers, cask-conditioned ales or even real beer! In the pub the huge majority of real ales are served using traditional hand-pulls, rather than through modern fonts, but there are some exceptions to this. Real ales may also be served direct from the cask, often called gravity dispense.

What makes real ale 'real'?

Real ale is a natural product brewed using traditional ingredients and left to mature in the cask (container) from which it is served in the pub through a process called secondary fermentation. It is this process which makes real ale unique amongst beers and develops the wonderful tastes and aromas which processed beers can never provide.

Source: <http://www.camra.org.uk>



Great British Beer Festival

Venue - London, Olympia

Date - 12th - 16th August 2014

Tickets available - April/May 2014

For a copy of the CAMRA's Good Beer Guide visit, https://shop.camra.org.uk/product.php?id_product=183

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4	8				6			
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NEW SUDOKU

The objective is to fill the 9 x 9 grid with digits so that each column, row and each 3 x 3 sub grid contains all of the digits from 1 to 9.

Take this opportunity to enter the NEW Sudoku puzzle and you could win a **John Deere ride-on tractor with loader and trailer** courtesy of Kramp UK. All you need to do is complete the Sudoku and fax it back to us on **01767 602620**.



Closing date for entries is the **26th May 2014**. No purchase is necessary. The winner will be drawn from the correct entries at random. The editor's decision is final – no correspondence will be entered into or phone call taken. No cash alternative is offered. Kramp reserves the right to substitute the prize for an alternative prize if necessary. The winner's company name will be published in the next edition of FOCUS. The competition is open to Kramp customers only.

Competition Winner FOCUS No. 4

Congratulations to the Big Bale Company (South) Ltd who wins 24 bottles of beer and 2 mini casks, courtesy of Brecon Brewery.

COLOPHON

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A man with short brown hair, wearing a grey V-neck sweater over a light blue collared shirt, is smiling and looking towards the camera. He is holding a black tablet computer in his left hand and a small black device in his right hand. The background is a hardware store with various tools hanging on a wall and shelves of products.

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