

Kramp Customer Magazine

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A LOOK BEHIND THE SCENES

**THE FASTEST WAY FROM
A TO... YOUR COMPANY.**

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Investing in satisfied customers



To make things easier for you, we select a number of suppliers based on what you need and we maintain stock levels to provide you with a comprehensive range of products. That gives you the advantage of a single supplier where you can go to for virtually everything you need. You order via the Webshop and your order is delivered the next day.

That all sounds very simple but, as you will read in the cover story, it requires quite a lot of work behind the scenes. In recent years, Kramp has invested heavily and has seen significant developments. We constructed a completely new warehouse in France which opened last year, and in previous years we built new premises in Germany and Russia. We also made significant investments in IT and mechanisation.

These central warehouses distinguish us from other market players, who operate using just one central warehouse. We are closer to our customers, we are able to deliver more quickly and, in terms of our stock, we are less reliant on any one warehouse. Our warehouses are virtually linked, making products available quickly and easily in all countries.

Further investment will continue in the coming years. Our sales are increasing and, accordingly, so is the volume of products we have in stock for you. After all, our aim is to continue to be able to deliver your order as quickly, effectively and seamlessly as possible.

Eddie Perdok,
Kramp Group CEO

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Crossword time





↑ Should something occasionally go wrong, it goes without saying that our Customer Service team will work with you to find the fastest solution.

If you have not received your order

We spring into action

Imagine that you order a box of brake cleaners via our Webshop. Despite what you're used to from us, the order isn't delivered the next day. That's very annoying but, as you know, mistakes can happen anywhere. As soon as we have received your failed delivery notification, we immediately do all we can to get the brake cleaner to you as quickly as possible.

Your customer specialist enters the complaint into a system that stores all customer and dispatch data. Next, the Customer Service team deals with these notifications as quickly as possible in priority order. All complaints we receive between 8am and 5pm are handled the same day so that they are resolved by the following day at the latest.

Tracing

First of all we check to see if our stock is accurate and whether the order was picked correctly. If nothing emerges there, we review the Tracking & Tracing systems of our transport companies. We check where things may have gone wrong using four scans. The first scan happens in-house once picking is finished and the shipping label has been created (pre-notification). The transport company does the second scan when taking the delivery out of the truck (hub scan). Then the order is sorted and eventually reaches the correct driver. At that point, the loading scan is performed. When the driver delivers your order to you, the final delivery scan is done. This information allows us to trace an order easily.

Free redelivery

It's possible that we made a picking mistake, but in this case it transpires that the box with the bottles of brake cleaner was damaged and is with the transport company. That's our fault, as the packaging was damaged. Not that this has any effect on what happens next, as, regardless of what the reasons might have been, when we receive a notification we always check whether we still have the relevant item in stock and we organise a free redelivery immediately. In short, your interests are our priority at all times.

..... www.kramp.com

CDN The Canadian tractor manufacturer Versatile has introduced a new series of wheeled tractors with outputs of 119, 213 and 228 kW (260, 290 and 310 hp respectively). They are powered by 9-litre, six-cylinder Cummins engines and have 16 + 9 full powershift transmissions.

UK Machinery Tractor sales have been struggling since November last year. January 2013 saw the sales steady, but as March ended sales struggled to reach the high levels of 2012. March is the most popular month for buying tractors.

F At SIMA, Deutz-Fahr unveiled its new 5 series. The lightest model in this series combines a four-cylinder, 100 hp engine with a continuously variable transmission. Case IH, New Holland and Steyr are now offering a CVT on their four-cylinder models of 110 hp and over.

F Massey Ferguson now has the most powerful four-cylinder diesel engine in an agricultural tractor. The top model 6616 Dyna-6 from the new 6600 series reaches an output of 136 kW (185 hp) including its boost. In terms of its transmission, the 6600 is also available with the Dyna-4 and the continuously variable Dyna-VT.

UK Case IH Profits from the auction sale of the special edition silver Magnum tractor will go to the new Prince's Countryside Emergency Relief Fund which is aiming to raise £1m to assist farmers who are struggling in the current financial climate.

F At SIMA, Michelin displayed its AxioBib 850/75R42, which is its largest tractor tyre to date. This IF (improved flexion) tyre is 2.32 metres tall and has a load capacity of up to 9.5 tonnes. It is suitable for tractors from 350 hp.

D Fendt receives a gold medal at Demopark for the roll cage on its 900 series. The cage can cope with 22 tonnes and was designed in collaboration with the Werner company. Visibility is unaffected by the cage.

NL John Deere's R952i trailer sprayer is the successor to its R900i series. It has a tank capacity of 5200 litres and the SolutionCommand filling system is standard, with adjustable agitation intensity. The axle of the R952i comes with suspension as standard.

B Beyne introduces its own spraying technology (including boom, suspension and pumps) based on a Mazotti self-propelled machine. The boom width is available from 24 to 42 metres with tank capacities of 4000 or 5000 litres. The Beyne is powered by a 175 kW (238 hp) six-cylinder Perkins engine.

NL The Rapide high-speed traffic version, which Schuitemaker built with Veldhuizen, is a goose-neck version and approved for speeds of up to 80 km/h. It features ABS and ESP. The neck sits on a 150mm ball above the rear axle of, for example, a JCB Fastrac or a Unimog.



Comfortable and functional
Quality work clothing

KRAMP From jackets, trousers and overalls to a large selection of shirts - Kramp now offers a wide range of quality work clothes. For cold days we can offer clothing such as fleeces, body warmers, jackets and much more. Kramp has specifically chosen work clothing that is extremely resilient and breathable including a specially designed cotton which uses a special weaving technique and is therefore particularly tear-resistant, while still being comfortable to wear. The close lying fibers within the canvas have wind-blocking properties, and the highest wearing comfort. Find your requirements in the web shop and search for "Kramp work clothes".

..... Visit www.kramp.com for further details.



Ultrasonic Cleaners from James
Cleaning made simple

These industrial cleaners are designed for the toughest of applications. The range is now 50% quieter, has improved functionality (degas, sweep, pulse) and is more efficient than ever before. Models 3D, 4D and 6D come with a built in heater, smart LCD screen display, stainless steel basket and lid, quick start memory and 2 years warranty, all as standard.

..... Contact Kramp on 01767 602614 for further details



More choice
Gopart PTO

Kramp UK have extended their range of Gopart PTO to meet market demands. As you know Gopart is now a recognised brand assuring a quality product at a great competitive price. Our range of Gopart PTO equipment is no different and now this range has been extended with exciting new products, you will be able to offer your customers a better choice and service.

..... Visit www.kramp.com for further details.

Hitachi
18V Power

HITACHI Inspire the Next Kramp have introduced two brand new products to the Hitachi range, the 18V Combi Drill and the 18V Impact Wrench (DV18DSDLJW and WR18DSDLJW). Both are suitable for light and heavy duty applications, have a fan cooled charger, carry case and also come with 2 x 4.0ah batteries.

..... Visit www.kramp.com for further details.



CN Last year, China's production value of 678 billion euro made it the largest machine manufacturer in the world. The US lies in second place with 330 billion euro, followed by Japan with 266 billion and Germany with 250 billion.

UK Weather Crisis As the warmer weather arrives, farmers are having to count the cost of livestock losses. The coldest winter for 51 years has left thousands unable to account for the loss of sheep flocks.

F The French Exel Group will take over Holmer, the German beet-harvester manufacturer, if the competition authority agrees. Exel already bought out Agrifac last year. Exel also incorporates harvester brands Herriau, Matrot and Moreau and sprayer brands Berthoud, Evrard, Hardi and Tecnomat.

F In 2012 Exel's turnover was 525 million euro. Holmer's turnover last year was 114 million euro. By taking over Holmer, which manufactured its 3000th harvester last year, Exel is now the largest player in the world in the beet-harvesting sector according to the man at the top, Guerric Ballu.

UK Potato Sales see 10% increase. Expenditure on fresh potatoes has grown by more than 10% year on year in the food service and retail markets.

NL The Dutch Federatie Agrotechniek has expressed its support for a single new trade fair for horticulture supplies and technology in 2014, following the cancellation of the Horti Fair. The Federatie is of the opinion that the Netherlands must position itself internationally, with a single trade fair for the entire sector.

NL Agricultural tractors in the Netherlands are to be given a registration number. The Dutch House of Representatives made this decision in response to a motion by the Dutch Labour Party MP Attje Kuiken. According to Kuiken, registration will lead to improved traffic safety and better competition.

NL 11.5% of arable farmers in the Netherlands want to invest in a tractor this year. Last year that percentage was 9.3%. 7.1% prefer to buy new ones; last year that was the case for 6.3% of the arable farmers surveyed.

EU Western European farmers and contractors bought almost 147,000 tractors last year, which was 2% less than in 2011. Sales fell the most in Belgium (-19.3%), followed by Italy (-17.5%), Luxembourg (-15.8%), Sweden (-15.6%), Portugal (-15.2%) and Spain (-13.8%).

F France saw its sales increase by 13% last year to 33,577 units. In Germany 36,500 tractors were sold, which is a slight increase compared to 2011. Germany and France jointly account for almost half of Western European tractor sales.

D For the first time in many years, the German market for compact tractors up to 29 kW/40 hp showed a sharp decline. The number of sales fell from 6149 in 2011 to 4787 last year, which is a decrease of 22%. By contrast, the 41-60 hp class increased by 7%, to 2704 units.

Soltron

Making fuel go further

Natural enzymes are crucial and are nature's most powerful catalyst. Soltron contains these natural enzymes, which makes it perfect for improving fuel efficiency and converting contaminated fuel. Enzymes will remove and clean the entire fuel delivery system from tank to injector, helping to improve lubricity and relieving the stress on the machinery caused by poor fuel quality. By using Bio fuel, bugs will go unnoticed, if not treated.



Reduce the need to replace your fuel filters and ensure your fuel is clean by using Soltron. Visit www.kramp.com and just search for "Soltron" for a full range of products.

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K80 Pick Up Hitches

Robust and durable design



New from Scharmueller the K80 Pick Up Hitches, designed specifically to allow significantly higher transport speeds. With 21 new hitches to suit various manufacturers, such as John Deere, CNH, SDF, Class and many more, the hitches will fit over 500 models of tractors. They are easy to maintain, retrofit to existing hitches and support the highest vertical loads and pulling forces.



..... For further information contact Kramp on 01767 602602 or visit the website www.kramp.com.

Kramp introduces Sauer-Danfoss VMP Series Orbital Motors

A New Quality Benchmark



The first V-Series orbital motor from Sauer-Danfoss is the VMP. Covering a displacement range of 50 to 315 cm³ and with a pressure capability up to 140 bar, the VMP offers the same space-saving and quality features as the Sauer-Danfoss O-Series orbital motors and is even lighter in weight. By focusing on hydraulic work functions in the medium-duty range, Sauer-Danfoss has given the VMP the necessary durability to last the lifetime of the overall machine. The result is an optimized motor that reduces the total cost of the entire hydraulic system.



Tailored To Medium-Duty Tasks

The VMP has been designed with less demanding or infrequent tasks in mind. That makes it of particular interest to manufacturers of seasonal machines, such as harvesters, and for medium-duty tasks, such as driving the conveyors on agricultural equipment.

..... Visit www.kramp.com for further details.



Sauer-Danfoss

Listening to the end customer is the key to innovation



Superior mobile hydraulic systems enable Sauer-Danfoss OEMs to effectively control all of a machine's functions. For over half a century, this Danish manufacturer has contributed to efficiency in industry sectors where rolling stock is used. Feedback from end users is key to their innovation and success.

At Sauer-Danfoss, just as at Kramp, quality and customer focused solutions are a top priority. We have been an official sales partner since 2009 and we have added this leading brand to our range for our customers. Three qualifications that describe Sauer-Danfoss very well are "technical, professional and always accessible". The company works closely with market partners such as Kramp in developing hydraulic solutions and electronic control systems. This means that products are perfectly tailored to end users' requirements and needs.

Interesting partner

Whether we're talking about basic vehicle steering or driving complex functions, Sauer-Danfoss has a readily available solution in its extensive product range. Sauer-Danfoss also has decades of experience and considerable expertise in various applications, enabling it to provide customised solutions. By listening carefully to their customers, the technical specialists at Sauer-Danfoss gain an understanding of the specific requirements. They then put together a customised solution using existing and new products. In doing so, they use the most up-to-date techniques for calculating, simulating, creating and testing new developments. This is why Sauer-Danfoss is an interesting partner for OEMs on a global scale.



← Sauer-Danfoss supplies items such as well known makes of piston pumps and engines (H1 series, 90 series, etc.); PVG proportional valves; examples of electronic products include the PLUS+1™ concept, displays and joysticks; steering components and orbit motors.



Merger

The company originated from three pioneering companies: Sundstrand from the United States, Sauer-Getriebe from Germany and Danfoss Fluid Power from Denmark. Over the years, Sauer and Sundstrand formed a joint venture, which merged with Danfoss Fluid Power in 2000. Nowadays Sauer-Danfoss is a division of Danfoss, one of the largest industrial companies in Denmark.

Top performance

To maintain its leading market position, Sauer-Danfoss regularly asks partners and employees for feedback. This resulted, for example, in the expansion and relocation of operations so that they were closer to customers. In addition, attracting new talent and programmes for good leadership also play an important part in the company's success, as does their ability to constantly adapt to new technical developments, market changes and new customer requirements. Or, as Sauer-Danfoss puts it: "This is how we create our own continuous learning environment and a strong incentive to think ahead and perform at our very best."

..... For more information, please visit www.sauer-danfoss.com

Price breaks :

Good for the environment and your wallet

Introducing price breaks allows us to offer you more savings because we can tailor your price better to your order volume. Not only is this better for your wallet, but it also benefits the environment. The price breaks are tailored to standard purchase packages, which removes the need to repackage products and cuts packaging waste. Because we deliver larger volumes, transport is also optimised. This means that we actively help to reduce CO₂ emissions.

As many as 2,000 items in the Webshop have price breaks. These items are easy to identify as they are marked with an orange nett price button.

Click on the orange N button to show the price breaks that are available. This is where you can choose the breaks that best suits your needs.



You can even consult the list with price breaks once the products are already in the shopping basket.

The orange button for the price breaks is now also available in your Favourites.

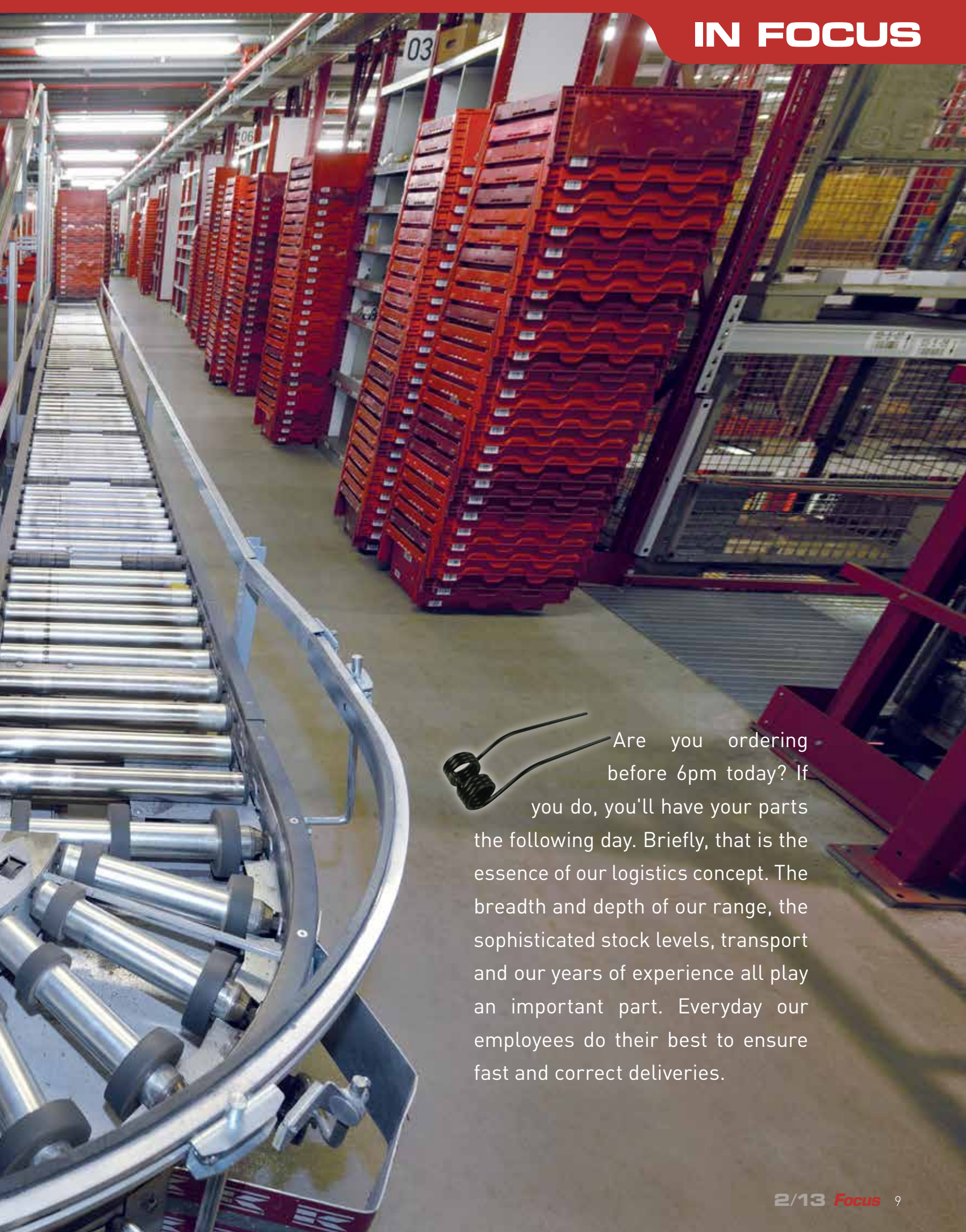


..... www.kramp.com



A look behind the scenes

The fastest way from A to... your company



Are you ordering before 6pm today? If you do, you'll have your parts the following day. Briefly, that is the essence of our logistics concept. The breadth and depth of our range, the sophisticated stock levels, transport and our years of experience all play an important part. Everyday our employees do their best to ensure fast and correct deliveries.

A fresh morning breeze blows through the open loading door into the hall as the forklift truck loads the last pallet into the back of the DHL truck. This takes place at the Fella production location in the German village of Feucht, just south of heavily industrialised Nuremberg. For over ninety years the company has specialised in everything to do with mowing and harvester machinery. The pallets hold large boxes containing rotary tines. The DHL driver closes the tailgate, gets behind the wheel and puts his clipboard with documents on the passenger seat. Not long afterwards, the truck drives off the premises.



Hot cakes

A few days previously... To maintain stock levels, a Kramp purchaser orders 600 rotary tines from Fella, as, now that the hay season is on its way again, rotary tines are flying out of the door like hot cakes. The purchaser already is aware of this through his years of experience, but the smart software that predicts demand also helps him. He is the first link in the entire system that ensures that the customer has the right tine on time.



On the rack

The loading team at our warehouse have just had their first coffee break when the DHL driver reports to one of the loading stations. While the pallets are unloaded, they are checked and registered using a hand scanner. Small goods go to the temporary storage area first, where they are

checked in order of priority and repackaged. These goods are transported to the correct locations in the warehouse via the conveyor, which runs through the company like a red thread.

The pallet with the Fella rotary tines is not repackaged and is sent straight to location LH-027-01 where it is placed on one of the many tall pallet racks. As a lot of these tines will be sold in the near future, a place has been reserved for them that is close to the conveyor. The Fella tines are now waiting for the journey to their final destination where they will be fitted to the tedder. That won't take long.



Security and peace

A glance at the clock in the office of the agricultural mechanisation company indicates that it is now ten past four. An employee places the order in Kramp's Webshop. There are five Fella rotary tines on the shopping list. Earlier that afternoon, one of the company's customers let them know that he wanted to come and collect his tedder the following day at around 1pm. Given that the parts will be delivered next day, there will still be enough time to fit the rotary tines. The employee sends the order with a click of the mouse.



Picking the order

A few moments later the order appears in our system. One of the employees uses an order sticker to link the order to a red shipping container. Scanners along the conveyor ensure that the container

KEY FIGURES

- Five central warehouses for good geographical coverage in Europe and Russia. If a customer in the Netherlands orders an item that is not in stock in Varsseveld, we can get the item delivered quickly from our warehouses in Strullendorf (Germany) or Poitiers (France).
- In total, these warehouses cover 72,000m², which amounts to over seven football fields.
- In Varsseveld we unload around 40 trailers on a daily basis.
- As a one-stop supplier and technical specialist, Kramp is a strategic partner to businesses in the agriculture, forest & grasscare, earth-moving and industrial sectors. Our wide product range comprises of 500,000 items, including products from well known names and our own brands.
- The tonnage per outbound trailer is between 6 and 22 tonnes.

automatically reaches the right places in the warehouse. While the latest hits are playing on the radio, one of the order pickers scans the sticker on the red container that has just arrived on the conveyor. The display on the hand scanner gives him the location in the relevant rack and the required quantities. He takes the five Fella rotary tines out of the large



During unloading, all incoming goods are checked and registered.



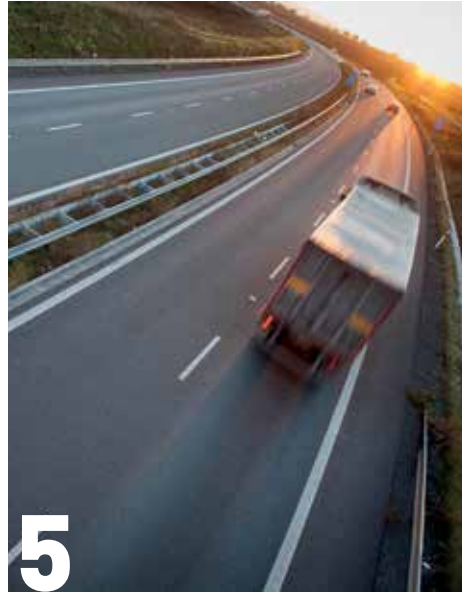
The order picker sees the exact quantity and the location of the rack on the screen of his hand scanner.



The five Fella rotary tines are placed in the red transport container.



4 Once the entire order has been picked, the items go to dispatch via the conveyor.



5 By using the TNT delivery service, our customers have their items the next day.



6 A new working day at the customer's premises... the technician can fit the Fella tines.

box on LH-027-01 and places them with the other items located nearby in the shipping container. Then the container proceeds to the next picking station. Once the entire order has been picked, the journey reaches its conclusion in dispatch.



Overnight delivery

In dispatch, the night shift has taken over from the day shift and the order for five rotary tines is prepared, along with all other orders, for overnight delivery. While the TNT driver has a chat by the coffee machine,

his truck is loaded up. All orders are then taken to TNT in Nieuwegein, where they are loaded onto delivery vans according to the sequence of the planned routes. The container with the Fella rotary tines is among one of the last deliveries that night.



New working day

One by one the fluorescent light bulbs in the dark workshop switch on. The warehouse clerk at the dealership walks through the hall to the area set up for goods receipt. As always, Kramp's order is ready and waiting. It's just before 7.30am and the technicians are having another cup of coffee in the canteen. The warehouse clerk checks the shipping container with the Fella tines and passes it to one of the technicians, who has arrived in the workshop. "Henk, that tedder is being collected at 1 o'clock. Please could you quickly fit these tines? The prospect of tropical temperatures means that everyone wants to make hay." Then he walks back to take the remaining parts out of the other shipping containers. A new working day has begun.

QUALITY CONTROL

Our process incorporates various measures to keep the error rate as low as possible.

- Random checks (on dispatches)
- Checking things off on the check lists
- 100% check for customers who have previously had an incorrect order
- Weighing scales in the conveyor which check the weight in a red shipping container
- Work with experienced loaders and drivers
- Good (internal) flow of information
- Analysing mistakes (structural or incidental?)
- Regularly assessing process and optimising where possible





The Royal Shows

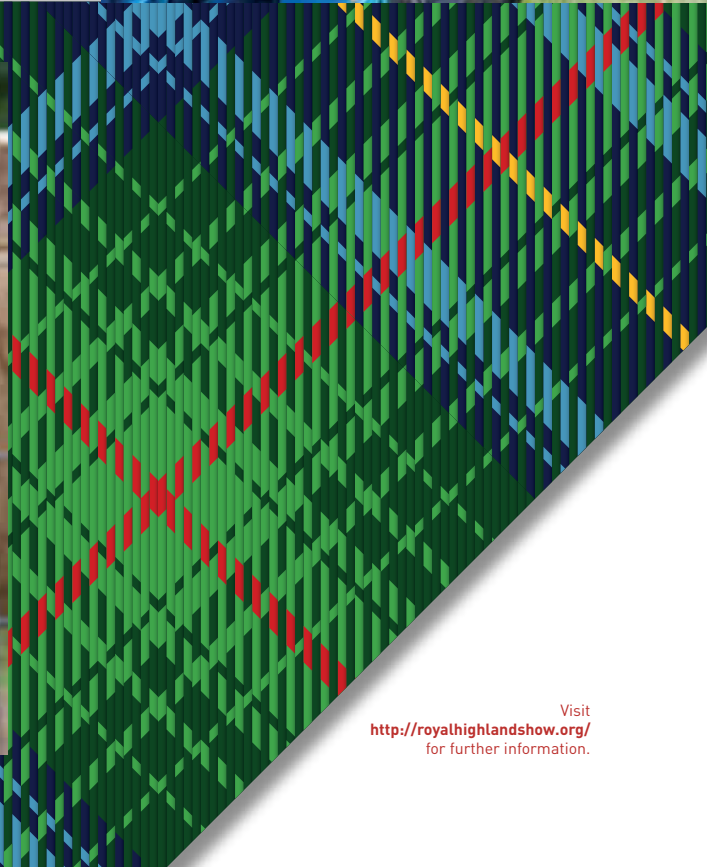
Royal Highland Show

The Royal Highland Show takes place on 20th – 23rd June at the Edinburgh showground. There is plenty of entertainment for all the family, whether you like music, shopping, getting up close to the animals, or tasting some of the culinary delights from the food hall.

There is a wide selection to entertain you, music song and dance everywhere you turn. This year all visitors can see some great up and coming music talent. If you take the children along there is always plenty to keep them occupied. They can get close to the animals, ride on a tractor, get their hands dirty with lots of creative things to try and do and watch the live demonstrations in the central arena.

Considered the "Greatest Show on Earth", this is also the Scotland's best agricultural show, with plenty of machinery, livestock and associated services on show for all to see. And with more emphasis on renewable energy, the show is showcasing many of the new technologies which help to maintain our homes and businesses.

Tickets on the gate cost £25 for an adult but kids go FREE. **Check out earlybird prices on the website.**



Visit
<http://royalhighlandshow.org/>
for further information.



The Royal Shows

The Royal Welsh Show



At the end of July, The Royal Welsh Show takes place at the Llanellwedd showground in Builth Wells. Attended by over 200,000 visitors, it claims to be the biggest and best-attended event of its kind in Europe.

Attractions this year include, The Portuguese School of Equestrian Art, Kangaroo Kids, Pony Club and Royal Welsh Mounted Games. The competition schedule includes Cattle, Pigs and Goats, Horses, Sheep and Angora Goat Fleece. As always, the Countryside Care Area, which is always a popular venue for visitors. Anyone looking for information or advice on their future plans or environmental issues, are recommended to visit this area. With renewable energy the topic of conversation farmers and landowners will find all the answers to their questions. There is plenty to do for all the family, so make sure you get your tickets in advance and save a few pounds. Prices at the gate are £23 for an Adult and £5 for children (5 - 16yrs).



..... For further information visit <http://www.rwas.co.uk/en/welsh-show/>.

Dark clouds only masking a bright future for farming

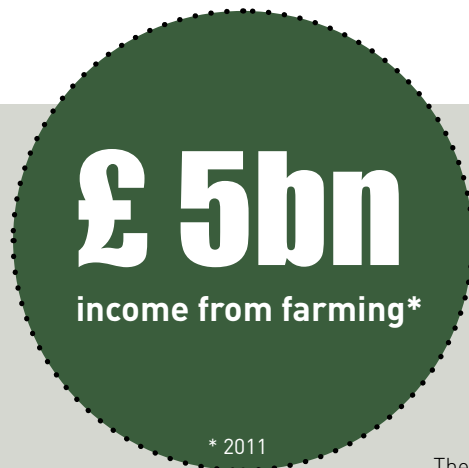
In a new regular feature for Focus, NFU President, Peter Kendall looks at the state of farming in the UK market



The last five years has been a rough ride for the economy, with Britain experiencing the deepest recession and weakest recovery for 100 years. Yet in contrast to many other sectors, farming performed strongly through the recession. The stats speak for themselves. Farm profitability was at its highest level since the 90s and total income from farming in 2011 climbed to just over £5bn – much higher than the £2bn a decade earlier; agriculture’s contribution to the economy reached £8.84billion in 2011, its highest level since 1996; farm output was up nearly 50% between 2007 and 2011; and the industry has been creating more jobs than ever before, increasing 2.1%, when other sectors were laying people off. All of that was also triggering increased confidence in the industry – perhaps to the highest levels in a generation.

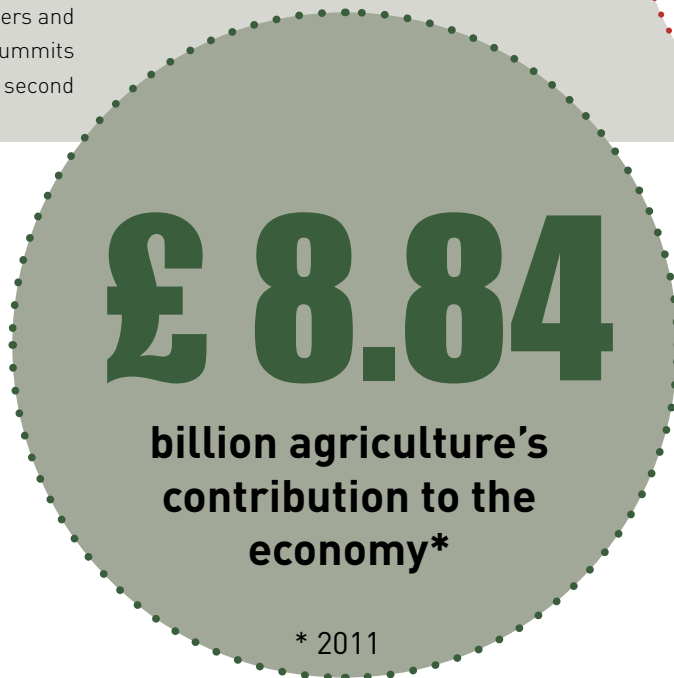
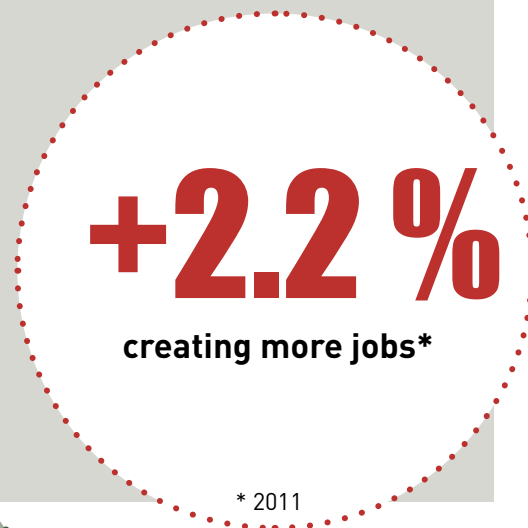
This had a particularly strong impact on businesses supplying agriculture too, and particularly the machinery sector. Overall, farmers’ nett expenditure on machinery and equipment on a per hectare basis doubled between 2005 and 2011, according to data from Defra’s Farm Business Survey.

However, a lot has changed in the last 15 months. The agricultural landscape feels a great deal different and there is only one reason – the weather. Twelve months ago, parts of the UK were under drought orders and the NFU was taking part in drought summits in Westminster. That gave way to the second



wettest year on record for the UK, and the dullest summer since the 1980s. The wet weather has continued to be an issue into 2013 – we can add the coldest March in over 50 years to the list of record-breaking weather events. This has resulted in the lowest wheat yields since the 1980s with significant quality issues, and our smallest wheat crop since 2001; the smallest British potato crop since 1976; rising feed bills and much more. Collectively, it’s hit the bottom line of farming. We estimate that the wet weather in 2012 cost farming £1.3billion. And that’s before the devastating loss of livestock caused by the unseasonal snow and the generally slow start to spring that has impacted grass growth and crop development.

The weather means that short-term challenges remain, yet it’s important to remember the positives. We still have to feed a global population that is growing and getting more prosperous, global availability of additional farmland is limited, and commodity prices have shifted to markedly higher levels over the past five years. These are the factors that will determine the fortunes of the agri-food sector in the long-term and see farmer confidence return in the long term.



← **NFU President, Peter Kendall** was recently re-elected for a fourth term in 2012. He farms 620 acres of mixed arable in Eyeworth, Bedfordshire in conjunction with his brother, Richard.



← Collings Brothers Ltd Founded in May 1930 by Norman, Gordon and Gerard Collings.

Collings Brothers Ltd

Local Case dealer based at Abbotsley and Chatteris

Collings Brothers were founded in May 1930 as an agricultural engineering firm by three brothers, Norman, Gordon and Gerald Collings. Peter Millard and Tony Fincham are now the current directors, and Peter has been based locally for the last 16 years and Tony for 11. With a total of 27 staff across the Abbotsley and Chatteris depots the main business focusses on agriculture, horticulture and servicing Case combines, quad tracks and tractors. Previously they have been a Nuffield, Leyland, Marshall, and Deutz dealer. Changing to Case IH since 1991, other main franchises include brands such as Husqvarna, Merlo, Simba, Great Plains and Horsch.

For 5 years they have become the sole importer for the Soucy Track system, which is built and designed in Canada. The Soucy Track claims to save time, economise fuel consumption, provide efficient power control and assist with navigation. The track can be fitted to virtually any make or model of tractor, such as Case IH, John Deere, New Holland, Fendt,

Massey Ferguson and Claas. Fitted by Collings Brothers, and dealing with customers as far as Scotland, this can be a good 3 day all round trip to fit this all weather system

Ian Ashton joined Collings Brothers in July 1972, as an apprentice in the workshop. He then spent 2 years as a fitter eventually becoming the Group Parts Manager. He works with Kramp daily and his relationship with Andy Ward, Account Manager, has gone from strength to strength. "The relationship with Kramp has never been better" says Ian. I work regularly with both Andy and the Product Specialists in the office and we have a great rapport. They deliver a first class service, are always on hand and eager to help and we even get involved with their staff training". Kramp often calls on Collings Brothers for their help with hands-on training at their local depot for new staff, and with Kramp Academy now up and running, they have assisted with lending Tractors and Spraying equipment for this purpose.



We have built up a strong relationship with Kramp over the years and dealing with Kramp has made business simpler. With the guaranteed next day delivery and excellent service levels, they really are our "one-stop" shop.

Ian adds, "I can always rely on Kramp. We don't have many warranty claims, but when we do, Kramp are always helpful. I find them very obliging and helpful and they always find an amicable solution. They suggest new product ranges to offer our customers and keep us updated with new services offered by Kramp".

With the volume and size of the product mix Collings Brothers are able to offer, their showroom is becoming quite full. Once a pioneer Kramp shop in the early days, Collings Brothers are keen to bring things into the 21st century and are looking closely at revamping their shop some time towards the end of the year to incorporate a more diverse range and quality of product from the Kramp range.

So what else does the future hold for Collings Brothers? It's simple: they want to reduce the number of suppliers they work with. This not only simplifies things, it saves time and reduces the amount of paperwork and admin required. The need to work more effectively and more efficiently is what will make their business develop and grow.

↓ **Soucy Track**

Built and designed in Canada, Collings Brothers Ltd are the sole importer.



For further information visit www.collingsbrothers.co.uk

Janine Evans

Account Manager



↑ **Janine Evans**
Account Manager



Janine joined Kramp in February this year. For her, Kramp are a forward thinking company, with the ambition and direction she was seeking since she began working within the agriculture market 5 years ago. Prior to this Janine's experience was as an Executive Recruiter in the Building Products industry.

Having emigrated from New Zealand with her husband David in 1998 they settled in Lincolnshire 6 years ago (David is based at RAF Waddington). Lincolnshire is where they plan to lay their roots and they are currently looking to buy a house in the area – one with room to house their 'baby' a 1972 Ford Falcon Coupe, which they bought 3 years ago. The car is already road worthy, but is still a "work in progress", it's been a great investment for those sunny days.

Janine has a passion for travel although these days her and her husband prefer to plan road trips a bit closer to home in the UK and throughout Europe. Janine's other passion is supporting the local Greyhound charity where her and David help out when they can.

Robert Skipp

Account Manager



↑ **Robert Skipp**
Account Manager



Rob has always lived around his local village of Raglan, in Monmouthshire, Wales, so visiting Kramp UK at the sales and distribution centre in Biggleswade means an early start. His career has predominately been with a New Holland dealership where he started as a storeman, became the parts manager, then after-sales manager and then on the road as a sales rep.

He joined Kramp in February this year because Kramp are a progressive and forward thinking company. With his parts background, he knew he would be a natural fit and he adds a wealth of experience and added value to our existing team.

He is married to Emma and together they have Oliver who is 2. In the past Rob has completed several triathlons, he is very much the outdoors type and rides his mountain bike over the local hills and mountains. In 2010 he raced across Scotland within 2 days, just for the "hell of it" (biking, running and kayaking). He completed 109 miles in 12 hours. Some achievement!

Rob travelled around Australia after he left school, but returned home after 6 months when he ran out of money. He's visited various countries including Egypt, Russia and Barbados, but quickly added this last visit was on a cricket tour, and when asked he was coy about the number of runs scored.

In the future Rob would like to experience places such as New Zealand and once his son is a little older, he and Emma plan to do exactly that.

Steven Barnfather

Account Manager



↑ **Steven Barnfather**
Account Manager



Steven joined us back in February this year having worked in the Groundcare industry for the past 20 years. Steven has worked for companies such as Ransomes, SGM Hire and more recently, Carrs Billington. He has also tried his hand at security working for the corporate side of Newcastle United, looking after the players and executives of the club. He claims it was long hours and relatively little trouble, so spent his days dreaming of playing for Newcastle.

He has been married to Lesley for 8 years and has 2 daughters and a stepson, who currently still lives at home. As a youngster, he practised Karate and is the proud owner of a black belt. Although he doesn't actively train any longer, it did come in handy in the days of the security business. As part of a team, Steven raised £11k for an Alzheimers charity by running in the Great North Run. He also played football to a decent standard, hence the attraction to play for a premiership club.

When asked what he felt he could bring to Kramp, it was easy to see that his experience, his sheer grit and determination would be his strengths. He is clearly a people person and from our brief conversation, he likes to chat, so a natural communicator can be added to the list.

His one immediate aspiration is to have a successful career with Kramp.

Ian Seaton

Account Manager



↑ **Ian Seaton**
Account Manager



Ian is the youngest of 7 children (3 boys and 4 girls), and his work experience shows he has never rested on his laurels. He started in the construction and agricultural industries as a parts manager until 2008 and then joined CNH in parts business development until he left to join Kramp earlier this year. He lives with his partner, has 2 girls, Alicia and Penny and a "cheese-loving" cat called Cairo.

When Ian decided it was time to look for a new challenge he made it his mission to find a way to join Kramp. He admired Kramp's presence and ability to react quickly within the market so he was delighted when he was informed about a Kramp vacancy by an employment consultant.

Ian is certainly the outdoor type, his hobbies include mountain biking across the North Yorkshire moors and gliding at his two local clubs, to which his daughter has recently joined. He is currently training for his pilots licence at Humberside airport and whilst he says it's a great experience, it's a very slow-going process.

He has travelled to places such as Malaysia, Thailand and the Middle East and whilst Antarctica and the Galapagos islands are on his "to do" list, the appeal of being an Astronaut (an ambition since an early age) is much more appealing.

Are you ready for Kramp Academy 2013?

New Courses Announced for 2013

Kramp Academy – the training programme from Kramp, is ready to launch for the 2013 season. There has already been a massive surge of interest in the Academy and places are likely to sell quickly.

This year's prospectus sees a number of changes to the courses on the Academy. There are a number of new courses (see box) aimed at providing help in improving your day-to-day business. Each of these courses has been created in response to recommendations from dealers. This means the training is relevant and necessary to your business. Kramp Academy offers you and your employees a head start in becoming more competitive by improving your understanding of both technical and commercial subjects.

The Academy begins in Scotland with the PTO identification course at SRUC near Edinburgh on 22nd October 2013. A full list of the dates and a detailed description of all of our courses will be in the brochure due out next month and also available through the Kramp Academy portal in the webshop.

Booking a Kramp Academy course couldn't be easier, simply click on the Kramp Academy link then head to the page with the courses listed. From here you can register online. Kramp it's that easy

..... For further information visit www.kramp.com

New Courses

A Complete Introduction to Tillage

- Introduction to ploughing and cultivation methods
- Knowing how to supply the right parts to the customer
- The tillage season and the best ways to stock tillage parts
- Identifying the key characteristics of wear
- A study of major machinery types and the parts related to each
- Identification and part numbering techniques
- Understanding warranty and the effects of soil on wear

Purchasing – Managing Stock

- Understand how stock can affect profitability and service levels of your business
- Understand the principles of forecasting, planning and controlling stock
- Carry out effective negotiations
- Understanding stock turn
- Buffer stocks and reducing stock levels



Rickerby 2013 Show

Kramp UK were present at the yearly Rickerby show which took place in March. The show was heralded a great success.



The East of England Show

The East of England Show takes place between the 5th and 7th July 2013. This Livestock show is for beef cattle and sheep exhibitors with a range of breed classes and championships. For further details visit <http://www.eastofengland.org.uk/>.



Follow Farmer's Weekly on Twitter:

Farmers Weekly @FarmersWeekly
Farmers Weekly magazine and website - through the eyes of its content editor Isabel Davies.

<http://www.fwi.co.uk>. Check it out!

KRAMP RAS training:

Don't forget to ask for your case number to keep track of your enquiries with Kramp.

We are delivering system training to all staff from the MD to the warehouse, in all areas of our business to improve communication and traceability for our customers. We have trained 50% and will be at 90% by the end of April. Part of our continuous improvement plan. Kramp It's that Easy.



British Grand Prix 2013

The 2013 Formula 1 British Grand Prix takes place at Silverstone between 28th - 30th June. This is a popular event and tickets sell out quickly. Further information can be found on the website or by calling 0844 3728 300. <http://www.silverstone.co.uk/events/2013-Formula-1-British-Grand-Prix/>



NEXT Formula 1 Grand Prix – Nurburgring, Germany 5th – 7th July 2013

2013 Rugby World League Cup

The first World cup game kicks off at the Millenium Stadium, Cardiff on Saturday 26th October between Australia and England. For further information and details of fixtures visit <http://www.rlwc2013.com/>.



Top Tips from the Kramp team – try one today

Let us help you. Try something new today. Our dedicated team here at Kramp have put together some great ideas for you. Why not give one a go?

Timing

Don't wait for your customers to contact you – why not contact and help them prepare for the season ahead.

Quick Reference

Create quick reference sheets so you have all relevant information to hand, Use these as a reminder to cross sell, i.e people buying welders need wire, masks etc. Help grow your business.

Weather

Don't overstock. With Kramp's large warehouse, you can be reactive without stocking high volumes. Don't get caught out when the weather changes.

New Products

Have open days for small groups when new products are introduced. Invite customers interested in these products to come and "try them". Small but successful.



How well do you know your customers?

Get to know your customers. If they know you they will buy from you. Build good relationships and keep in contact

Market Day Madness

If you have a local market, why not offer coffee and cake to customers to get them in-store. Make it seasonal, at Xmas offer a mince pie.

Is there a popular tractor in your area?

Build branded service kits for tractors, so you can offer a "one-stop shop" solution to your customers.

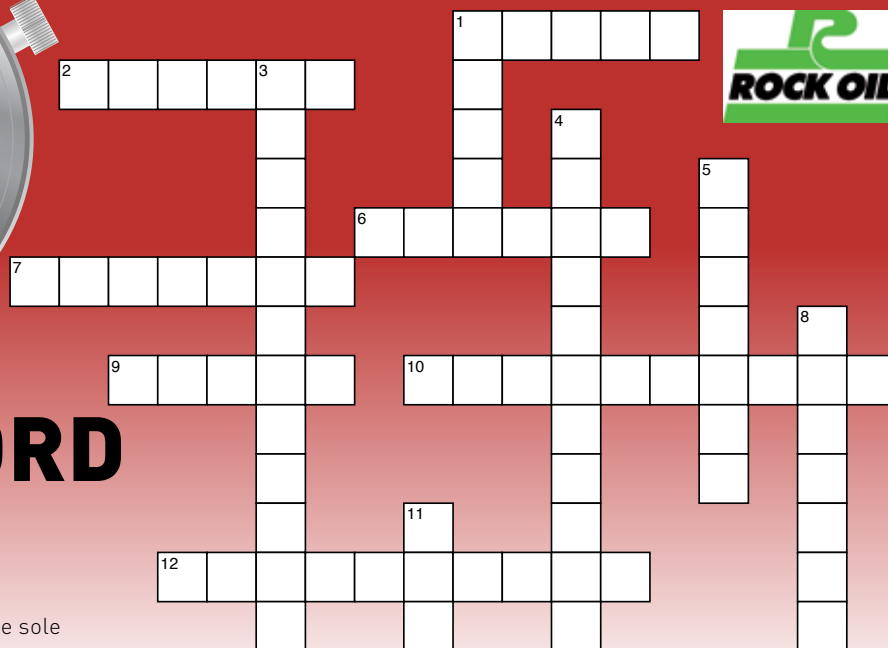
Be tactile

Introduce "hands-on" areas for toys and power tools so your customers spend more time in your store.

If you try one, let us know. Did it work? Did it boost your sales? Why not share it with us. You can send us your comments through the feedback button on the website.

Kramp. Its that Easy.

www.kramp.com



CROSSWORD TIME

ACROSS

- 1 (5) Collings Brothers are the sole importer for which track?
- 2 (6) Ian's cat loves this!
- 6 (6) Kramp's competitively priced brand.
- 7 (7) NFU President, Peter _____.
- 9 (5,7) and 5 Down World class provider of mobile hydraulics for the agri market.
- 10 (10) Industrial cleaners from James.
- 12 (10) New Kramp Academy course for managing stock.

DOWN

- 1 (5) Robert _____, one of our Account Managers!
- 3 (12) Kramp's warehouse in Germany.
- 4 (11) The next Grand Prix takes place in _____, Germany.
- 5 See 9 Across
- 8 (7) Their motto is "Inspire thenext".
- 11 (3) The month Collings Brothers was founded!

Take this opportunity to enter the Crossword competition and you could win tickets to the British Superbike Championships 2013, courtesy of Rock Oil. All you have to do is complete the crossword and fax it back to us on 01767 602620.

Closing date for entries is 31st July 2013. No purchase 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.

www.kramp.com

COLOPHON

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Congratulations

The competition winner is:

Lloyd Ltd
Myers Lane
Penrith
Cumbria
CA11 9DP



Congratulations to Lloyd Ltd who win 2 tickets to the British Superbike Championships 2013, courtesy of Facom.

