

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



Cooperation is the key to success

Cooperation always has been and always will be a foundation of Kramp's business and an integral part of our DNA. We are convinced that we can achieve a lot more by working closer with our suppliers and customers.

This philosophy was already evident back in the 1960s when E.J. Perdok and Johan Kramp decided to join forces. Despite the fact that their two companies were geographically far apart, the two entrepreneurs soon realised that much more could be achieved by working together as opposed to competing against each other. This same philosophy remains very much in tact to this day.

We are constantly looking to start new partnerships. We collaborate with tractor manufacturers, our suppliers and with you, the customer, as much as possible. By working together as partners, we can create a win-win situation for everyone.

By continuing to work on our service, web shop and product range, we can also provide a simple and efficient platform on which you can order the right components. This service can be passed on to your customers, ensuring a positive result for everyone involved.

In this way, we want to be a steady and strong partner you can count on at all times.

Eddie Perdok,
CEO Kramp Group

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Mositure Meters
Wile 78 "Crusher"



The Wile 78 Crusher (Part No. 7000780GB) was first launched in the UK in 2012. Special features include:

- Specially coated long life grinding teeth
- Measurement results in 20 seconds
- +/- 0.5% reading accuracy in controlled conditions
- Automatic temperature compensation

Widely tested in challenging conditions, The Wile 78 Crusher is a must have. For a full range of wile products visit www.kramp.com.



Bearings from Kramp
Bearings for all applications

KRAMP Kramp has a wide range of bearings available, suitable for every agricultural application. Whether you are looking for a high quality bearing from Schaeffler with the INA / FAG brand, engineered to withstand constant vibration and shocks or the Kramp price-fighter from Gopart,



a bearing built for the budget conscious buyer. INA/FAG and Gopart bearings can be easily added to your order in our one stop webshop.



Rexnord Chain
High performance



With Rexnord you are guaranteed a high performance chain which is corrosion protected, wear resistant and adheres to all environmental standards but yet still provides you with an optimum performance. Specially selected high performance steels ensure a longer service life.



For further details, visit www.kramp.com.

New
Competitive pricing with Gopart PTO

Kramp UK have an extended range of Gopart PTO to meet end user demands. Gopart is now a recognised brand assuring a quality product at a great competitive price.



Promotional Gifts
Order promotional gifts with your company logo

The Kramp promotional gift webshop is now live. The webshop is a one-stop shop for giveaway items and you can purchase pens, mugs, umbrellas and much much more. All items can be branded with your business details or logo and the order is invoiced to your Kramp account in the normal way. Visit www.kramp.com for more details.





Sprayer Parts Replace your Sprayer Parts easily with Kramp

Whether it's out of season maintenance or a breakdown situation, Kramp is THE source for replacement parts for your sprayer. A full range of parts and accessories for market leading brands, including Hypro, Arag, Teejet and Lechler are available for delivery on a next day basis. If you're looking for brand specific technical products or general maintenance products such as sprayer tube, oil, beacons or lamps, Kramp can help. It's that easy.

Visit www.kramp.com for further information.

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Gopart grinding discs Common diameters added to range

gopart[®] *work smart* This new series of European manufactured grinding wheels are universally applicable to metal, stainless steel as well as on non-ferrous materials, have a long service life and fast cutting, and thus an excellent price performance ratio. The discs are OSA certified.

Visit www.kramp.com for further details



High quality Easifix crop lifter

The new Kramp Easyfix crop lifters, made out of durable plastic 'Robalon', are hard-wearing, long lasting and robust to combat wear from tough conditions and impacts. A compact design with an optimised angle of uplift creates a smooth and effective crop flow. The latest generation of plastic lifter with hardened metal tip weighs about 50% less than comparable products made of steel. The expected lifetime of the plastic lifter is significantly higher than the steel equivalent. The crop lifters can be mounted in a few seconds. No tools or extra parts are required. The Easyfix is available in the KRAMP webshop in two versions: **Part No. RLP054466KR** Schumacher cutting system (similar to ASK 100) and **Part No. RLP071538KR** for decks with cast iron fingers (similar to ASK 121/127).

NEW

Hella A shining example

Hella and Kramp have worked together for a number of years on developing new initiatives in the world of agriculture. LED is one of the new products they have made major advances in. The service life of an LED lights is around 60,000 hours, which is 130 times as long as a halogen light. To find which Hella products are available, just type Hella in the search box on our website.



Frank Baart, Industrial Division European Marketing Manager

Gates, global supplier of belts

With 14,000 employees around the world, spread across some thirty production sites, the international group Gates is a key player in the equipment market for various industries.

A global company of American origin, Gates celebrated its 100th anniversary in 2011. Since inception, its headquarters have been located in Denver, Colorado. It wasn't until 1963 that the group began its deployment into Europe. 2013 was therefore the perfect opportunity to celebrate the 50th anniversary of Gates's arrival on the European continent.

A manufacturer striving for no less than the best

Gates' business activity focuses on the manufacture of three broad product groups: rubber and polyurethane belts, hydraulic, industrial and engine hoses, and metal pipes. The Gates Group places quality and reliability at the heart of its strategy and is recognised on the international market for its proven expertise and advanced innovation policy. In fact, thanks to its very powerful Research & Development department, which has six research centres around the world (three in Asia, two in North America and one in Europe), the group continuously focuses on possibilities for innovation (products and materials) and effectively anticipates new client requirements.

In the Industrial Division, Gates regularly launches new products, which are valued for their quality, but also for their full compliance with hydraulic division safety standards.

A global presence

Gates has production plants all around the world, including North America, South America, Asia and Australia. The most recent investments were channelled into Asia, and the group's most recent plant was constructed in Turkey. The European headquarters were set up in Belgium, which was selected thanks to its strategic position at the heart of the continent. In Europe, there are production plants in Scotland, France, Poland, the Czech Republic, Spain, the United Kingdom and Turkey. As you would expect, there are also several sales offices throughout Europe, in Italy,



and hoses



Germany, Russia, Turkey etc., in order to optimise marketing. Gates is represented by 30 countries in total, either in terms of manufacturing or marketing (plants and outlets). The group works directly with manufacturers for original products, and also with distributors and retailers.

Gates entrusts its delivery service to Kramp

For years, Gates have been providing Kramp with belts for tractors and other agricultural machinery. If Gates had to name a flaw in its logistical organisation, it would be its ability to distribute its products to the end customer. The partnership with Kramp stems from Gates' desire to collaborate with an expert partner in logistics.

Gates and Kramp are strengthening their partnership, and since the 1st October 2013, this has been carried out in particular through new agreements regarding the addition of the hydraulic connector range. Previously, Gates' involvement in the agricultural market was limited to providing products to manufacturers of agricultural equipment, such as Claas, Fendt, John Deere, AGCO, CNH etc. as well as to dealers. This new agreement between Kramp and Gates will therefore allow Gates to improve its sales volume and delivery reliability. By extending the Kramp services continuous improvement policy, Gates will be able to increase the already high level of satisfaction among its customers.

In this way, Gates is breaking into the French market. In the future, the group also hopes to penetrate the European market, a market in which Kramp is very well positioned. *"Kramp is also a company that can provide high quality technical support to its dealers. For its customers, Kramp is therefore a guarantee of professionalism and high quality thanks to its established expertise in the agricultural market. This is a great opportunity for Gates to work in close collaboration with Kramp"*, says Frank Baart, Industrial Division European Marketing Manager at Gates. ■



New techniques are now being tested such as remote sensing. These technologies can work faster and more efficiently.

Remote controlled helicopters and airplanes will play a major role in future agricultural businesses. They are currently being tested in several European countries.



New technologies make agriculture more efficient

Drones fly into the world of agriculture

The agricultural sector is often described as conservative — but time and time again, it manages to prove that the opposite is actually true, and the last few years have seen huge technological advances in this sector.



In Europe, a study focusing on combating weeds automatically is currently underway. Small planes or helicopters (drones) fly over a field, identify weeds from the air and automatically send a signal to a weeding robot on the ground. In response, that robot sets to work clearing the weeds, with no human involvement. It will probably be a few years yet before this scenario becomes a reality in fields across Europe, but the technology is already showing great promise. At present, the use of drones is still limited, but cameras and sensors on agricultural vehicles are becoming commonplace.

Peter de Haan, Product Group Manager at Kramp, sets out the major benefits. "If you want to be truly effective, you need these new technologies. By the time the human eye detects problems with a crop, the damage has already been done. By using sensors and measuring equipment, potential problems can be tackled early on". And this is an approach that pays off: "The emergence of new sensors, used in combination with GPS, allows you to determine exactly when and how much weedkiller, pesticide or fertiliser should be sprayed and scattered".

Mechanical progress is essential if the agricultural sector is to get maximum benefit from the new opportunities that this technology opens up. The Arag electric shut-off nozzle valve is an example of this progress, and just one of the many supplied by Kramp. With this invention, the Italian manufacturer has enabled each nozzle to be switched on and off separately using GPS. "This solution increases flexibility", explains Peter. "A user can now choose the speed at which the land is worked and how →



The use of remote controlled airplanes or helicopters has many advantages. They fly below the clouds, and can be rapidly deployed. Data can be available very quickly after flight.



Recordings from the air can be very beneficial for farmers. Many use satellite, but due to cloud cover, this will affect the data available. Therefore, unmanned, remote controlled airplanes or helicopters are becoming the preferred choice.

→ much product to spray. The farmer is no longer limited to 20% more or 20% less, but can set spraying volumes anywhere on a spectrum from very low to very high".

Remote sensing

It is in this context that remote sensing comes into play. Remote sensing is a way to obtain information on crops through data collection and analysis, without the instrument coming into direct contact with the crop. Over the past few years, remote sensing has increasingly been used to optimise agriculture at field level, using optical sensors that show variation in the crop. Variables such as the amount of water in the ground and the level of nitrogen can be measured accurately using this method, and combining sensors with software and GPS makes it possible to determine exactly how much weedkiller, pesticide or fertiliser to spray and when to spray it. Almost all aspects of the cultivation process can be improved using remote sensing. By accurately analysing the collected data, fertilisation, plant protection, tillage, sowing and planting can be carried out much more effectively, saving time and money. However, data is required to achieve this saving.



For Drones, there are still a few things which need to be addressed in terms of regulation.

However, in Germany, France and the UK, the rules are fairly straight forward, unfortunately this is not the case in the Netherlands where stricter rules are applied.

Drones

Maps made from the air provide a wealth of valuable information. The ground temperature, biomass and any nutrient deficiencies can be determined quickly — to name just three of the many plus points. Satellites and aircraft currently supply most agricultural data, but these methods have their disadvantages: using an aircraft is expensive and a satellite is unable to see through clouds. For these reasons, tests with drones are currently being carried out in several European countries. These remote-controlled helicopters or planes, also known as 'unmanned aerial vehicles' or UAVs, are relatively cheap to use and are not hindered by clouds.

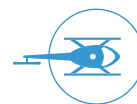
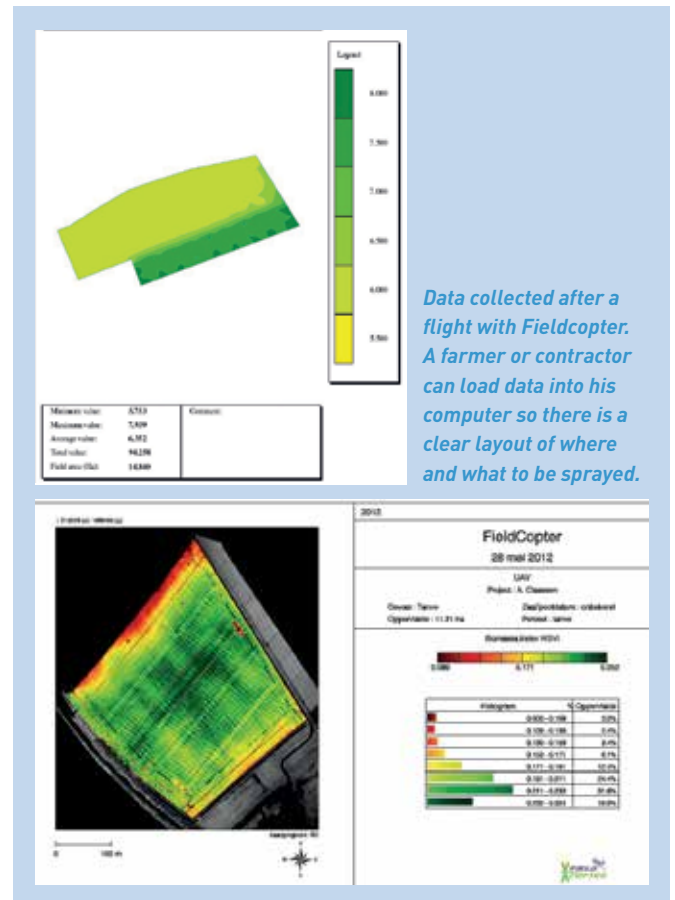


Tamme van der Wal of AeroVision B.V. is working on a project to use drones in agriculture. He is involved in a consortium made up of Dutch, Belgian and Spanish members. "The use of remote-controlled planes or helicopters has numerous advantages. Obviously you avoid the problems with clouds that affect satellites, but speed is also a big advantage. Ideally, a farmer would be able to call us in the morning, we would fly in the afternoon and a day later the farmer would have access to the data".

However, this ideal situation is still a long way off, according to Van der Wal. "What we have now is a situation where legislation is lagging behind what is actually technically possible, and legislation also varies from country to country. The UK and France are in the lead with this technology and the legislation surrounding it. Germany is also much more flexible, but in the Netherlands it's still a difficult field". In the Netherlands, anyone who wants to fly a remote-controlled helicopter or aircraft commercially has to submit

a flight plan, and the pilot must be certified. Van der Wal outlines the issue: "These rules are based on flying in places that are densely populated, like residential areas. But we fly over potato and wheat fields".

Alongside legislation, there are a number of other factors that will be key to the success of this flying tool. Progress in the mechanisation sector is essential, as it is only possible to benefit from drones and the data they provide if the information can be put to good use on land, for example in variable dosage, as Peter de Haan mentioned. It will be at least five to six years before this practice becomes commonplace.



In order to make best use of these new opportunities, steps must also be made on the mechanical side. Kramp supplies electrical shut-off valves from Arag, and with this addition it is possible with the help of GPS, to turn off and on each valve separately. "This increases the flexibility considerably", explains Peter de Haan



Kramp Group annual report **Stronger together**

The warm start to 2014 is a sharp contrast to last year's cool beginnings. Over the first four months of the year, our companies performed well above budget. The Kramp Group is on course to increase its turnover to over EUR 670 million for 2014 overall, as set out in the budget.

2013 was a special year for Kramp and Grene. In August, the companies announced that they would be joining forces to become the Kramp Group, and by November the merger was official. The partnership puts the Group in a strong position with a great outlook for the future. The Kramp Group is now active across Europe and is the clear market leader among technical wholesalers in the agricultural sector.

2013 annual report

The annual report for the Kramp Group is now complete. The turnover of the Kramp Group rose by EUR 27 million in 2013, from EUR 589 million to EUR 616 million, which equates to an increase of 4.6%. Considering the conditions in which we were operating in 2013, we are pleased with this result. You can read the full annual report at www.kramp.com.

Trends

Downward trend in tractor sales looks set to continue

In recent years, France had maintained a positive trend in its tractor sales. While many other European countries experienced a decline, a sharp one in some cases, the number of tractors sold in France rose significantly in 2011, 2012 and 2013. However, this trend now

French sales rose by almost 25% in 2011, over 12% in 2012 and by some 14% in 2013. However, the first figures for 2014 show a different picture. January's sales reached just 37% of the figure reached last year and February saw a 25% drop. It therefore seems very unlikely that the positive figures of the last three years will be matched in 2014.

The UK is showing rather different signs. Although sales figures in the UK have been in the red for the last two years, a turnaround is expected to occur in 2014. April shows an improvement of 4.1%, which means a 5% increase over the remaining year is easily within reach. Prospects in the Netherlands are also looking more positive. In 2012, tractor sales went down by around 6%, and this drop continued in 2013, albeit to a lesser extent. The first of this year's results (for January) showed a cautious increase.

The figures in Germany remained virtually unchanged in 2013, with sales volumes falling by less than 0.1%. A drop is expected in 2014. The German engineering association VDMA expects tractor sales to fall by 5%.

If we look at Europe as a whole, it was only in France, Denmark, Spain and Norway where tractor sales were higher in 2013 than in 2012. All other countries in Europe experienced a drop. Despite a slight recovery in some countries, this downward trend looks set to continue in 2014. ■



Forecast shows slight decrease

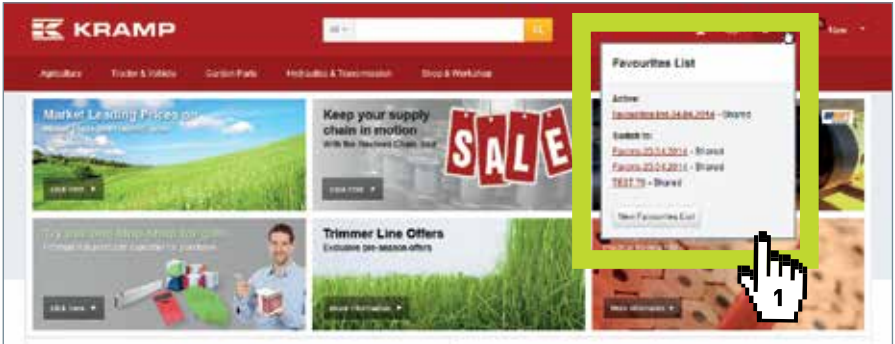
Improvement overview Webshop becomes even easier and clearer to use

Choosing where, when and how your order is delivered, an order summary showing the status of your orders, and a clear breakdown of your shipping costs. Kramp is working hard to provide customers with more choice in a clearly structured way.

1 A team at Kramp is currently working on implementing these features in the webshop and developing many other improvements too. These features will be introduced in phases over the next few months, which will give you time to get used to the changes and will allow us to be certain that everything is working as it should. The first improvements you will notice in the webshop involve the ordering process and your order summary.

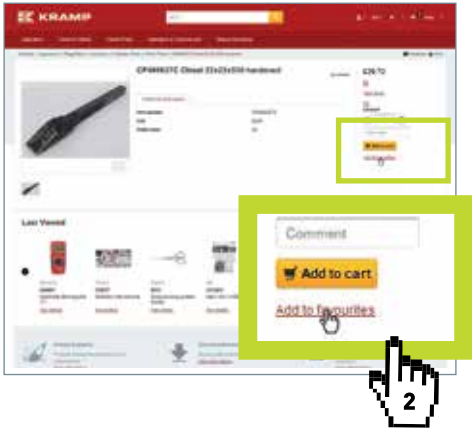
2 **Ordering process** From now on, your basket will show exactly what your shipping charges will be for the selected address. You will also see how much you still need to order to qualify for free delivery. If you have various delivery addresses, you can specify a default delivery address.

3 **Order** In the initial phase, the main change you will see relates to the ordering process and order

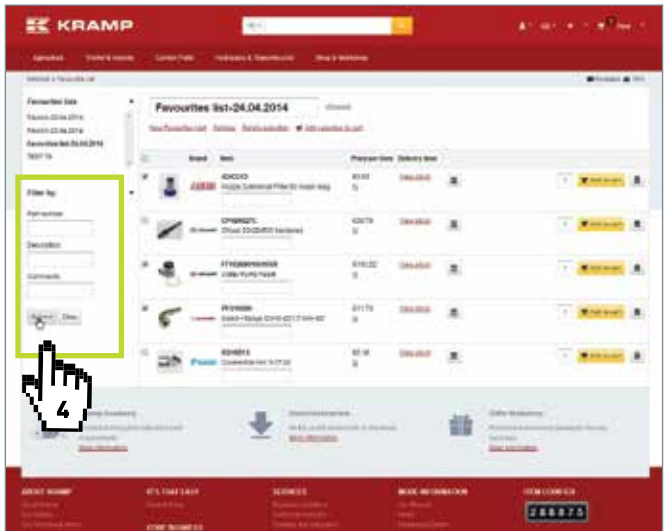
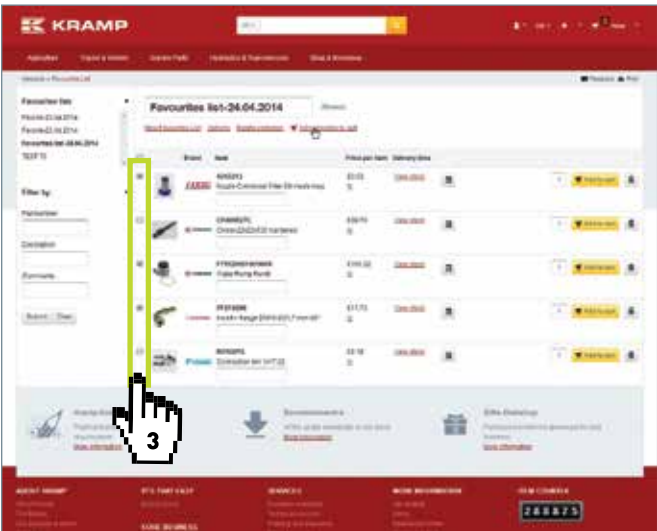


history. Soon you will be able to find all of the information about your current and previous orders in one place, along with a full delivery summary.

4 Omitting superfluous information allows you to see what the status of your order is at a glance (in processing, dispatched, delivered or cancelled). In addition, you will also be able to see when an order was placed and which products have yet to be delivered from the various orders arranged by date. In short, you will have an up-to-date



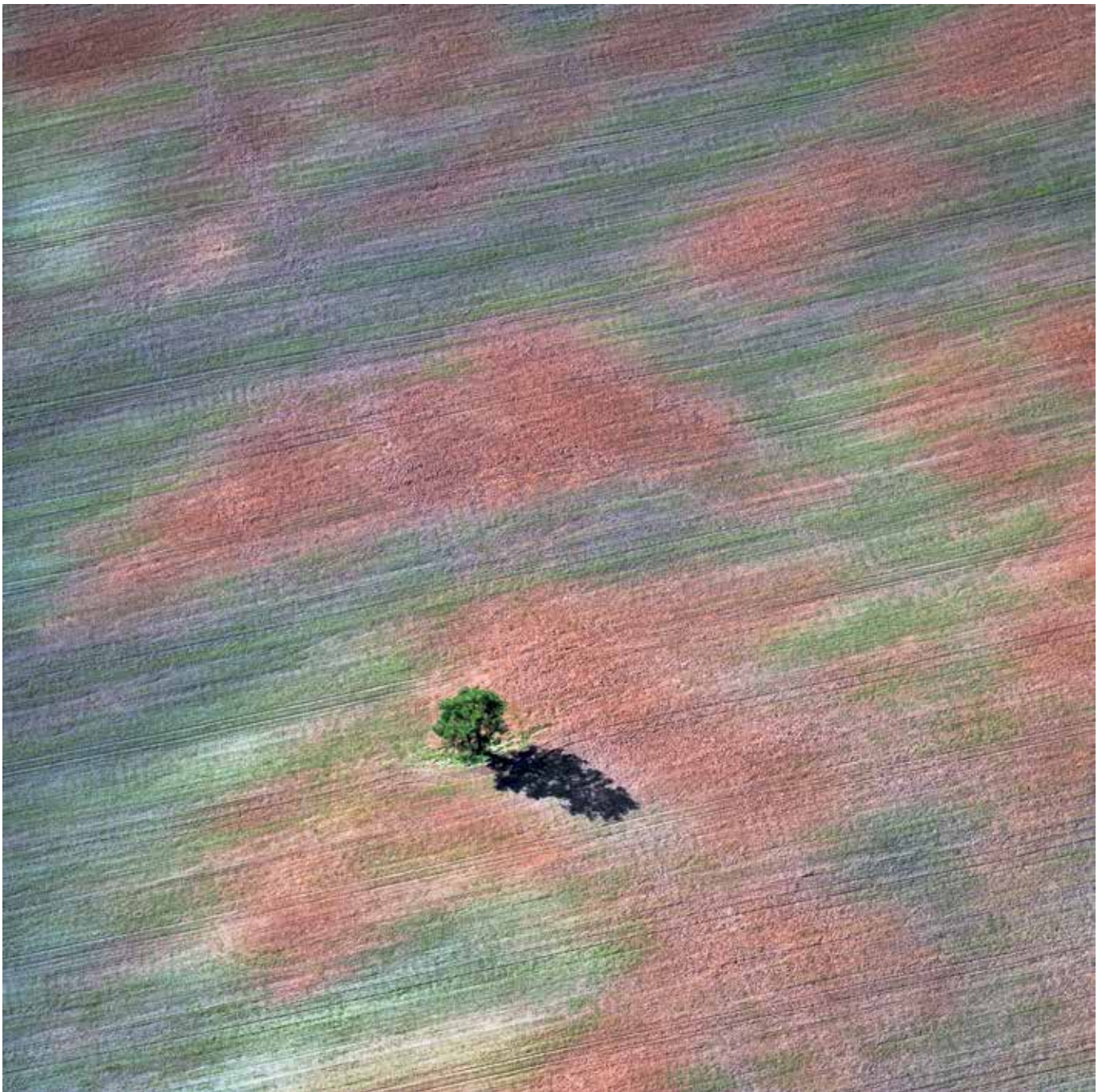
summary of your complete ordering process in an instant.



Development of technology

Precision Farming

Like so many terms, "Precision Farming" is both useful in conveying an immediate impression of a subject and then at other times is a phrase that can be infuriating to some in its potential vagueness.





Will the advances made in technology give a beneficial return of capital?

I remember a conversation in which the other party was quite insistent that farmers had always sought precision and so today's (over?) use of the term is facile. Maybe there is some reason in that sentiment but the real justification for its pertinence comes from the tools that are available today (and were not before) which allow farmers to achieve genuine 'precision'.

Of course it is true that forms of precision farming have been around for some time - the key really was the opening to the public of advanced satellite navigation. But it needed the development of subsequent technologies including geo-mapping, variable rate application and automated steering systems to be combined with integrated electronic communications and of course the advancement of sensors and remote sensing to put good science at the practical disposal of the end user.

The real motivator to adaptation is return on capital employed and some of the equipment available today can offer a demonstrable immediate payback especially through control of expensive inputs; guidance assistance springs strongly to mind.

However, there are also important social benefits to be derived from precision including the contribution to ensuring that food production can keep up with demand from an ever growing global population. Then there are the environmental benefits of using inputs efficiently and accurately. Much has already been achieved but more progress is in the pipeline - it may be some way off but in theory herbicide use could almost be eliminated if techniques to identify and then individually zap weeds can be brought into play.

The distribution of nutrients facilitates plant growth but when they enter watercourse this can create serious pollution. Access to potable water is one of the biggest challenges likely to face mankind and agriculture must ensure that it does not taint or exhaust this precious commodity.

Naturally, legislators are active in considering environmental issues and the associated regulations continue to accumulate both nationally and internationally. It is essential that regulations are appropriate to the task and not excessive and prohibitive. As an example the engine emission regulations have landed huge expenditures on producers and users of engines for arguably very limited returns in improved air quality.

At a European level CEMA (the association of national associations) is making an effort to ensure that politicians are aware of both the contribution that agricultural engineering makes and the restrictions it faces and last autumn a Summit was held in Brussels which included an exhibition held within the European Parliament and dedicated to demonstrating a range of available products and their contribution to 'precision farming'. There is a good story to tell and it was well told. ■

“The key really was the opening to the public of advanced satellite navigation”



Chris Evans
Economist AEA
Chris Evans is an economist for the AEA. His insight is respected throughout the agricultural industry.



Sales engineer Eugene Bleumer is always in the thick of it. He sees the entire process through — from start to finish..

From drawing to working machine

The sales engineer is always in the thick of it

Sales engineer Eugene Bleumer often visits customers. In his role as a Kramp employee, he is one of the points of contact for customers if they have questions about engineering. “We follow everything through from start to finish,” explains Eugene. “From the customer’s request and the first stroke of the pen on paper through to completion of a fully functional machine.”

How do customers come into contact with you?

That normally happens via the account manager, but we are sometimes approached directly. Either way, an increasing number of customers are managing to get in touch but I’d still like to see more contact. We are more than just a wholesaler — we are also a specialist partner for our customers.

What is it that makes us a specialist partner?

Experience and education are important elements at Kramp. Many staff, including the sales engineers, have been employed here for many years and have worked in various departments. We also put a great deal of effort into our training. As a dealer of Danfoss products, for example, we send a number of our employees away every year to attend a training course at Danfoss in order to keep abreast of



the latest developments. Product knowledge is extremely important for sales engineers. We are constantly on a mission to find the required parts and products in a wide range of sectors. It is also important for us to stay in contact with our customers so that we can keep track of their situation and needs.

Once contact has been made, what happens next?

We have a discussion to record the customer's requirements on paper. I then start making calculations and gathering the required materials. In short, I examine how a customer's request can be put into practice. The outcome of my examination is relayed to the customer and they are given a quotation if they are happy with the solution.

Are any other departments at Kramp involved in this process?

Absolutely, and that's where the strength of Kramp really lies. A project often starts with the Account Manager passing on a customer's request. I then contact the customer to ascertain their precise requirements and map out the possibilities. The real strength of Kramp soon becomes evident when we proceed to develop a machine or machine part. Not only do we have the expertise in house to design and make the desired product, we usually have all the required materials in stock too. Our product specialists and the Service Centre also play a major supporting role in this process. Being the Sales Engineer, I'm in the thick of it throughout the entire process. I oversee the entire process and make sure that the right people are involved in it.

Does the contact stop after that?

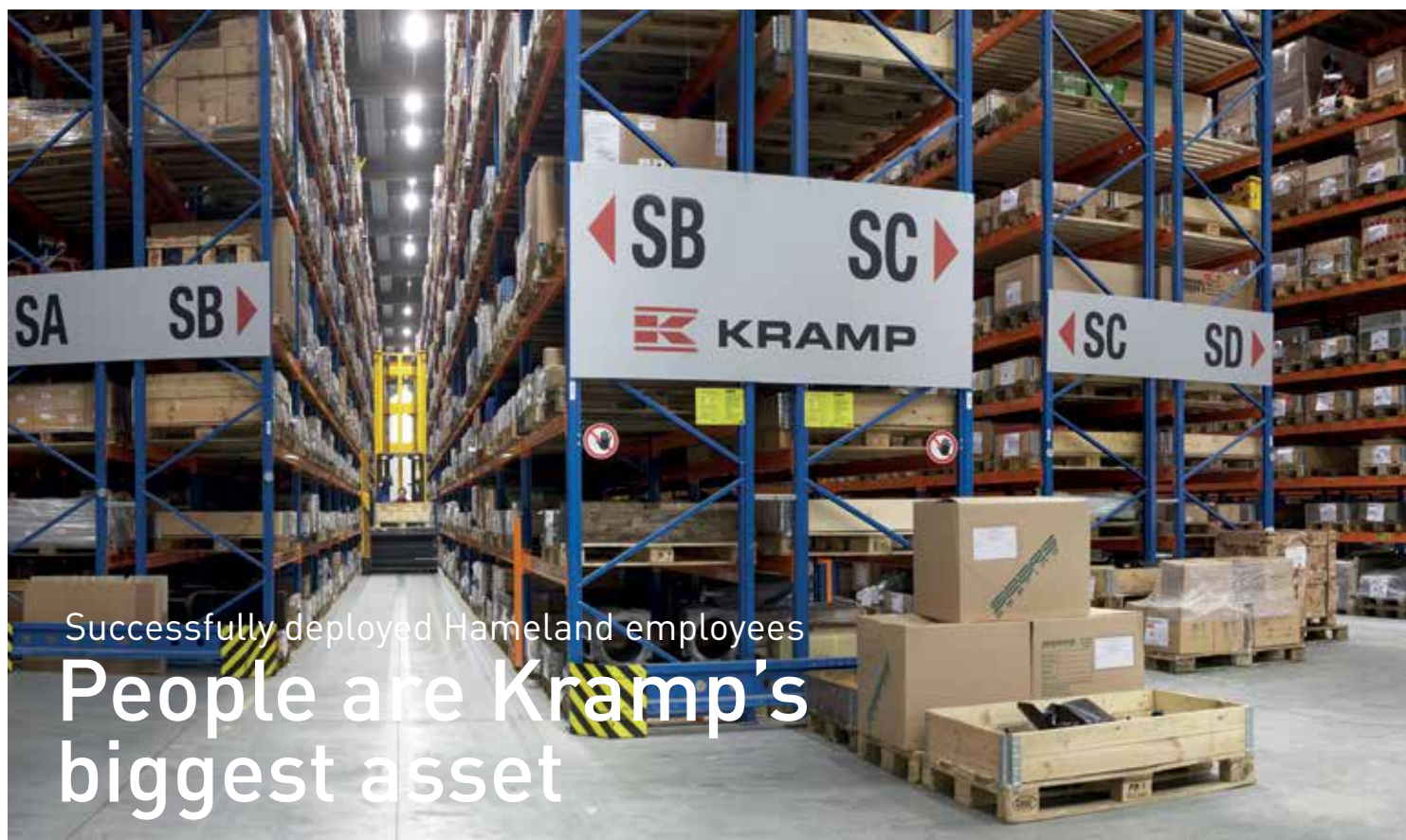
It can stop there, but it needn't. It all depends on the customer's requirements. Sometimes, the next step is to arrange a set delivery, allowing the customer to place orders in the web shop in a fast and straightforward manner.

Can you give some examples of projects which you have worked on recently?

I have been involved in a range of different sectors since hydraulics and drive technology are widely used. My work focuses on agriculture-related systems. To give one example, I am now working on a machine used to harvest pumpkins. This is available in a trailer design, but now the customer wants to build a self-propelled version. We are also developing hybrid drive systems. This is because the agricultural sector is constantly developing and we are embracing this change. After all, not to innovate would be a backward step.

Are there any new developments that will make work easier for our customers?

For the OEM market, our set deliveries are a good example. Kramp's set delivery service makes pre-packaged customer-specific spare part sets available on request. These may be delivered in order of assembly. What's more, we also have a series of basic Danfoss piston pumps in stock which can quickly be adapted to meet the customer's requirements. This allows the customer to quickly get hold of the right piston pump. Ordered today, delivered tomorrow — it's that easy. ■



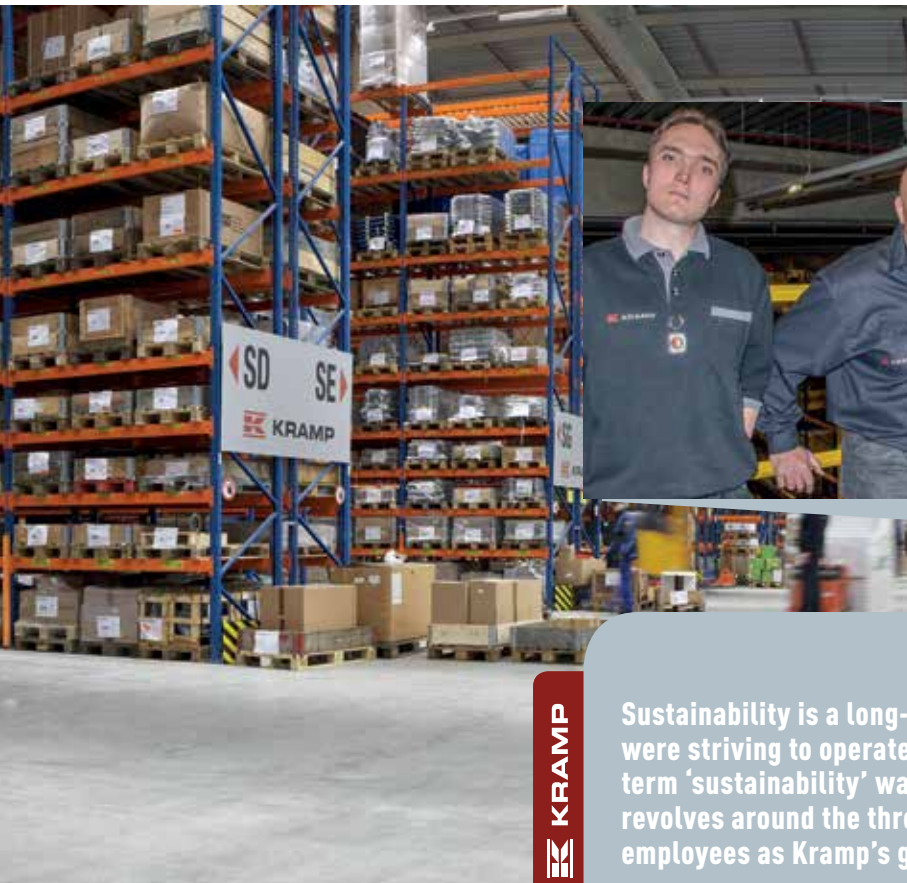
Successfully deployed Hameland employees
**People are Kramp's
 biggest asset**

Kramp's people are a key factor in the company's success, which is why Kramp invests in its employees through education and training. We want to include groups who experience barriers to joining the regular employment market in our organisation.

We currently employ 13 people from the Hameland social employment agency, and we also have a number of young people on the Dutch employment scheme for young people with handicaps (Wajong) working at our site in Varsseveld in the Netherlands. We have created a familiar working environment with suitable work to accommodate these talented employees.

Two of these employees are Christiaan Kemper and Petra Michielsen. Christiaan has just celebrated 12 1/2 years of employment with the company, and he is very happy at Kramp: "Working here is great! I'm always learning something new and our colleagues are a nice team". Petra, who has been working in the warehouse in Kramp's packaging department for over a year, agrees. "Before taking up this role I worked in a number of different companies, but as a Hameland employee you are not appreciated everywhere. Fortunately

things are different at Kramp. Here you really are part of the team". Petra is also very happy with the work she does: "It's varied, and you are given new tasks to do, which makes it fun. I am open to all new challenges and try to learn as much as possible". Taking on new challenges is also an important factor for Christiaan: "I started out in packing, but now I'm also involved with orders and entering data into our computer system. Learning new things all the time makes work more fun". George Pastors is pleased with this feedback. As the team leader, it is his job to make sure that everything runs smoothly. "We have had extremely positive experiences with Hameland employees and people on the Wajong scheme. Their work is excellent and they fit in well within the team. This group of in-house employees can now tackle a large part of the work we previously outsourced". ■



Team leader George Pastors with Christiaan Kemper (l) and Petra Michielsen. Christiaan and Petra really enjoy working at Kramp.

KRAMP

Sustainability is a long-standing tradition at Kramp. We were striving to operate in a sustainable way even before the term 'sustainability' was coined. Doing business sustainably revolves around the three Ps (People, Planet, Profit) – with employees as Kramp's greatest asset.

wile

50 YEARS EXPERIENCE



Moisture testers for grain and hay



Unique collection

A return to times gone by

Threshers dating back to 1900, old tractors from just after the Second World War, equipment given as a gift from Canada after the North Sea flood disaster of 1953 — fans of historical agricultural artefacts like these should pay a visit to Mr Van de Wildt's greenhouses.

Left: Mr Van der Wildt with one of his favourite items: the Deutz.

Down: A BM Victor, ready to drive away.

Right: An old thresher of Belgian origin. This machine is over 100 years old.

The 75 year old horticulturist and agricultural contractor has always had a passion for old machines. "The first time I visited a show I knew I had found my passion", says Van der Wildt on discovering his love for agricultural machinery. After he sold his horticulture and services company, he was able to plough all his enthusiasm into his hobby, and he now uses his old greenhouses to exhibit some twenty tractors, around a hundred other agricultural machines and hundreds of tools.

Mr Van der Wildt was born and bred in Puttershoek, a town just outside Rotterdam, and despite his age, still continues to work daily on his machines. More or less everything in the greenhouses is still in working condition.

If you are curious about the collection, Van der Wildt welcomes visitors and is happy to tell you all about his fascinating hobby. You can visit him at Molendijk 44, Puttershoek, in the Netherlands.

Do you also have a special collection, or perhaps particularly special tractor or machine? If so, please tell us about it: email us at bnl.focus@kramp.com or call +44 (0)1767 602602.



You don't have to be big to get noticed.



Three greenhouses filled with tractors, other equipment and tools.

7" TFT Camera system

For a clearer view

CAS667201KR

1. How do you rate the Camera System (use between 1/10) ? 9

2. For what purpose do you use the Camera?
Reversing onto trailers

3. What is your opinion of the screen quality?
Very good

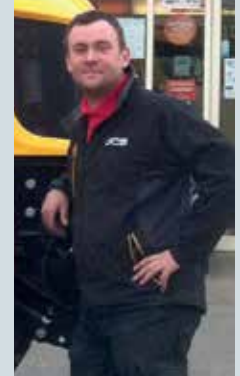
4. Is the camera easy to use? Yes

5. What is your opinion about the price / quality ratio? Good value for money

6. Is the camera system vibration/sensitive during heavy duty work? Yes

7. Would you recommend this product? Yes




"Wireless cameras still have a lot to do to catch up in terms of picture quality. All round excellent value though, sturdy for the ag sector."



Phil Ward
JG Paxton & sons



- The 7" Camera system is especially suitable for use under harsh conditions, such as agriculture and construction.
- Reversing camera for trucks, transporters, tractors and earth moving machinery.
- Ability to connect 2 cameras to monitor multiple processes.
- For all features and benefits, visit the webshop and enter the part number **CAS667201KR**.

	1. quality (1-10)	2. purpose	3. screen quality	4. easy to use	5. price/quality	6. vibration/sensitive
 Niels Marien Marien LMB BVBA (BE)	9	I use it on different trucks when I need to back up.	Very good.	In comparison to other cameras it is quite good.	Good value for money	I didn't notice any vibrations during my work.
 Bertram Hauf Bertram Hauf Motorgeräte (D)	9	In the winter season on my truck.	Good, especially in the dark.	Yes. It is very easy to use.	The camera is certainly worth the money.	Vibrations do not influence the use of the camera.
 Dominic Gex Fritz Spahr AG (CH)	8	I use it on my fork-lift .	The screen is really bright.	The manual is clear and the system is very user friendly.	Good	I have not noticed any disturbing vibrations.



It is now even easier to find the right parts for a tractor through the webshop.

The right choice found quickly

Making parts easier to find

Being a franchised dealer gives you easy access to all the products made by your own major franchise. But what if you are asked to repair a tractor from another brand in your workshop? That's when Kramp can provide the perfect solution.

For a number of years now, we have been working behind the scenes to build up a targeted and complete range of parts for all tractors between three and twenty years of age that are currently in use in the fields. The major product groups are filters, brakes, electrics and lighting, starter motors and alternators, fuel and cab parts. In fact, the range includes all common wear parts for all brands and tractor types.

All parts belonging to the Case, New Holland and John Deere brands can already be found in our web shop. Our aim is to expand this range to cover all the other major tractor brands by 2016.

An optimised ordering process

We have put a great deal of time and effort into making it as easy as possible for you to quickly find the right components. For example, you can search by the brand → series → model → technical product group (e.g. electrics) in order to find the right product (e.g. a battery). You can also enter a

combination of details into the search field, e.g. "John Deere 6210 oil filter".

The right choice

It is also possible to search for the original part number, which will immediately show you the original parts. For some of these parts, we can provide suitable alternatives through our top brands and private labels. The detailed and high quality product information is based on the original documentation to ensure that you can make the right choice in every case. If, for instance, we have exhaust pipes in our range, you can be sure to find the right exhaust pipe irrespective of the tractor brand.

A complete range

For Case, New Holland and John Deere, we have added hundreds of thousands of new product links to our web shop. This essentially means a five-fold increase in the number of available tractor parts. Kramp. It's that easy. ■



Independent aftermarket part retailer

KM Parts React to Shifts in Changing Marketplace

KM Parts Group based in Chippenham and Devizes Wiltshire, are an independent aftermarket parts retailer, established in the 1980s.

Mike Kilminster Managing Director, along with Managers James Monk and Richard Kilminster, have successfully reacted to many changes in the industry, and continue to anticipate future innovation influencing an ever-evolving market.

Mike Kilminster took some time from his busy schedule, to discuss the business and the challenges they face day-to-day: Mike explains, "Customers are now more aware of service levels, and our ability to keep their tractors and machines working. Although parts may seem uninteresting, when they break or become worn, they turn out to be the most important thing on the farm. With this in mind, we work hard to provide a quality service, insuring availability of stock and speedy delivery, leaving customers with little disruption as possible."

Continued improvements in the design of modern tractors and machinery, has had a big impact on the after market business. Mike carried on to say "There are a vast range of modern tractors and machinery for customers to choose from, and we look to support



Well stocked showroom and a friendly service is the order of the day.

Richard Kilminster at the Parts Tec Depo at Devizes.

Staff from KM Parts with Account Manager, Ed Grierson.



■ ■ Kramp provide a good service to us with next day delivery, and add new products to keep up with technology. “

them all; old and new alike”. We have had to adapt by providing a varied product range, and achieved this by having a one-stop shop ethos for not just parts, but for all the workshop essentials. This is an area where Kramp supports us very well, and we value the support from a larger company”.

Farmers can now browse for products while in their tractor cabs, thanks to 3G networks and smart phones. “Customers are now coming to us more informed about product types and pricing, so launching our new webshop means we can communicate with them before they have physically entered our stores.”

In order to provide the best service for customers, the company relies on its excellent team of knowledgeable staff, varied product range in stock,

speed of delivery and a quick response to ordering; this is what sets them apart from the competition. “We need suppliers that are easy to order from, and can adapt to our business model. Kramp provide a good service to us with next day delivery, and are constantly adding new products to keep up with technology. The business has also benefited from a range of training workshops for its staff through the Kramp Academy.”

Mike’s son Richard runs the store in Devizes, and he also spoke to us about the partnership between KM Parts and Kramp. “It is easy to order through the webshop, and their quick delivery means that we can maintain our customer standards. Because we can offer all of the products available through Kramp’s webshop to our customers, we can essentially offer improved availability of products and

more choice. Our account manager Ed Grierson, gives us lots of valued support and the technical backup is exceptional.”

With the reliability of machinery improving, the introduction of smart devices influencing purchasing and the method of supplier interaction changing dramatically; KM Parts have a number of challenges in order to keep their business growing. However by continuing to provide a good quality service and working closely with suppliers and customers alike; Mike, James and Richard are well prepared to take KM Parts group forward successfully. ■

Julia



Julia Lowes
Administration Assistant – Logistics

Julia joined Kramp in September 1996 as a temporary Admin Assistant when her daughter Emma was at a local school. In 1997, she took a permanent position, but as her role was varied, she was involved in other duties within the warehouse, some accounts work and even covered the switchboard from time to time. Due to the diverse workload at the beginning, she knows Kramp inside and out and over the years has experienced a number of changes. She met Dave, her partner, after she joined Kramp and they now live in Sandy.

Work History

After leaving school in 1979, I left the UK to be an au pair for a German family with 4 children near Hannover. I can speak German, a little French, Spanish and Italian. I wanted to use my language skills and what better way to spend a year in Germany. I loved it, it was such a great experience.

Hobbies

I enjoy baking, especially if it's for my 2 grandchildren, Alexia and Lily, whom I love to spend time with. I also swim and appreciate a good book. I am currently reading "A Daughter's Duty" by Maggie Hope as I love reading books about family sagas during World War 1 & 2.

The future

Whilst I have travelled mostly within Europe, and once to California, I would love to visit the Maldives or Jamaica. I am hoping that Jamaica is on the cards, in the not too distant future... ■

Claire



Claire Richardson
Office / Warehouse Cleaner



Claire was born in Waltham Abbey, Essex but at the age of 16, she moved to Bishops Stortford, where she started her family. She has 4 children and 3 grandchildren, Reggie, Poppy and Freddie. Now married to Steve, she lives on the Tetworth estate in Gamlingay, Cambs with her 3 Jack Russell dogs, Freddie, Izzy and Moby.

Work history

I joined Kramp just 4 years ago as a Warehouse Cleaner on a temporary basis, but after 6 weeks, was offered a permanent position. I'm not afraid of hard work, and I busy myself around the warehouse picking up litter, collecting rubbish and shredding paper. Since school, I have had a variety of jobs – I have worked as a receptionist and chambermaid for Travelodge, assisted at Long Stanton army barracks in the canteen and restocked vending machines for Intega. It was whilst working for Intega, that an opportunity came up to work for Kramp. I was keen to join, as I knew all the staff through my role with Intega, and it was such a lovely environment to work in.

Personal achievements

When I was a teenager, I helped teach people to ride horses at my local stable in Chingford, near Walthamstow. I have also attained through training, an alcohol licence for a company I worked for in 2000. But my biggest challenge has to be beating breast cancer in 2012.

The future

To spend quality time with Steve and take long walks with my dogs. My dream would be to open a rescue centre for all types of animals who have been treated badly. I would look after them and nurse them back to health. ■

Have you booked your place?

The 2014 Kramp Academy season nearly here again

Have you planned your Kramp Academy training for 2014/2015 yet? The academy, now in its third year, is once again expanding and we are adding both new courses and new locations. So what can you expect from the Academy this year?

New Courses:

Our new courses are designed to compliment the existing prospectus with a mixture of both technical and commercial courses designed to help you improve your business efficiency.

Hydraulics – hoses, swaging and fittings – This course will develop into a two day course, offering a one day introduction for beginners or a two day course for those needing a more complete overview. Anyone who attended the single day hydraulics course will also be able to attend the new second session as a one day course.

Introduction to Hydraulic Fittings: Ladies Day – Want to ask a question, but were afraid to? Then join us on this ladies-only day, where we will show you the basics of hydraulic fittings. Designed specifically for women to get an insight into everyday hydraulics.

Microsoft Excel for Stock Management – Ever wondered if there is a quicker way to use MS Excel for your stock reports? Spending too much time on large reports? Not sure why your IBCOS file never looks right in MS Excel? Then try our Excel training which will show you to use Excel more efficiently.

New Locations:

This year the Kramp Academy will also be running in Cumbria bringing our Kramp Academy centres to five in the UK. Our latest centre – Newton Rigg College in Penrith, Cumbria has excellent training facilities and will help to ensure that our training is the best parts training in the market. The Kramp Academy brochure will be out soon and places for courses are already gathering a massive amount of interest, therefore don't miss out. Sign up for Kramp Academy through your web shop account. ■



Kramp provides hands-on training and demonstrations in its workshop.

Robin Hood Game and Country Show – 5th – 6th July 2014 Southend

If you are looking for a great day out with the family, then the Robin Hood show is just for you. It's an event that has everything for the serious game enthusiast or the family just out to have fun. With jousting events, medieval village, BMX stunt shows and a paintball firing range, there is something for everyone. Visit <http://www.robinhoodcountryshow.co.uk/> for more information.



Royal Highland Show – 19th – 22nd June 2014

The Royal Highland show brings together a variety of exhibitors all in one place, whether its agriculture, music, country wear or food. There are over 100 exhibitors so you are bound to find something to interest you. There is also plenty for children to do. Visit <http://royalhighlandshow.org/> for further information.



Irelands Farm Machinery Limited – New Shop

Irelands Farm Machinery Ltd, an already well established agricultural machinery company in Lincolnshire, have recently opened a new retail premises near Boston. Irelands stock a core range of agricultural machinery parts, tools and consumables. We would like to wish them every success.

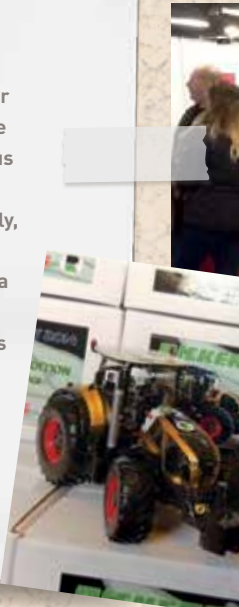


Cereals 2014 – 11th - 12th June 2014

Cereals is the leading technical event for the UK's arable industry and will take place on 11th and 12th of June at Chrishall Grange Nr Duxford, Cambridgeshire. Demonstrations include crop plots, working cultivations, sprayers, business area and renewables. The event usually attracts over 20,000 visitors and is worth a visit to view the latest products and technologies. More information can be found at <http://www.cerealsevent.co.uk/>

Rickerby Show success

This years Rickerby show enjoyed record attendance with over 4,300 people visiting their Carlisle depot over two days. There was a huge range of tractors and machinery on display plus many suppliers in attendance showing a wide selection of products and services. Traditionally, Rickerby offers a limited edition model of a current Claas machine that they customise as a 'show special edition'. 100 models were supplied by Kramp UK this year. These models have become very collectable over the years and they are purchased by customers from all over the world and in some cases resold for a lot more than the original sale price.



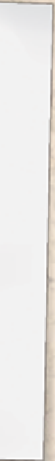
Peacock & Binnington celebrate 120 years!

P&B founded in 1894, are one of our Agricultural Machinery dealers based in Lincolnshire and Yorkshire and have recently become an AGCO accredited 5 star dealer. They have parts, garden machinery, service and sales depots in Brigg, Louth, Corringham and Selby. Focusing mainly on the needs of modern farming methods, they deal with some of the top manufacturers in their field, and have over £1m worth of parts ready for same day availability. We want to wish P&B every success for the next 120 years. For more information, visit www.peacock.co.uk.

JE Rees open new branch

JE Rees have opened a new branch in Llandoverly and had their grand opening in April this year, they are a SDF franchise and their new branch has a very modern look with a very large Kramp Retail area. We all wish them the best of luck.





OEM Key Account Day' for the UK at Silverstone Racetrack:

<http://www.silverstone.co.uk/experiences/>
On a rainy day at the end of April, Kramp UK held an OEM Seminar at The Porsche Experience Centre, Silverstone.

Guests were given the opportunity to experience driving a Porsche and learn about the handling techniques of driving at speed.

The day began with an introduction to Kramp's OEM solutions from European OEM Business Manager, David King. Followed by presentations on Sourcing and Cylinder production by Vincent Gerritsen and Marcel Walvert.

Guests were keen to exchange experiences and also share information on the topics discussed in the morning. Everyone agreed what an inspiring location and interesting topics delivered by Kramp.

Commonwealth Games 2014

The Commonwealth games will be hosted in Glasgow this year between the 23rd July – 3rd August 2014. Follow the baton throughout its journey by visiting <http://www.glasgow2014.com/queens-baton-relay>

The baton embodies Glasgow and Scotland's culture, history and innovation in its design and construction. At the heart of the baton is the Queen's Message,

inscribed on a parchment handmade in Glasgow using linen and plant fibre. The message will be scrolled and held in a transparent cylinder within a pure titanium latticework frame. For the first time, the message forms the visual core of the baton design – illuminated from within by LED lights, yet unreadable until the Opening Ceremony.

CLA Game Fair – 18th – 20th July 2014

This year the CLA Game Fair takes place at Blenheim Palace in Oxfordshire. The main arena will show a mix of exciting displays, whilst around you can get your children involved in the new cookery experience, or try shooting or archery. Fun to be had by all ages, it's certainly worth a visit. For more information visit www.gamefair.co.uk.

Update browsers to avoid problems

Visit our faster and safer webshop

Do you have problems with websites that load slowly? Not quite sure whether your computer is adequately protected? Check if your web browser has been updated recently. A browser that is up-to-date, will ensure the Kramp webshop is displayed correctly and can be optimally used.

Internet browsers such as Internet Explorer and Chrome make regular updates or new versions. This is done in order to solve problems in previous versions, to deliver better performance and, more importantly, to improve the security of your computer.

Many older browsers have vulnerabilities, and hence, provide a slower working computer. It is therefore advisable to update to the latest browser version regularly. Kramp strives to always adhere to the latest web standards, so you can get the most out of our website. We therefore recommend installing the latest version of a browser on a regular basis. ■

An overview of the browsers recommended by Kramp :



Internet Explorer 10



Firefox
latest version



Chrome
latest version



Safari
latest version



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 **2 in 1 Jacket** courtesy of Lemken. All you need to do is complete the Sudoku and fax it back to us on **01767 602620**.

		1	2		8	7		
7		9		4			8	
4			6		9			5
	8		1	9		5	2	
	1	5				8	4	
	4	7		8	2		6	
8		2		3				1
	9					6		8
			8		6	9		

 **LEMKEN**



Sudoku Winner No. 1

Congratulations to James Gordon Ltd of Strathaven who wins a John Deere ride-on tractor with loader and trailer courtesy of Kramp UK.

COLOPHON

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Tillage machinery is subjected to dust, moisture, and high shock loads. We therefore pay particular attention to robustness and reliable sealing when designing our bearings, in order to ensure a long and healthy bearing life.

Our new range of INA radial insert ball bearings boasts outstanding corrosion resistance thanks to Corrotect® N coating, and experience has shown that FAG ball bearings always increase the operating life. All this is complemented by system solutions such as plow disc and seed disc bearing supports: Ready to fit, perfectly sealed, and completely maintenance-free.

Our products make agricultural machinery more economical. Just ask us – we would be happy to advise you!

www.schaeffler.de/agricultural_engineering

