

FOCUS



NEW DEVELOPMENTS OPEN DOORS



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History

Kramp's European ambition

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Opportunities for the future

Mr Kramp used to say, “Stick with the food industry - because food is something people need no matter what.” By “food”, he meant the agricultural sector. Kramp has grown into the company it is today thanks to mechanisation in this sector. In a world in which the demand for food continues to grow but space remains limited, the market rolls out new developments at an astonishing rate. In the previous edition of Focus, we described a few scenarios showing what the future of the agricultural sector might look like. In this issue, we look at these scenarios in a little more detail. Based on Mr Kramp’s belief, and in the knowledge that the world’s population is set to grow by almost 2 billion to a total of 9 billion, which will increase demand for food, new developments open up new opportunities for the future.

Kramp has always been an innovative company. Back in 2001, we were the first in the market to launch our own webshop, which has developed into an indispensable communication and ordering channel. Kramp Mobile, our application for tablets and smartphones, is another example that shows how Kramp always keeps its finger on the pulse with technical developments. This is something we have always done in collaboration with our partners, who also place great importance on innovation and development. This approach creates joint opportunities and successes. After all, teamwork divides the task and multiplies the success. In the future, you can continue to rely on us to be a proactive partner who works with you to find the right solution. In partnership with you, we are looking forward to tackling the challenges that the future of the agricultural sector brings.

Eddie Perdok

Kramp Group CEO

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NEW

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Kramp hold an extensive range of Hydraulic Quick Release couplings from Faster, Voswinkel and Tema: 3 premium brands of Quick Release couplings. We also stock Stucchi and Sicmap. The range includes the ISO 7241-1 'A' series, NV and ANV Push Pull couplings, the VV and VVS Screw together couplings to the FFH Flat face series and the Faster Mutifaster series, just to name a few. Suitable for all medium, high and extremely high pressure hydraulic applications, they can be used on mobile or static applications. Applications include farming equipment such as tractors for coupling various attachments or implements and construction equipment.



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POWER TOOLS



NEW

Walterscheid 2015 Catalogue Maximum dependability



COMING SOON: Walterscheid will be introducing its new 2015 catalogue this year, which incorporates spare parts for the new power drive series P675 and P800 shafts, along with a full range of spare parts for the popular wide angle and standard series PTO shafts.

For more information visit <http://www.gkn-walterscheid.de/en/>



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Tractor – trailer weight Speed limits increased



In March 2015, the weight and speed limits of tractors and trailers on roads in the UK were increased. According to the government, the change will save the industry £57m a year. Further changes are expected in 2016, including a road worthiness test for both tractors and trailers. The changes will increase the amount of produce that a farmer can transport in any one journey which means fewer journeys and less risks. As these weights and speeds increase, air brakes are becoming more common on agricultural vehicles. Kramp has a full range of air brake couplings, air hoses and air tanks from major suppliers such as Wabco and Haldex.

For more information visit www.kramp.com

Tractor Freak

Decorative wall plates

For fans and collectors of tractors we have a comprehensive range of unique decorative wall signs - a nice mix from different tractor brands such as New Holland, Massey Ferguson, Ford and John Deere. The assortment consists of vintage plates, parking plates and funny wall panels. This is the ideal gift for every tractor freak to decorate their office, workshop or man cave.

For more information visit www.kramp.com



Moisture Meters

Wile 200

The NEW Wile 200 is fast, easy to operate and gives an accurate measurement for grain moisture, specific weight and temperature. It comes with a clear LCD display, upgraded scale and USB port, has an automatic temperature compensation and is compact in design.

It can measure moisture content between 4% - 45% depending on the type of grain and a temperature variance of between 5° - 45°.

For more information visit www.kramp.com

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Voswinkel

Focus on quality

Hidden among the hills of Germany's stunning Sauerland are two Voswinkel factories. The Meinerzhagen manufacturer has been producing hydraulic couplings and fittings since 1976.

There's no shortage of running water in this beautiful part of Germany. This explains the presence of a number of water mills, built in the area at the start of the 20th century. For the same reason, in 1928, the Voswinkel brothers Arthur and Hugo chose Rönsahl as the site of their factory, producing parts and equipment for water mills. As time went on, their focus turned to hydraulics and the business moved to Neugrünenthal in the mid-1970s, which is where it remains today.

Voswinkel has become a big name in couplings and fittings. They are market leader in Germany and among the top four worldwide. Despite this, the lines of communication, both within and outside of the company, are short. Voswinkel director, Heinz-Werner Störmer, believes this is one of the secrets to the firm's success: "There is no real hierarchical structure within our company. This allows us to quickly respond to our customers' needs and approach each

customer individually." Störmer cites the hydraulic couplings made especially for Fendt as an example. "Fendt's previous partner wasn't able to meet its demands; we were. This is what Voswinkel is all about. We always work together with our customers to find a solution."

Innovation

Constant development and an eye for quality are hallmarks of the German firm. These values matter to Voswinkel, and are also where the company's value lies. One of its latest innovations is the UX series of sleeve couplings. These sleeves handle volumetric flows of up to 240 litres per minute. "We constantly follow developments and try to get ahead of the curve", says Oliver Ruffer as he walks the factory floor. Ruffer is head of the couplings division at Voswinkel. "Quality comes first for new products, too. That's why we thoroughly test all of our products. Customers know this and value it."



3

- 1** Modern equipment brings production almost exclusively in-house.
- 2** New machines make production quick and free from errors.
- 3** Voswinkel has formed part of the German Meinerzhagen landscape for decades. Production is split across two sites.



Voswinkel director Heinz-Werner Störmer (l) and head of couplings division Oliver Ruffer.

The focus on quality becomes clear in the factory itself. Whilst advanced technology is used in production, the latter stages in the process and final checks are still carried out manually. Raw materials are delivered twice daily to allow the machines to run continuously and to meet the increasing customer demand.

Working together

The relationship between Kramp and Voswinkel goes back more than three decades, and has been consolidated further in recent years. Director Heinz-Werner Störmer: "We have a solid partner in Kramp, helping us get our products to the users. We benefit from the possibilities Kramp offers to reach all of Europe. We appreciate what we have in each other. That's important in any close relationship."

ZAHLEN

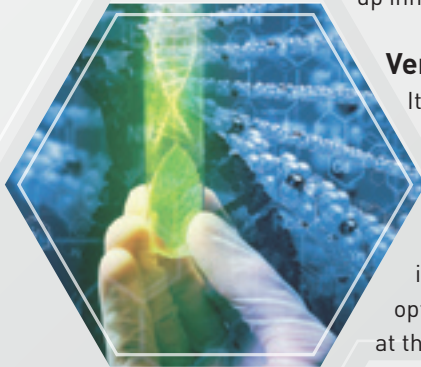
Couplings generate 60% of Voswinkel's revenue, with no less than 3.5 million flying out of the door each year. Almost 50% of this figure is exported. In addition, the family business produces fittings and piping. The revenue in 2014 was 37 million euro and the company employs 210 staff. 40% of products go directly to OEMs, with the remaining 60% sold to dealers like Kramp.
www.voswinkel.net



New developments open doors

Farmers reach for the top

In the last edition of Focus, we discussed the future direction of the agricultural sector. In this Focus, we continue that theme and consider how the sector will shape-up going forward.



Research

April's Focus portrayed an image of farming in 2050. What will tractors look like? Will there still be a driver behind the wheel? Here, we elaborate on the prospects. Will we need farmland at all? Can we not just go 'air-bound' and grow crops in towns? One thing, for sure, is that things cannot continue as they are. If the global population increases in line with the three billion predicted, we will face a huge shortage of fresh water for food production. We'll also face a shortage of space. To illustrate: to meet food requirements, a piece of land the size of South America would need to be dedicated to agriculture. Given that by 2050, 80% of the global population will be living in cities, it is quite clear that we need to think up innovative ways to cultivate food.

Vertical farming

It would appear that progress is already under way. In Singapore, a four-storey building has been dedicated to efficient and environmentally-friendly food production. Plans are in place for a similar construction in Tokyo, whilst Sweden is also exploring the options. Dickson Despommier is a professor at the University of Columbia and author of the book, Vertical Farming. He is a fervent supporter of this approach to food production. "We're facing a number of huge challenges. We need to ensure that everyone has access to food and drinking water, but at the same time, we need to give our planet chance to recover. Climate change is causing issues, and so is the increasing amount of waste we are producing. Humans are in fact the only species on earth that does not have a solution to its waste. Despommier believes that vertical farming offers the solution. "The techniques to re-use water via irrigation have already been developed. This will allow us to reduce our water consumption by 70%, reducing waste to such a degree that it becomes almost negligible.



Vertical farming



Sustainable

Optimal water management



LED lighting

Data as advisor



With regards to energy, we can burn existing waste with plasma, as is already happening with success in Japan. Going vertical makes us more efficient and removes the threat of extreme weather, drought or pests, meaning that what currently requires twenty hectares of land, would only require one hectare in a vertical environment.”

Mechanisation sector

What are, then, the consequences for the sector as we know it today? Of course, it isn't the case that all traditional businesses now need to up sticks and head to a metropolis. For the time being, vertical farming best lends itself to vegetable production. The farmer of today will still exist, and with him, the demand for dealers and mechanisation companies. What will change, is that farmers and dealers will need to stand back and assess the situation. We learnt in the previous edition of Focus that development is constant. Use of drones is growing, tractors are becoming smarter and smarter, maybe even making a driver redundant and that robots are taking up their place in the world of agriculture.

What each of these innovations tells us, is that we are moving away from the 'old-fashioned' way of farming towards computerised farming, whereby farmers no longer 'get their hands dirty' but take on more of a managerial role. This also has far-reaching consequences for dealers and mechanisation companies. Computing skills are becoming just as important as welding skills.



Changing consumer demands

A shorter route from producer to consumer

Climmar

Erik Hogervorst is chairman of Climmar — a European umbrella organisation of sixteen national trade associations, representing 15,000 mechanisation companies. How does Hogervorst see the future? “The consumer is the agricultural



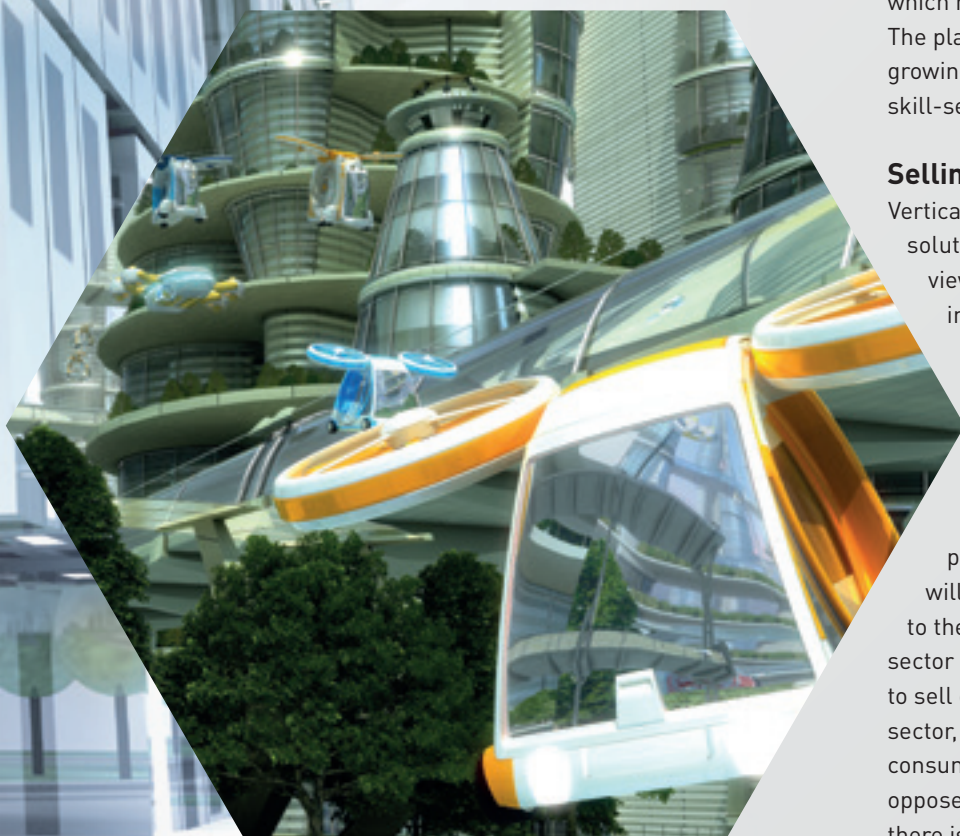
sector’s customer. European consumers are becoming increasingly choosy and are demanding high standards for food. This trend will no doubt continue towards 2050, placing increasing demands on the production process within the agricultural sector. Choice and variety, flexible production, food safety and the integration of production in the environment all represent challenges. On the flip side, the opportunities are huge. In Europe, we’ve already developed the future production processes. We’ve made enormous progress in the field. We now just need to start selling it. Automation is already used in sheds and greenhouses. GPS navigation is fitted on vehicles in every country. Urban farming is already being implemented in many areas of origin. We need to all get together to give these advances some momentum.”

Technology is becoming more and more important. Think of GPS and drones, for instance. The mechanisation sector needs to adapt to these technologies. But Climmar is confident the wheels are already turning. In fact, Hogervorst feels the sector is ahead of the game: “There’s proof to show that the mechanisation sector is taking the lead. Specialists are evolving and merging various systems together to meet the requirements of their customers. In many senses, the mechanisation sector has a very admirable, no-nonsense approach. Large manufacturers are illustrating what will be possible in the future through animations. However, these futuristic methods are often already being implemented in practice on a small scale. This is something we should be proud of and want to shout about.”

All this change means that the role of the technician is changing. Will the technicians of the future resemble IT technicians? “Training has always been fundamental to success. It’s in countries where the training is more advanced that the most can be seen. In the mechanisation business, a well-trained technician is far more precious than a fat marketing budget. Sadly enough, it’s often only when we realise we need somebody that we are reminded of their value. Companies need to appreciate that this is an area which needs constant attention and investment. The place of electronics and software is also growing within training and demands a different skill-set from the students.”

Selling to consumers

Vertical Farming is often earmarked as the solution for the future. What’s Climmar’s view? “Vertical farming is already being implemented in the livestock and horticultural arenas”, says Hogervorst. “What is important to see here, is that by wording and visualising this development in a new way, there is a shift from mass production to ecological farming. It’s back to how you present an idea to the consumer. Climmar will do its bit to pass these developments on to the mechanisation companies. It’s up to the sector itself to see that this information is used to sell developments not only to the agricultural sector, but more so, to the consumer. If the consumer doesn’t understand something, he will oppose it. If, however, he sees the benefits, then there isn’t much that will stand in the way.” ■





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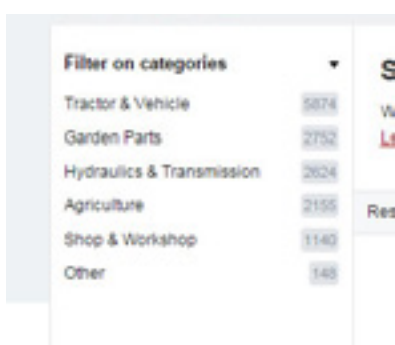
Filters help make the right choice in less time

Kramp offers a wide and growing range of products. One of the advantages of this is having everything under one roof. A possible disadvantage is the time it can take to identify the right part. To simplify this process, a number of useful filters have been introduced to the webshop.



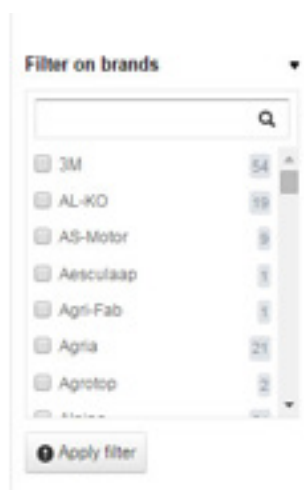
1

A total of three filters can be used on the webshop. The first filter allows a search by category. This provides a useful initial search.



2

The second filter offers the option to filter by brand. Often, a single part will be produced by multiple manufacturers. Someone looking for a part made by a specific manufacturer can use this filter to select their manufacturer of choice.



3

The third and final filter differentiates between 'new' items and 'sale' items. These do precisely what they say: The 'new' filter is applied when a customer is looking for an item recently added to the collection, while those on the lookout for sales items can quickly access discounted products.



Interview: Farmer Franziska Bennecke

Success in agricultural engineering is not gender specific

Franziska Bennecke's farm is located in Kissenbrück near Wolfenbüttel, Niedersachsen in Germany. In 2011, the 36 year old took over the farm from her parents, but at the same time was actively involved in voluntary work as president of the young DLG (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society). At the "Frauen.Wissen.Landtechnik" congress in January 2015 she was invited to be a guest speaker. We had the chance to interview her about leading positions for women in the agricultural sector.

F: With the management of your parent's farm and your work with the DLG you are a very busy woman. You also have a family, so how do you manage to fit everything in?

FB: I think the most important thing is to have fun with what you do. If you like what you do, it comes naturally. The fun gives you an extra boost of energy. I don't work a 9-5 job and therefore I need good organisational skills to keep up with everything. Most things come together for me, for example a lot of the DLG meetings are organised when it is quiet in the fields.

F: Every now and then you still hear that farming is dominated by men. Would you agree with that?

FB: Absolutely not! I think that farming is gender neutral. In the end a farm is nothing more than a company like every company you know. If it is possible for women to manage companies of different industries, like clothing or healthcare, why shouldn't we be capable of managing within the agricultural business? Of course you need economical understanding and depending on the focus of the farm some specific training. We specialise in crop plants, others might concentrate on animal husbandry. These requirements are set for both men and women. Therefore, both genders are equally equipped to manage an agricultural business (farm).

F: And what about the physical work?

FB: This is indeed harder for women. But with the technical equipment we have now it is so much easier. The filling of the drilling machine for example is not done by carrying the seeds in bags manually but, is done with a frontloader and bags. The tractor can be operated and controlled by a woman, it depends on the size of the farm. With a large farm, you would normally have



Today it is socially acceptable for a woman to run the farm“

Franziska Bennecke



a number of helpers, who you can rely on and who do most of the work in the field or in the barn. As manager of the farm my daily work is different. I am sure it is similar to the daily work of men in my position. If there is an occasion where I need to move heavy things, I can rely on my farm helpers.

F: Does this mean that the work of women on farms is seen positively?

FB: Men and women are becoming equals. For the “older generation” this might still feel different, but most of the time having a female manager is seen as normal. At least in our region I know lots of women who took over their parent’s farm.

F: For the business to be financially successful, you are dependent on reliable tractors and quality tools. What do you expect from a dealer?

FB: The most important factor is availability of parts. I cannot make the business work if I have to wait 4 weeks till I can get a replacement engine. Especially during the busy season, it is essential that the machinery is back in the field quickly. The dealer should be well prepared and have the parts ready in stock or the possibility to order it as fast as possible. Secondly, customer service and support are key for me. During the high season, I do expect my dealer to be available at the weekends, in case of an emergency. Lastly, but not least, I need the cost-performance ratio to fit. I am happy that our local dealer gives us all these. ■

Rittergut Kissenbrück

The arable farmland of Kissenbrück provides approx. 285 hectares of field producing mostly winter wheat, winter canola and sugar beets. In addition, they have a 20 hectare forestry park. The SKAT Machinery they use belong to the BGB company and in total about 1,200 hectare are farmed with these machines and operated by 3 members of staff. Additionally, the farm owns stables for private rental and hires out horse boxes.

Investing in knowledge

Keep developing with the Kramp Academy



“You’re never too old to learn.” A frequently overheard statement. Whether it is to learn about new developments in the market, or to improve your technical knowledge; a course is always a good idea. That is why the Kramp Academy was started. In this edition of “Ask the Expert” **Richard Kendrick**, *Marketing Manager* will answer some key questions on the training offered in the UK.



Kramp Academy: designed by dealers for dealer. Unique courses with a well-deserved reputation.

What kind of training do you offer?

Richard Kendrick: In the UK we offer a wide range of training covering both commercial and technical subjects. Our courses range from PTO identification, hydraulics hoses swaging and fittings and belts and gear drive training through to Excel training, Stock Management and also Retail training.

What makes this kind of training special?

RK: Kramp Academy has been designed by dealers, for dealers. We only offer training that has been requested by our customers and in many cases our courses are unique in the market. The Kramp Academy has gained a well-deserved reputation for the best quality training available. The training is not brand specific, so you learn techniques that can be applied to any situation, not necessarily one product range over another.

What are the benefits for our customers?

RK: By supporting Kramp Academy, customers can continue the personal development of their staff. Our partners can quickly train new employees to a high standard or offer refresher training to more experienced staff. Our aim is to work in partnership with dealers to make them more profitable.

Who can participate in these trainings?

RK: Anyone, we even offer hydraulics, hoses, swaging and fittings as a ladies only course. This way we know we can maximise the value of training for women.

Are there costs involved?

RK: Kramp Academy is an investment in people, our prices range from £100 - £155 per person, per course. We can sometimes offer a discount on multiple bookings, on a case by case basis.



Could you describe what an average training looks like?

RK: (from begin to start. Level of theory and practical info)
 The morning starts with coffee and introductions. We like all attendees to introduce themselves and we can then see what level of training they will require.

After that we run with a morning of theoretical training, we start with the basics (i.e. what is a PTO shaft and why is it used) and then run through the more advanced topics. By lunchtime candidates should have a very good understanding of the subject. We try to ensure that customers on Kramp Academy are hands on, identifying parts themselves using the catalogues and posters provided. We think the training is absorbed quickly this way.

After lunch we aim to have an afternoon practical session. This could be learning to use a swager, for instance. After the practical session we have a final questions phase so that candidates can ask our trainers about any facet of the training they may not have understood. By 5pm it's time for home.

Who are the trainers? (Internal or External)

RK: Kramp is the leading agricultural parts wholesaler in Europe, we have achieved this status thanks to the technical expertise our specialists hold. We are able to use internal trainers for courses such as PTO identification. The Kramp Academy philosophy is that we are providing training to benefit the dealer, not indoctrinate them. For this reason we hire external trainers for courses covering subjects such as Stock Management.

Interested in training? View the training options at www.kramp.com



From Andy Bloomfield
 Group Parts Manager,
 Ernest Doe Ltd.

“Having sound knowledge of Trading Standards is essential in any business, so when booking, Ernest Doe and Sons Ltd were keen to find a course that provided useful information. The day was well organised and the trainer was professional and kept the course interesting throughout the day. The course content was very informative and we received great feedback from our staff. We have all benefitted from the course and can now confidently deal with various issues that arise. We already have a staff waiting list for the next Trading Standards course booked! We find working with Kramp Academy is always a pleasant, effortless experience thanks to the friendly, helpful staff.”

Cema Barometer

Will the sun shine again?

Uncertainty all round at agricultural machinery manufacturers in Europe. This is the conclusion drawn by CEMA in its monthly report.

The situation remains the same as in April. Then, CEMA could see a few slight signs of recovery with machinery manufacturers. After nine months of decline, it seems as though the number of orders and sales is now stable and that a new base has been found. In spite of the fact that there is still a recession, the majority of machinery manufacturers expect no further fall with this new base, but no rise in the number of orders is expected either.

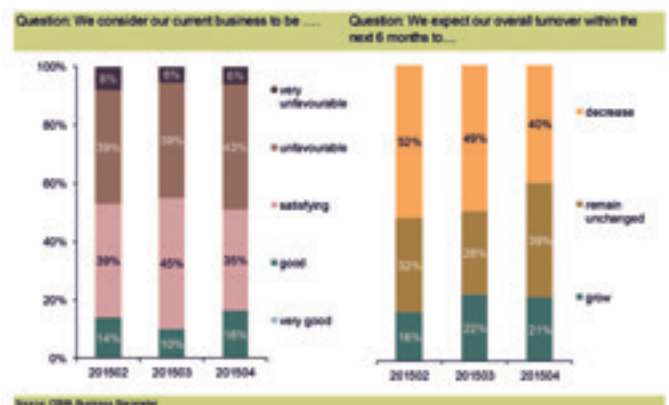
It is striking that market expectations have fallen in the various European countries, after a rise was seen here last month. According to the CEMA, there has evidently been a pendulum movement over the past months, which clearly illustrates general uncertainty. There is now no single European market left where demand for agricultural machinery is expected in the short term. Expectations for Germany and France have worsened slightly, so that the majority of the European market expects a further fall, be it only a small one.

On average, manufacturers' order portfolios are filled for the coming 2.2 months. According to CEMA, it is the lowest point

at this time of year since 2010, since a start was made with publishing the reports. Most manufacturers have already made cuts in their workforce, so that further redundancies need not be imminently expected. On the contrary, temporary employees are even being hired to help meet demand during the busy season. ■

Business Climate

Current evaluation and Expectations



About the CEMA barometer

- Monthly questionnaire for the European agricultural machinery manufacturers, started in 2008
- Reaches all sectors: from tractors to manufacturers of machines that are used by municipalities
- Target group: 140 senior managers in 8 countries
- Executed by the VDMA for CEMA
- Parts of the questionnaire

- Current and future business situation
- Number of orders
- Development of the turnover
- Turnover forecast per country
- Manufacturing forecast
- Workforce forecasts

Bron: CEMA



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Varsseveld is European starting point

Bike ride spurs European ambition

Since the merging of Kramp and Grene, the Kramp Group is now active across all of Europe. But until 1977 Kramp only operated in the Netherlands. At the time there may have been a few German customers, but it took Johan Kramp a bike ride and a chance meeting with a German mayor to pave the way to foreign lands.

In the Netherlands, Kramp had already achieved a great deal. It was already servicing the whole country, particularly following its partnership with Perdok. Then one day, during a bike ride, a German friend of Kramp made a comment that vexed the Dutchman. His friend challenged him: "What you've built up in the Netherlands would never be possible in Germany." These words were enough to send Kramp on his bike, to Germany. He stopped a master bricklayer in Wertherbruch and asked him where he could find an empty barn. As luck would have it, this man was in fact the Mayor of Hamminkeln and he pointed Kramp in the direction of the area's industrial park. In that same year, 1977, Kramp opened up a branch in this place in Germany, which would come to represent the first Kramp outlet abroad. Hamminkeln has since become a sales office, and Strullendorf is now home to a large warehouse and office. It would be 1992 before the Netherlands' other neighbour, Belgium, would be graced with a Kramp branch. The Belgian market was already accessible via the Netherlands' southern border, though it soon became clear that the Belgians

were more inclined to buy from a local company. Thus it was in the early nineties that the first steps were taken towards opening a site in Lummen — a project known as 'Operation Move South'. Kramp remains active in Lummen to this day. As for the other side of the North Sea, Kramp had already been active in Ireland and subsequently the UK since the 1980s. Now, the company only has a presence in the UK, in Biggleswade.

Outside Europe

In the same year that Kramp opened its Lummen site, Kramp also set off on an adventure to the US. Then to South Africa two years later. Despite Kramp enjoying significant growth in both regions, in 2000, the decision was made to focus solely on Europe. In 2004, the US branch was sold, following the sale of the South African branch a year earlier.

On firm ground in Europe

From the year 2000 onwards, Kramp continued to grow internationally. More and more European countries were able to benefit from the products and services Kramp had to offer. The base in Germany was extended to Austria

and Switzerland. Both countries are serviced from the central warehouse in Germany, with Kramp representatives present in each.

In France, Kramp had struggled to get a foot in the French market for decades. Despite all efforts, Kramp's luck was out. Just like Belgium, the French prefer to buy from their compatriots. This was the primary reason for Kramp's purchase of the French firm PBL Distribution & Bertholon. 2008 saw a considerable extension to the warehouse in Civray. A few years later, it was decided to centralise the various warehouses. A new warehouse and office was built in Poitiers and the remaining warehouses were closed. The name, too, underwent a change: from Kramp PBL to Kramp France. But it didn't stop there. As of 2011, Kramp has been branching out even further. Sales offices were opened in Hungary, Spain and Italy, followed next by Poland. Kramp's partnership with Grene meant that the business was also operating in Russia. 2013 saw Kramp merge with its northern neighbour, Grene. As such, the newly-formed Kramp Group now operates in every country in Europe. The places a bike ride can take you... ■



1

1 Former premises: McHugh & Kramp Ltd - Ireland



2

2 Biggleswade: helping England and Scotland



3

3 In Russia, Kramp and Grene work in cooperation



4

4 The main office and warehouse in Germany is located in Strullendorf.



5

5 The French office and warehouse can be found in Poitiers.



6

6 Varsseveld: Head office for Kramp.



The use of thermal energy storage for heating and cooling depends on a number of factors: the suitability of the soil, the presence of water, archaeological considerations, contamination and the presence of other thermal energy storage systems. Another form of renewable energy sourced from the soil is geothermal energy. This energy is produced as a result of the difference in temperature between the earth's surface and heat reservoirs located deep inside the earth. "Deep geothermal energy" is the term used when extracting energy at great depths or at high temperature, whereas the term "shallow geothermal energy" is used for projects conducted at shallow depths and at low temperature. In volcanic regions such as Iceland geothermal heat from deep inside the earth can be found at such shallow depths that it is economically expedient to extract it.

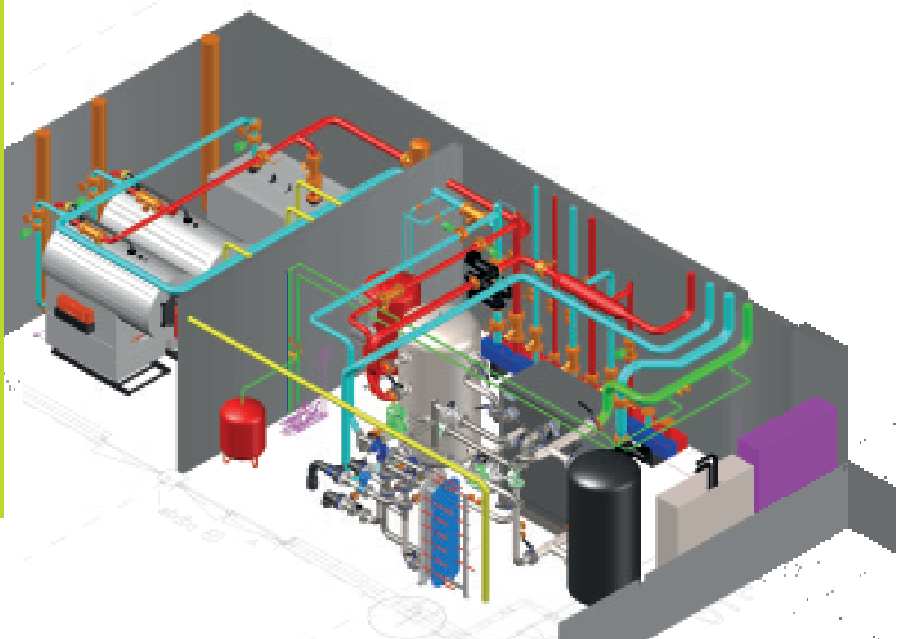
Energy from the ground

Renewable heat

A sustainable policy is important for Kramp. Therefore, when constructing the new offices at Poitiers and Varsseveld, being energy efficient is of utmost importance.

The thermal energy used for heating and cooling in Varsseveld is generated by means of an open loop system. This system is used in the summer to pump up "cold" ground water and distribute it throughout the systems in the building, including the AC system in the ceiling. The water absorbs heat in the building and takes it back down into the ground. This creates a "heat bubble" in the ground. In the winter the system has the opposite effect and pumps up the water that was heated during the summer. A heat pump converts the energy contained in this water in order to provide sufficient heating. Having been cooled down by the heat pump, the water is brought back down into the ground where it creates a "cold bubble". This "cold bubble" will be used again in the summer.

There is no other open loop system of this size in the region. Its heating and cooling capacity are 210 kW and 330 kW respectively. In some places in the region the soil structure is not suitable for erecting such large installations. Two impact studies commissioned by the company Wassink Installatie have revealed that this form of power generation could indeed be used if six of these well systems were to be set up. Spread across the site, three hot and three cold water wells are set up to supply the water through a network of pipes into the mechanical room, from where it is distributed throughout the building. ■





Huge discrepancies between countries

Percentage of women gradually increasing

There are, of course, female employees within the agricultural sector, although they are few and far between. More often than not, they have become involved as spouses. However, there are glimmers of hope on the horizon. Slowly but surely, the percentage of women working on farms is increasing, though with surprisingly big differences across the board in European member states.

An EU report has shown that, of those working on farms (including part-time), 42% are women. In 2007, this amounted to more than 11 million people. Almost 60% of these women work in Romania, Poland and Italy. Numbers are considerably lower in the other member states.

Large discrepancies between countries are also evident on other levels. Where 34.5% of Romania's women work in the agricultural sector, this number is less than 1% in Belgium. There is also still a lot to be done when we look at part-time work: 30% of women in Europe work part-time, compared to 9% of men. This figure also varies hugely per member state. In Bulgaria, just 2% of the country's working population works part-time compared to 49% in the Netherlands (where 76% of these workers are women).

Poor pay

As is the case in other sectors, women working in the agricultural sector usually earn less than men. In 2009, women earned on average 17% less per hour. The salary gap is significantly evident in countries where women represent a good proportion of the general work force (Germany, the Netherlands, the UK and Austria). In southern and eastern European countries, such as Italy, Malta, Poland and Romania, the gender pay gap is smaller.

When it comes to management and business positions, the situation isn't much better: Less than one third of agricultural businesses in Europe are run by women. Once again, the differences between countries are huge. Women in the three Baltic states are much more likely to be in charge of a business than their other European counterparts.

The European Commission is working hard to minimise the differences between men and women in the agricultural sector. This will require certain measures to be put in place. According to the Commission, care facilities in rural areas need improving (childcare, healthcare, schools), women need better educating and the pay gap between men and women needs to be addressed. ■

Tallis Amos Group

A progressive and fast developing business

Tallis Amos Group are one of the largest John Deere dealerships in the UK, with 5 depots covering Evesham, Bibury, Leominster, Narbeth and Dursley. Joining forces has given them a streamlined operation and profitable business which runs extremely efficiently. Recently identified as one of London Stock Exchange's 1,000 companies to inspire Britain, they have shown consistent revenue growth over the last 3 years.



The majority of their staff come from local farming families, or have been to agricultural college, so have a great passion for the TAG business and its customers. There are a total of 140 employees across the 5 depots including 56 fully qualified service engineers and technicians dealing with service, maintenance and repairs plus an extensive parts department with a further 15 people. The business deals with selling agricultural machinery, vehicles, trucks and lawn mowers, services and repairs and although primarily a John Deere dealership, they also have a wide range of machinery partners and franchises which include: Isuzu, Amazone, Bailey Trailers, Pottinger, Horsch and Quicke, to name a few. Paul Stuckey, Group Parts Manager is based in Leominster and has been with TAG for 14 years. Over the last few years he has developed a great working relationship with Kramp – “Kramp can offer us a wide range of products at the right price and availability is rarely an issue.” says Paul. His main contacts at Kramp are Alwyn Roach, Account Manager, who helps him with general queries and Kramp concepts and services along with Chase Watts, Customer Specialist. Growing the business is important to Paul and he invests significant time not only in getting

TAG is an amalgamation of four businesses: Alexander & Duncan, Chris Tallis Farm Machinery and Parks and Grounds Machinery, shortly followed by the acquisition of LAS in Narbeth in Dyfed.



Tallis Amos Group: Bibury.

consistency across the TAG group but implementing systems and solutions to improve the day to day business and to ease the moving of stock.

People are also important to him and since 2013, TAG have devoted time to training staff to develop their skills. Kramp fully supported him through the Kramp Academy and courses have already been booked for this year at their premises at Bibury. The future is bright. Business is thriving and the introduction of EDI, is a significant step forward reducing ordering times and eliminating errors. Duplicate data entry is no longer an issue thanks to an EDI connection between TAG's software and Kramp's webshop. The processing and forwarding of purchase orders is generally a time consuming task, during which errors can occur, but now this isn't the case. Once a purchase order is ready in the system, it can be directly transferred to Kramp via the EDI connection at the touch of a button. The focus going forward is to develop skills within the group and concentrate on keeping the customer happy. This is the most important factor for Paul and the team at TAG. They want to provide customers with everything they need, when they need it, but without compromising on customer service. ■

As an administrator in a large company that heavily relies on Excel and Outlook I found Kramp Academy informative and helpful in progressing my skills. I would highly recommend these courses"

Christiane Garland, Administrator



Paul Stuckey, Group Parts Manager at Tallis Amos Group with Alwyn Roach, Account Manager, Kramp UK

Debbi lives in Henlow, Bedfordshire with partner Simon and her 15 year old son, Charlie. She enjoys cross-stitch and once took part in a pantomime as a Zumba dancer.

Work History

After leaving school, she followed her ambition and joined Midland Bank, where she held a number of roles in sales, sales coaching and team leadership. This led to being part of a team instrumental in setting up the Edinburgh Call Centre. Since then she has had a number of customer service roles, investing time in people and training so that her team achieved both business and personal goals. Her key strengths are her people management skills and she excels at managing teams. She joined Kramp in February, looking for her next challenge, one which would give her the opportunity to develop new people in a more corporate environment. She has a wealth of experience and is looking forward to see her team grow in strength.



Debbi Oakley-Willmor
Internal Sales Manager

Achievements

Debbi has participated in Race for Life, walked Scarfell Pike, completed a bungee jump to overcome her fear of heights and gained her PADI diving certification.

This year...

In October, she is planning to step off the Stratosphere building in Las Vegas.....Why? "Why not....It's something I've always wanted to do." Good Luck Debbi!

Danielle joined us in February as part of our commercial team and brings her experience in customer services from previous roles in retail, travel and high street opticians. She has completed an NVQ in customer services and is now looking forward to developing a career with Kramp.

Personal

Danielle is 26, lives in Lower Stondon, Beds with her fiancé Sam and they are getting married in Riviera Maya - Mexico in January 2016. Their family and friends have been invited the dress is bought and the ceremony booked for the beach.

Hobbies

In her spare time she likes to keep fit, whether it's at the gym or working out at home. She has a love for shopping, but which girl doesn't? She loves watching films, from romantic comedies to action packed thrillers. Her favourites include Double Jeopardy and Taking Lives.



Danielle Chernewski
Commercial Assistant

New course locations for 2015

Kramp Academy expands UK coverage

Have you planned your Kramp Academy training for 2015/2016 yet? The academy, now in its fourth 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?



Kramp Academy has increased its UK coverage every year since its inception in 2012. This year is no exception and we are delighted to announce that we will be holding Kramp Academy courses at Reaseheath College, Cheshire.

Reaseheath College is one of the leading specialist land based colleges in the UK. Based near Nantwich, the college has extensive workshop and classroom facilities which will make it easier for Kramp dealers in the North West to attend the Kramp Academy.

We will also be developing our partnership with Barony College in Dumfries. Kramp Academy

launched at Barony in 2014 and saw a successful intake of candidates for the Introduction to PTO course. This year the academy will return, offering dealers in the Borders and North West a full programme of excellent training courses.

Finally, following feedback from dealers, we are investigating new venues in Aberdeenshire in order to move the academy closer to dealers. This will be a move away from Oatridge College, near Edinburgh and we will email dealers when an agreement has been reached. ■

Need bespoke training for your company?

The Kramp Academy brochure will be available in July 2015. If your business requires training delivered on your premises, or maybe there is a training requirement not covered in the brochure, then please contact Richard Kendrick kendrick.richard@kramp.com or Laura Ponder ponder.laura@kramp.com and ask us for a training proposal.

Bryan Hoggarth Show 2015

Kramp UK were pleased to support Bryan Hoggarth with their annual open day on the 26th of February. The Lancashire based McCormick tractor and Great Wall vehicle dealer put on a fine display of machinery and Kramp UK were present as the only invited supplier of parts and aftermarket products. The show saw Kramp introduce two new ranges for "Hoggarths" including Rylock stockfence from Betafence and the very popular GYS range of welders and battery chargers with good interest being shown from customers.



mySoil App

By British Geology Survey

Description - View a map of soil in your local area, retrieve descriptions of the soil depth, texture, pH, soil temperature, organic matter content and dominant habitats across the UK

FREE

Compatibility - Requires iOS 4.3 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimised for iPhone 5.



Badminton Horse Trials – 6th-10th May 2015

6 exciting days of competition started on the 6th May at the Duke of Beaufort's Park. Voted the Best Event (Eventing) of 2014 by L'Annee Hippique, it had thrills and excitement for all. This year saw William Fox Pitt win his 2nd Badminton title.

More information can be found at www.badminton-horse.co.uk

Royal Welsh Show (20 – 23 July)

After the successful 2014 show where the Royal Welsh attracted over 237,000 visitors, 2015 is set to be bigger and better than before. Its principal function is to showcase welsh livestock and quality food and drink, along with rural welsh life. It has something for everyone including forestry, horticulture, hobbies and crafts and countryside sports, along with the usual competitions and wide variety of cuisine in the food hall. If you haven't already bought your ticket, visit www.rwas.co.uk to book online.





Rickerbys Show 2015

Record numbers turned out once again for the annual Rickerby Show, held this year on the 4th and 5th of March at their head office in Carlisle. As usual, there was a huge range of machinery on display including a special 'Back to the future' Claas harvester on which this years commemorative limited edition scale model was based. Kramp UK supported the show with a display of Milwaukee power tools, a selection of hay tines and a range of Gopart forestry products, all of which attracted good interest from the many visitors to the popular two day event.

CEREALS 2015

Cereals took place on the 10th and 11th of June at Boothby Graffoe, near Lincoln. A wide range of exhibitors demonstrated their products along with new technology, working demos, seminars and awards for the best machinery. For more information visit www.cerealsevent.co.uk.



Service Dealer- Conference and Awards 2015

On the 19th of November 2015, the Service Dealer 2020 Conference and Awards 2015 take place at The Belfry in Oxfordshire. This unique one-day event will be attended by well-respected dealers and industry professionals. Throughout the day there will be a selection of key note speakers, debates and panel discussions followed by an awards dinner and presentations in the evening.

Kramp UK are proud to be a principal sponsor for the event and sponsoring the "Farm Machinery Dealer of the Year" award. Managing Director, Julian Thompson added "We are excited to be a part of this interactive and specialist conference hosted by Service Dealer. The format is well-designed, high quality and provides the industry with a look into what challenges the future holds. Kramp is the essential partner for the UK dealer network and we want to work closely with them to make their business profitable".


















The event will attract professionals from across the dealer network looking for information on what changes will take place in the industry and what they can expect from the ever-changing dealer network with insights into new technology. It's an ideal way to network amongst other dealers and like-minded individuals.

Tickets are available from the Service Dealer website www.servicedealer.co.uk/ and the 2015 Conference and Awards tab.



Kramp UK - Telephone Number Changes



 CUSTOMER SPECIALISTS  01767 602630	 MACHINERY PRODUCT SPECIALISTS  01767 602631	 TRACTOR PRODUCT SPECIALISTS  01767 602632
 HYDRAULICS PRODUCT SPECIALISTS  01767 602633	 TRANSMISSION PRODUCT SPECIALISTS  01767 602634	 SHOP AND WORKSHOP PRODUCT SPECIALISTS  01767 602635
 FOREST AND GRASSCARE PRODUCT SPECIALISTS  01767 602636	 SALES SUPPORT  01767 602600	 FAX NUMBERS Agri Fax Number 01767 602620 OE Fax Number 01767 602629



We have listened to your feedback regarding telephone availability and have made changes to improve our systems.

WHAT CHANGES HAVE WE MADE?

- Product and customer specialist telephone numbers are now grouped
- We have tailored our groups so you can easily find the support you need
- One group number now gives you access to multiple specialists.

WHAT ARE THE BENEFITS FOR YOU?

- Quicker assistance when you need it
- Technical expertise from dedicated Product Specialists
- Experienced Customer Specialists
- Less numbers to remember





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.

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

Take this opportunity to enter the Sudoku puzzle and you could



win an iPad mini courtesy of Action Can. All you need to do is



complete the puzzle

and fax it back to us on

01767 602620. Closing

date for entries is the

7th August 2015. No

purchase is necessary.

The winner will be drawn

from the correct entries

at random. The editor's

choice 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. ■

Christmas Winner

Aspatria Farmers Limited, Carlisle

COLOPHON

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AGRICULTURE



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