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It's that easy

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Supplier portrait HELLA

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Customer portrait

Mark Weatherhead Ltd



PROJECT REDESIGN

EXCITING UNVEILING OF THE NEW WEBSHOP

Read more from page 8



Together we are making your work even easier

In August, we took an important step forward in the future development of Kramp, by merging with Grene. We will continue to provide you with the highest quality of service and work together with you to provide you with an even better choice of products.

The second milestone that I would like to share with you, is the all-new webshop which went live at the end of September. This new shop makes ordering and cooperation with Kramp even easier. In a selection of countries, a small group of customers worked with us and have helped us to test the new webshop. This has resulted in many good ideas and suggestions, which have made this new shop even better suited to your needs.

The internet has become an indispensable part of daily practice and recently Kramp has become active on Twitter, Facebook, Google+ and Youtube. Social media offers a great accessible communication platform in which we can stand in direct contact with you as a customer. So, if you have any good ideas or questions regarding our services, let us know and help us make your work even easier.

Eddie Perdok,
Kramp Group CEO

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Those who search, find



Kramp and Grene join forces Providing more choice and improved service

As technical wholesalers, Kramp and Grene have been in the same industry for many years. Each has individually strived to provide their customers with the best possible service. Now they are joining forces so they can offer their customers even more.

"You do not need to be a large company to provide a good service and be customer focused", says Eddie Perdok, CEO of Kramp. "You can give the best service to customers by being close, by understanding their company culture and by always providing a solution. However, in our business, scale is extremely important to allow you to offer the highest quality service. Only a large company can offer the greatest range of products, the best online service and the fastest and most reliable distribution. We will stay close to the customer and offer the widest product range in Europe: that is our strength."

The merger with Grene allows Kramp to take an important step forward in this development. The two wholesalers complement each other. Grene is the market leader in the Nordic markets, Baltics and Poland. Kramp is the front-runner in the Netherlands, Belgium and Germany and also operates in 13 other European countries. In each country it works with a local sales and service organisation in the country's own language and style. Following the acquisition, nothing will change in that respect.

The range of products from which customers can choose will grow rapidly, which means that they will be able to increase their orders with Kramp or Grene; It's that easy. In the foreseeable future, they will be able to choose from more than 700,000 products. And because efforts and investments in systems and processes will be bundled and newly developed, soon the customer can also expect new service concepts related to information, orders, deliveries and support.

"The synergy of this merger is not so much in cost advantages but in expansion of our product range", explains Carsten Thygesen, Managing Director of Grene, who leads the synergy team that is going to implement



the merger benefits. "This merger is a proactive step, focused on increasing our lead in terms of product range, service and distribution. A strong position is built on offering our customers a superior range in all countries in which we operate."

Thygesen explains that the systems and processes will be improved and more efficient as a result of the merger. "We will choose the best each company has to offer and that is available on the market. Then we can focus on investing in further innovation to serve our customers even better.

It is not the cost advantage but the unsurpassed range of products, technical support and service that form the basis for further growth and expansion. "We operate in a large market with many suppliers in each country", reveals Perdok. "Following the merger, no other company will be located in more countries than we are or can match the size of our assortment and our service. We are excited to be a part of this merger and are fully aware of the challenging goals that we have set ourselves. However, we are committed to meeting the needs of the customer and this is precisely why we have taken these steps."

In the next few years, Kramp and Grene will focus on growth in existing markets and on starting new business in East and Southeast Europe.

..... www.kramp.com

UK New Knight Mounted Sprayer A new design of mounted sprayer was shown by Knight Farm machinery at Cereals 2013. Available with 1300, 1600 and 1900 litre roto-moulded polyethylene tanks and booms for 12 – 30 meters wide.

UK The new Agrotion Series 7 The range comprises of three models: the 7210, 7230 and the 7250. Power is provided by a new six-cylinder Deutz TCD 6.1 litre engine.

G The new vehicles from Unimog, with Euro 6 engines, have outputs of 115kW/156hp to 260kW/354hp. The new series has ten models, ranging from the U216 to the U5024. A transmission with a hydrostatic component for the work and a mechanical component for transport is available as an option.

I The Same Virtus is technically largely equal to the Deutz-Fahr 5 series. However, the Virtus is not available with a continuously variable transmission. The three models have 72, 81 and 90kW engines. In terms of hp that corresponds more or less to types 100, 110 and 120.

F The Massey Ferguson 5600 series has three models with 64, 71 or 78kW (85, 95 or 105hp). The 5600 is the successor to the 5400 series introduced four years ago. They are powered by a three-cylinder Sisu instead of a four-cylinder Perins.

J TJA 8100 is the name of the 74kW/100hp Iseki agricultural tractor. This 3.3 tonne four-wheel drive blue Japanese vehicle has a three-cylinder engine with a 3.3 litre capacity and a 36+36 transmission. The most powerful Iseki so far is 2.61m high and 3.95m long.

UK The six cylinder JCB will be available with 140, 165, 190 and 225kW engines (188, 221, 255 and 302hp respectively). This 7.2 litre Dieselmax 672 will be used first in the JCB's own JS360 tracked excavator. Like the four-cylinder, the engine is built at JCB Power Systems in Foston.

NL The Vredo overseeder from the hire company Roelofs in Lemelerveld introduces a liquid containing nematodes into the ground at the front row of disk coulters at the same time as the grass seed to eradicate maybeetles. According to Roelofs, the result is clearly better than broad spraying.

G The Krone KWT 2000, with a 19.6m working width, is currently the widest hay tedder on the market. The Fella TH 1800 and the Kuhn GF 17002 come second and third with 17.5m and 17.2m respectively, and are followed by the Krone KWT 1502 (15.25m), the Fella TH 1550 (15.0m) and the Lely Lotus 1500 (15.0m).

G Siloking's small, self-propelled machines now also use AdBlue in their FPT (Fiat Powertrain) four-cylinder engine to meet emissions standards. Siloking's large self-propelled mixer wagons with six-cylinder engines have used AdBlue for a while with SCR technology.



Extended range

Webtec Flow Dividers

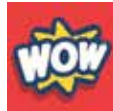


Flow Dividers are an integral component in most hydraulic systems and Kramp have extended their range to meet market demands. The Webtec range has standard BSP ports and is available as simple flow (FD060 range), variable priority flow (2FV2V range) and variable priority flow dividers complete with (RV2FV2V range).

..... For further details visit the website www.kramp.com.

Unleash a child's potential

Toys that release the imagination



WOW toys make super cute toys for pre-school children ages 18 months to 5 years. They have been created to encourage a child's imagination through fun, discovery and play.

WOW's Farm range is a range of toys that makes for a refreshing and creative approach to play. The toys stimulate learning through creative play and discovery thanks to the use of vibrant colours, realistic sounds and, clever mechanical features and secret compartments to discover. They are also highly collectable as all are compatible with each other and children can mix and match any toys from the range. Trusted, durable and exceeding safety regulations, they don't require batteries to make them work and do not contain small parts or sharp edges.

Contact Kramp on 01767 602602 for further details or visit the website www.kramp.com.



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



Fast – Easy – Accurate

Chain Sharpener

For quick and easy sharpening in the field, this convenient hand powered Timberline Chain Sharpener has the ability to sharpen every tooth to the same height, length and angle to provide a superior cutting edge. There is no need to remove the chain, which means you can continue in no time at all. Avoid unnecessary accidents and make sure you have a perfectly sharpened chainsaw for the job.

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

Sauer-Danfoss to become Danfoss

From September 2013, Sauer-Danfoss will officially change its name to Danfoss and operate as a new business segment known as Danfoss Power Solutions.

Current President and CEO of Sauer-Danfoss, Eric Alström remains in charge as President and CEO of the Business Segment. "Operating as one company gives us more size and stability, ensuring we remain a strong long term partner for our customers and suppliers as we move forward" explains Eric. "By combining our name across all markets, we increase the total impact by working together for a stronger global brand worldwide."

"While the Sauer-Danfoss brand name has changed, customers can continue to expect the same high level of technical expertise and service. The Danfoss brand builds on the same principles of valuable customer partnerships, and with a proven history of strong innovation and operational excellence. Together we represent one stronger global brand."

Established in 1933, Danfoss is a global leader within climate and energy technologies; delivering innovative, high quality products and solutions used in areas such as cooling food, air conditioning, heating buildings, and controlling electric motors.



..... www.danfoss.com

UK Cereals 2013 Attendance for cereals came close to 26,000, which is the second highest number of visitors in the event's history. The highest was in 2011 with 26,900 visitors.

UK FWI launches a new tablet edition of its popular weekly printed magazine. This digital magazine, designed specifically for the iPad, is available to download every Thursday. It includes links to related content and video, and is easy to navigate.

G Fendt leads the German tractor market during the first five months of this year with 3180 units sold: a share of 22.1%. John Deere was second with 21.1% and Deutz-Fahr third with 9.0%.

G The German ranking over the first five months for places four to ten was as follows: Claas (8.5%), Case IH/Steyr (7.3%), New Holland (7.2%), Kubota (4.3%), Massey Ferguson (3.8%), Valtra (2.5%) and Iseki (2.2%).

I Same Deutz-Fahr achieved a turnover of 1.19 billion euro compared to 1.11 billion euro in 2011. Operating profits (according to EBIT) were 72 and 62 million euro respectively. SDF manufactured 31,937 tractors last year compared to 28,096 in 2011.

J Kubota wants to sell at least 10,000 agricultural tractors in Europe in 2018. To this end, Kubota is going to introduce heavier models than its current 100 kW/135 hp top model M135GX. The 6.1 litre, four-cylinder engine of the 135 will form the basis of the new series.

G Germany was the largest machinery exporter in the world last year. With a 16.1% share, Germany stayed well ahead of the US (12.1%) and China (11.2%). Compared to 2011 (16.5%) Germany lost some ground, while the US (11.3%) and China (10.2%) increased their share.

J Japan is in fourth place in the world rankings of the largest machinery exporters in 2012 with a market share of 11.0%, followed by Italy with 7.4%, France and South Korea each with 3.6%, Great Britain with 3.4% and the Netherlands with 2.8%.

USA Agco concluded a new, four-year contract with tyre manufacturer Mitas, to supply Continental and Mitas tyres for its Challenger, Fendt, Laverda, Massey Ferguson and Valtra tractors and combine harvesters.

F Bourgoin, the French manufacturer of harvesting equipment, has been taken over by the Ploeger Oxbo Group. Bourgoin is based in Bournezeau and has over 50 years' experience in harvesting technology for niche markets. Through this takeover, Ploeger Oxbo is also buying production capacity.

NL The tractor driver's licence, which will be mandatory in the Netherlands as of 1 January 2014 for 16 and 17 year olds who want to drive a tractor on public roads, has triggered a rush on the inexpensive tractor certificate that is relatively easy to obtain. The certificate must be exchanged for a driver's licence from 1 January.

Cost effective solution

Gopart Gear Pumps & Motors



Kramp UK adds to its Gopart range Hydraulic Gear Pumps & Motors. These quality, cost effective products are available in the following specifications.

Pumps – Group 1 in displacements 1, 2, 3, 4, 5 & 6cc.

Pumps – Group 2 in displacements 4, 6, 8, 12, 14, 16, 20 & 25cc

All pumps are available with left and right hand options, have a European 4 bolt mounting flange and a 1:8 tapered shaft.

Motors – Group 2 in displacements 6, 8, 11, 14, 16 & 20cc

All motors are reversible, have a European 4 bolt mounting flange and a 1:8 tapered shaft.

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





← **Dr. Tim Fronholt:**
"Working together to develop new initiatives".

Hella in Lippstadt (G)

Shining example with LED

The name 'Hella' is inextricably linked to motor vehicle lighting. The German supplier plays a leading role in this area, underpinned by robust customer orientation and innovation. Together with Kramp, new routes are being taken in relation to agricultural vehicles.

Hella and Kramp have worked in partnership for a number of years. "Kramp is one of our biggest customers in this sector, so it goes without saying that we are working together to develop new initiatives", says Dr. Tim Fronholt. At Hella, he works as the Target Group Manager for Agriculture and Construction. "Interesting developments are taking place in the areas of agriculture, construction and commercial vehicles, which is why we are going to intensify our efforts in this area." Hella is doing this by promoting new products and, where possible,

collaborating with customers, especially its international ones. "Until now we have primarily worked with our customers at a local level. But because our customers now also operate internationally, we have adapted our structures. For example, our customers now have a dedicated international account manager. This is new territory for us, but our initial experiences, including those with Kramp, are positive and promising. We act according to our motto 'Think global, act local.'", says Dr. Tim Fronholt."



LED is the new standard

One of the new products is LED lighting. LED is making a major advance, which is not surprising. Compared to other kinds of lighting such as halogen and xenon, LED work lights have significant advantages. According to Fronholt, "The durability of the lights in particular is an unbelievable improvement. The service life of an LED light is around 60,000 hours, which is 130 times as long as a halogen light. We achieve this in various ways, including optimised thermal regulation of the Hella LED work lights. Due to the lengthy service life, inconvenient bulb changes are no longer necessary, and they are much more economical compared to halogen and xenon."

"In addition, the light that LEDs produce is similar to daylight and the lights are 100% water proof and maintenance free. It's a huge improvement." Prior to LED, xenon was the latest development, but it was only on the market for a relatively short period prior to the introduction of LED. Fronholt does not expect anything new to be added soon: "Developments will of course continue, but LED is here to stay. It is the new standard."

Constant development

Every year, Hella invests millions in the (further) development of its products. Competitors copy them and often introduce their own, often cheaper range, which must be frustrating. "Sometimes it is, but customers deliberately opt for our products. We may be a little more expensive, but we do offer top quality and innovation. By supplying leading manufacturers of agricultural machinery, Hella has acquired decades of experience and OEM expertise."

That doesn't mean that the manufacturer can quietly sit back. "We are constantly evolving and we try to be as close to our customers as possible. That is why we have branches in different countries, so that we can ensure timely deliveries and service."

Do you want to know which Hella products are available via our webshop? Enter Hella in the search box and all products will be displayed. You can select a category to reduce the number of results.

..... For more information, please visit www.hella.com

Hella in figures

- 🌐 Seventy locations in thirty countries
- 🌐 More than 29,000 employees
- 🌐 Turnover in 2012/2013: approximately 5 billion


LED success factors

- 🌐 Service life of 60,000 hours
- 🌐 Low energy consumption
- 🌐 Comparable to daylight
- 🌐 Maintenance-free
- 🌐 Multi voltage 9-33 volt
- 🌐 100% waterproof, resistant to high pressure

Functionalities Coming soon in the new webshop


We have incorporated different functionalities into the new design of our webshop to make it even easier to work with. As the three examples in this article show, it's all about ease of use.

All product details are now widely available at a glance

Once you have found an item, you can use this useful icon  to view all product information at any time. This makes it really easy to order the correct item.






Select what information you want to see

You can use this button  to tick or untick columns in the search menu, specifying which information is of interest to you. Your search results will therefore be more conveniently set out.

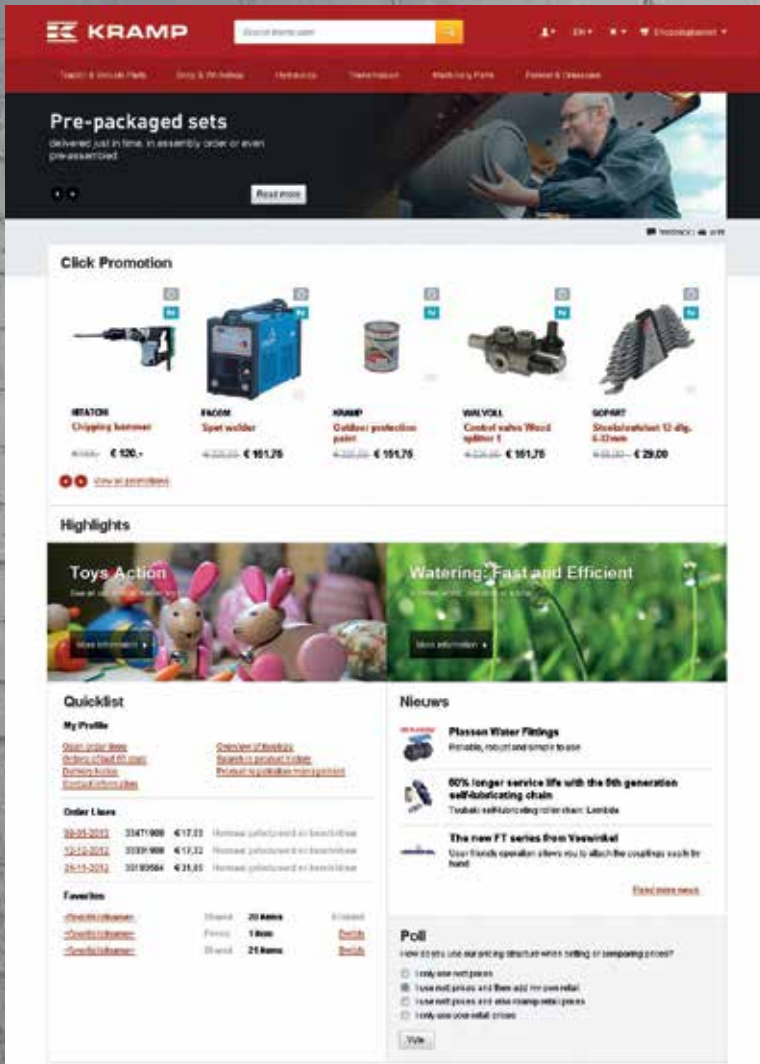


Show search results in a list, tiles or compact view

Select how your search results are displayed using these three icons   . Choose from a list, tiles/images or a compact view, whichever you prefer.



..... www.kramp.com



Webshop improvement

Exciting unve

In terms of online retail within the parts industry we are known as a pioneer. Ten years ago, Kramp were the first in our industry to set up a webshop, making it even easier for customers to place orders. The new design, which will be launched in September, involves more than a few pretty pictures. “We have seized many opportunities to optimise our customers’ user experience. Delivering reliable quality, speed and optimum ordering convenience is a top priority for us”, says project leader Ron Huiskamp.

The latest developments

The new design will incorporate various functionalities making it easier for you to place orders. For example, it will no longer matter whether you view the webshop on your PC, laptop, mobile or tablet. As Huiskamp says, “Finding things quickly with fewer clicks - that is the big advantage of the new, well organised product menu. The site also automatically adjusts to the device and the screen resolution. In addition, customers will be able to find the right items using criteria they consider important. By clicking on relevant filters, only the items with the desired features are displayed.” Another innovation is, according to Huiskamp, the

Over the last few months, we have been working hard on a new design for our webshop. Thanks to the new clear, simple design, easy navigation and a number of technical developments, it will now be even easier for our customers to find what they are looking for.

iling of the new webshop

handy pop-up icon you can use to view the product information at any given time. By using the latest web technology the search results are displayed even quicker.

Content

A team of around twenty people are involved in this project. The e-business, international and local marketing, communication and sales teams are working closely with various product specialists and account managers to make it a success. Developing a good webshop is the first step, then the trick is to keep it as comprehensive and as up-to-date as possible. "Our range now consists of over half a million products and, on average, around eight hundred are added each week", says Ronald Renskers, the Product Content Manager. "Content refers to all product related information such as photography, drawings and the written product information in eleven languages. Forty employees work daily on keeping the content up-to-date. Through this information we make it as simple as possible to order the right products.

Valuable feedback

A prototype has been tested extensively in the Netherlands, Germany, France and the UK by a test panel of customers and internal users. According to Ron Huiskamp, this has provided valuable feedback that will be incorporated in the final design. "But the collaboration with the customer doesn't stop there. As a committed partner we are constantly looking for ways to improve our

We have seized many opportunities to optimise our customers' user experience.

The webshop in numbers

- Number of page views per day: **1,000,000**
- Number of searches per day: **275,000**
- Availability in 2013: **→99.9%**

Our new webshop will demonstrate our added value for the customer even more clearly.



Our customers have their say

One of the members of the customer test panel is Dick Derksen. He is responsible for the purchase and sale of parts and for warehouse management at Damcon in Opheusden. "I thought that the test day in Varsseveld was very well structured. We started by listing the sticking points in the previous webshop. We went through these points one by one, clarifying them from a customer's perspective. That was followed by the presentation of the new webshop and it emerged that eight of the ten points were included in the new design. The other issues will also be taken on board. I think Kramp has made huge advances with the new webshop. Searching is much easier, the shop is more clearly organised and you don't have to click as much. It has many new functions that make our work a lot easier."

service. That is why we go straight to customers for suggestions via the webshop."

Mutual benefit

At present, a suggestions page is being worked on behind the scenes as a new communications platform for customers to inspire us and each other. Working together for mutual benefit, that's our motto. All suggestions are welcome, big ones as well as small ones, as long as they contribute to customers' convenience.

This suggestions page will be added to the shop soon and will only be visible after logging in, so exclusively for customers. A status field will allow you to track the status of your suggestion. Once a month all suggestions will be assessed.

If we are able to incorporate a suggestion in the service we provide, the person who submitted it will receive a gift.

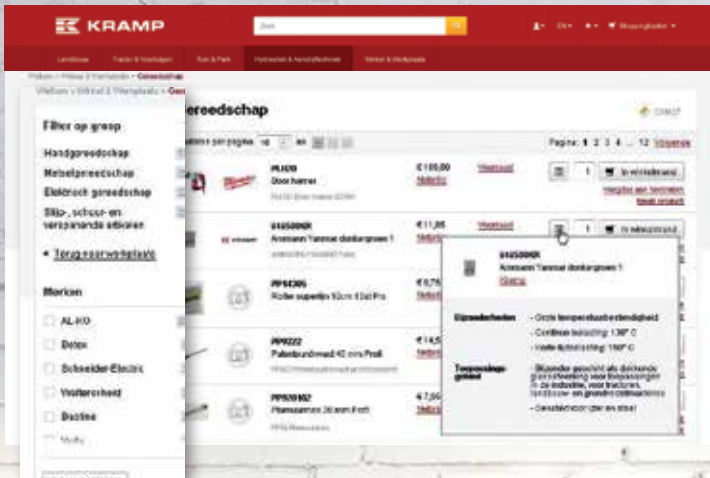
Added value

As sales director for Belgium and Luxembourg, Philippe Everaerts is closely involved in the redesign. "Being able to find the right items more easily is a major leap forward. The new webshop will give customers a better overview than before, in a visually attractive and modern way. In addition, we are able to promote our added value as a partner to our customers by drawing attention to our services in the right places. Customers will see at a glance the significance we can have for their company."

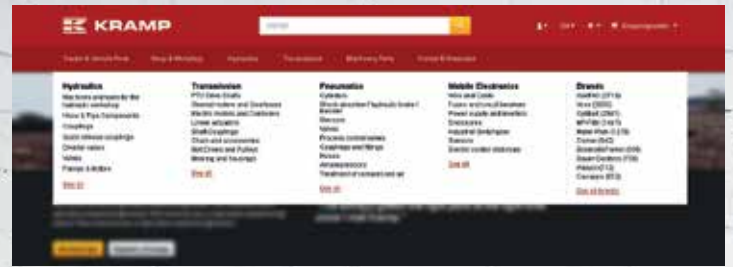
Ready for the future

According to Gerben Peet, E-business Manager, the new webshop provides enormous flexibility for future developments in terms of its design and underlying technology. "From now onwards, it will be relatively easy for us to incorporate new developments relating to e-business in the webshop. We have an advanced technical platform which can be used to assist customers in a personal, direct way.

If you want to learn more about the new functionalities in our new webshop, take a look at the videos on the Kramp YouTube channel: [youtube.com/KrampGroep](https://www.youtube.com/KrampGroep)



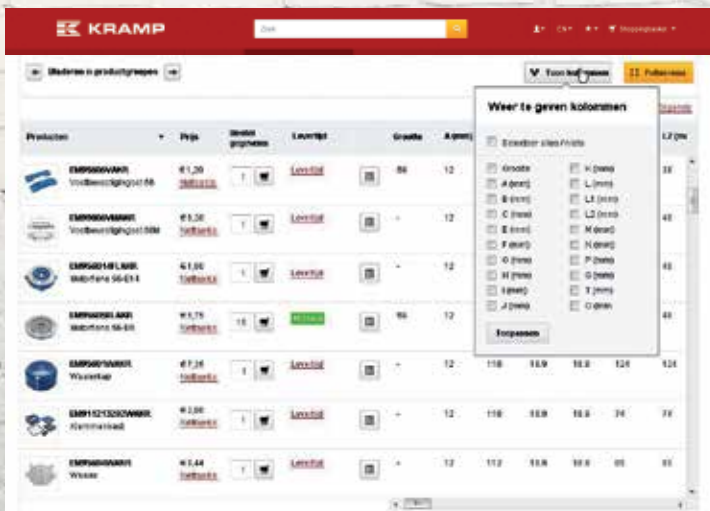
Useful filters to find what you're looking for faster



Less clicking, finding things faster with modified product menu



Super fast results due to latest web technology



Direct ordering from product category

Optimum display on your screen, mobile and tablet



Over 2,700 participants from around fifty countries will be at Agritechnica 2013, the world's leading event for agricultural machinery and accessories. Two years ago, the trade fair in the German city of Hanover attracted no fewer than 419,000 visitors.



Agritechnica 2013: big bigger biggest

Freya von Rhade, Agritechnica Project Manager, is convinced that this is the place to meet farmers, investors and leading research institutions. "In addition, representatives from the world of politics and consultancy and from professional associations also attend from Europe and the rest of the world."

For the first time, over half of the exhibitors will be from outside Germany. Italy is well represented, just like the Netherlands, France, Austria and Turkey. Of course Kramp will be present at this trade fair. According to our commercial director Reinier Sløetjes, "This year we will have two stands at Agritechnica. The main Kramp stand is

600m² and will be in Hall 2. There will be an additional 72m² stand in Hall 1 for our OEM customers."

Sløetjes is looking forward to the fair in Hanover. The bar has been set high. "We want to make it the best and most innovative exhibition at a trade fair in Kramp's history." We hope to do this with, among other things, the biggest stand ever used so far. "Incidentally, Kramp's team includes employees from all countries where Kramp is represented."

The spacious stand will be divided into four zones. For now, Sløetjes is keeping exactly what these zones will look like to himself but he's willing to give us a clue. "The future will occupy centre stage. How can we serve our customers better? That question will be answered during the trade fair."



Systems & Components

A new section of the trade fair in Hanover is Systems & Components. The fair is responding to the increasing role that innovation plays in agriculture.

OEM

In Hall 1, Kramp will have a second stand for the first time. It will be specifically set up for the OEM customers. "On this stand there will be a selection of A-brand products from the product areas of hydraulics and transmissions. In addition, we will highlight business solutions such as the replenishing service and two bin and we will provide details of our technical services, such as the assembly service and engineering.



..... You can find more information at: www.agritechnica.com

Visitors will find us in Hall 1 at stand number A128. This stand will be set up for OEM customers. The main stand will be in Hall 2 at stand A19.

Matexpo in Kortrijk (B):

A fixture in the construction machinery industry

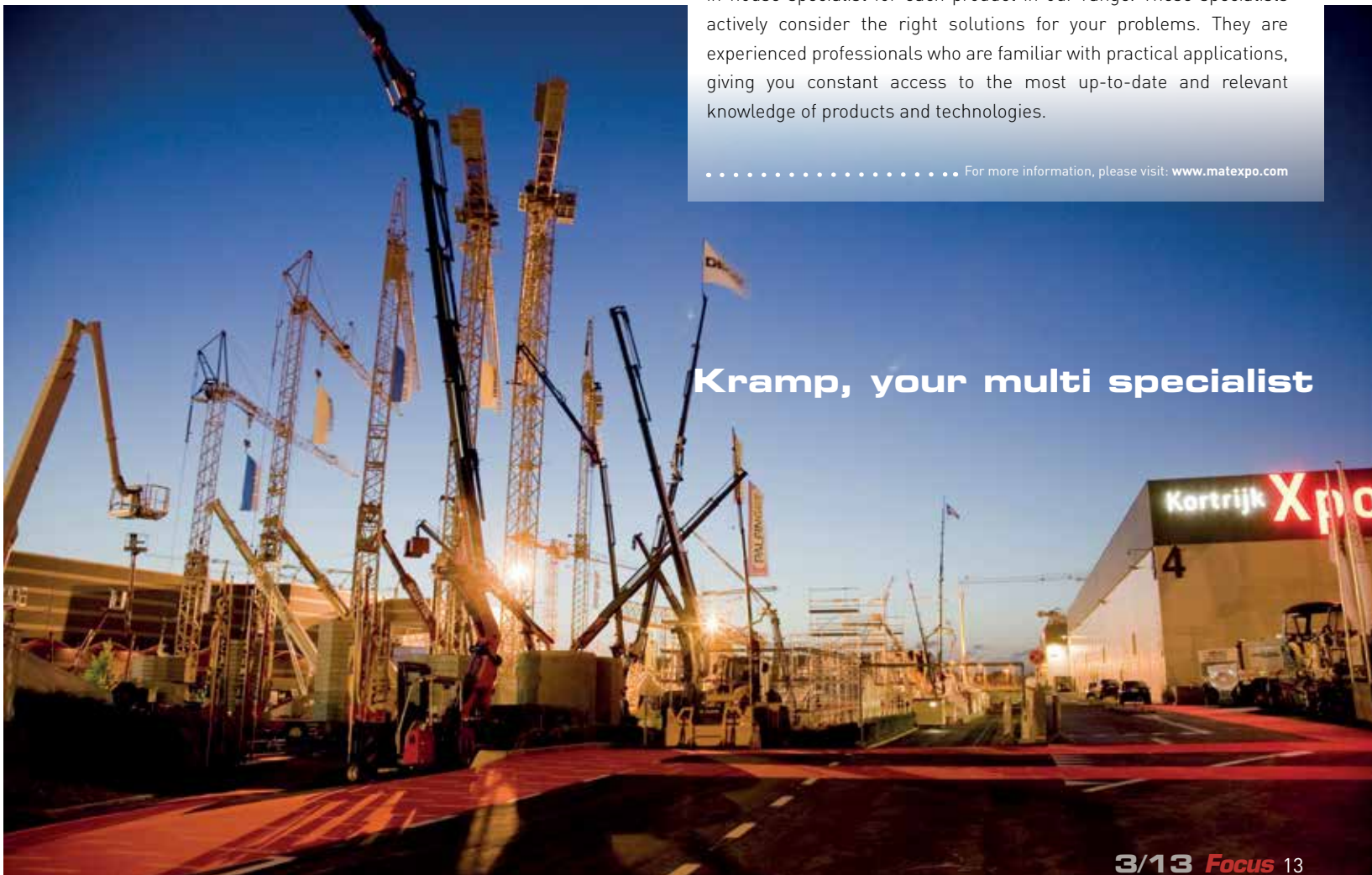
This year, Kramp exhibited at the Matexpo for the second time. With an average of around 40,000 visitors from twenty countries, and 340 exhibitors this year with a total of 1,400 brands, it's impossible to imagine the international world of construction machinery, industry and environment without this biennial trade show in Kortrijk. This year the total area was 208,000m², or over twenty hectares.

This year, the 35th Matexpo ran from Wednesday 4th to Sunday 8th September. Its many demonstration and test facilities, and the various awards being handed out (including those for the best innovations) make Matexpo the foremost place for industry professionals to meet. New this year was the marketing award, where the number of visitors to a stand was compared to its surface area. This year, Kramp was at stand number 166 with a surface area of 96m² (8 x 12m). Compared to 2011, when we had 80m², this was a 20% increase. We were able to welcome a few hundred focussed customers, of whom around a fifth were from the Netherlands.

Product specialists

Once again, our technical specialists were ready this year. We have an in-house specialist for each product in our range. These specialists actively consider the right solutions for your problems. They are experienced professionals who are familiar with practical applications, giving you constant access to the most up-to-date and relevant knowledge of products and technologies.

..... For more information, please visit: www.matexpo.com



Kramp, your multi specialist

Farm Safety is improving but there is a long way to go

Good Machinery Maintenance Reduces Health and Safety Hazards

Agriculture remains the industry with the highest rate of fatalities, according to the latest figures from the Health and Safety Executive. However, numbers are down and it is testament to the good work that a variety of farming organisations, including the NFU, are doing to tackle this very serious issue. The statistics reveal a fall in fatal accidents this year to 29 workers and 7 members of the public - this is down from 35 workers and 6 members of the public in 2011/12.



↑ The number of farm incidents might be dropping but hard work is still needed to improve farm safety

→ NFU President, Peter Kendall



The NFU is committed to helping to reduce these accident statistics and believe that a good safety record is proof of a professional, modern industry."

NFU regulatory affairs adviser Benjamin Ellis said: "It is sad that agriculture has retained the highest fatal accident rate for a number of years now. But we are actively working hard to try to improve the safety record of the industry. The Farm Safety Partnership is leading the way in raising awareness with each organisation that is represented dedicated to raising safety standards."

There seems little point in raising the reasons why – the long hours, working for periods alone – but certainly we must do more to address the UK's farm safety record. The Farm Safety Partnership, which is chaired by the NFU, is an industry-led initiative committed to improving agriculture's safety record and to help reduce the number of deaths and serious injuries.

Mr Ellis added: "The NFU meets with our members regularly to discuss the importance of on-farm safety and we produce a number of safety related briefings and business guides to help farms consider the risks from their activities."

"It is vital that everyone in the industry plays their part to help improve standards - simple

measures like informing someone of what you are doing, taking a charged mobile phone in your pocket and knowing that a 999 call doesn't need signal from your provider can save your life; but it is also important that people take action to prevent accidents from occurring like following the safe stop procedure (hand brake on, controls in neutral, engine off, keys out) and not cutting corners and taking risks such as when working at height or handling livestock."

Where large machinery is concerned, clearly there are more issues to contend with.

"Maintaining large machinery in good working order is vitally important especially before harvest where kit that may not have been used for a while is suddenly put to heavy use. The NFU produces the Farm Vehicle Health Check which includes a checklist to ensure that essential maintenance is undertaken," added Mr Ellis.

"Correctly adjusting and maintaining your trailer brakes is essential to ensure that you meet the current legal braking efficiencies (25% under 20mph, 45% over 20mph in the UK), driving with a trailer below these efficiencies

is illegal and increases your chances of having an accident. It could also put excessive wear on the tractor brakes leading to a large repair bill. You can get your brakes tested at VOSA approved testing stations in the UK or at some agricultural dealers, always ask for a braking performance certificate before you buy or hire."

"The NFU is committed to helping to reduce these accident statistics and believe that a good safety record is proof of a professional, modern industry."

Thanks to the work by the NFU and also by agricultural machinery dealerships, health and safety records are improving. By emphasising the importance of good machinery maintenance, farm fatalities can continue to be reduced.



..... For further information visit www.nfumutual.co.uk/



Mark Weatherhead Ltd

Long established dealer covering East Anglia and the home counties

Established in 1945 as D Weatherhead Ltd, Mark Weatherhead Ltd now operates from 3 main depots based in Royston, Hardwick and Steeple Bumpstead. Mark Weatherhead, Managing Director has 42 staff across the depots. In 1996, Mark purchased the 3rd depot in Steeple Bumpstead, a former Cowies Eastern tractors depot

In May 2013, Mark became the new president of BAGMA, the trade association which represents agricultural and garden machinery dealers in the UK. Mark was vice chairman for the two years previous to taking up this new position.

In 1998, the business saw the 50th anniversary of Massey Ferguson which is their main franchise. They also boast franchises for Cat, Honda, Hayter, Knight Machinery, Pottinger, Rabe and Cousins. As part of the business they specialise in agricultural engineering, building construction such as grain stores, silos, pole barns and sheeted barns, which they design and build from scratch. They run a healthy horticultural business in parts and lawnmowers, servicing and repairing machines. They are the local specialists in combines, particularly in sales and after sales care and have gradually built up a large client base.

They are now in the process of becoming an Isuzu dealer at their Hardwick depot and this is a big contract for them. They will be able to service and sell Isuzu pick-up trucks, enabling them to diversify into the commercial vehicle market.

They place a big emphasis on training staff, and have conference facilities at their Royston office. Eventually the Hardwick depot will be expanded to incorporate the same facility. This will help them to focus on areas such as, expanding their knowledge on products and improving their customer service.

← Andy Ward, Kramp Account Manager (l.) and Craig Footman, Group Purchaser (r.)



We use Kramp for PTO parts especially Walterschied and Bondoli along with the Gopart range.

Mark Weatherhead Ltd are involved in all the local shows, promoting their business at the Suffolk, Beds and Bucks and Gransden events, and are big sponsors of the Cambridgeshire and Essex shows, which has a large backing from the young farmers association.

↑ **Mark Weatherhead Ltd is a successful Massey Ferguson dealership**

Craig Footman, is the group buyer and has been with Mark Weatherhead since 2001. Craig deals with Kramp daily and most of their orders are now placed directly through the webshop. With the additional information and availability for each product displayed on the webshop, he says it makes his life easier. The big advantage for Craig is the wide and increasing range of genuine parts that Kramp offers. The relationship with Kramp is continuing to build, they were asked to assist in the pilot for the first ever Kramp webshop, and in May this year, Kramp supported them once again with Wile Moisture Meter days at all three of their depots. Andy Ward, Account Manager and Graham Place, Product Specialist, were on hand to answer any questions and demonstrate the units.

What does the future hold for Mark Weatherhead Ltd? In the short term, it will be to develop the partnership with Isuzu and also their ATV business with Honda. However, one of their clear priorities is to focus on customer services. Their aspiration is simple – To be the best at providing a high quality level of customer service and build and improve the existing relationships.

We always use Kramp first, especially with the increasing range of genuine parts and next day delivery that they provide.

Craig Footman "For us, it's not about the price. Getting the stock when you need it is paramount. We get this from Kramp and are guaranteed a quality product. We do not need to look elsewhere."

Chase Watts

Customer Specialist



↑ Chase Watts
Customer Specialist



Chase is just 24 but joined the Kramp team 3 ½ years ago when he took a position in the warehouse as part of the Goods-in team. His main responsibilities were checking in and allocation of stock into the warehouse. A year ago he moved into the office to become a Customer Specialist and has fitted in comfortably within his new surroundings. He is an easy going person and he has a great smile which brightens your day. If you need any help, Chase is the person to ask. He is strengthening relationships with the customers and because of his long experience in the agricultural market, he understands the needs of customers. His previous job was working for a vegetable wholesaler in Beeston.

Chase is a quiet character, but he is one of our "Kramp Way Heroes" for putting the customer first. He plays squash twice a week and with his brother set up the Moggerhanger senior football team where he holds the position of treasurer. They built the team from scratch and arranged all the kits and sponsorships and it's now been running successfully for 8 months.

He likes watching movies and listening to music, so long as it's 60s / 70s classic rock. He has a desire to visit China to experience the culture and learn more about the history. He did a bungee jump for charity and raised £750 for Great Ormond Street, but has no desire to do it again.

What's next for Chase? To learn everything about the business, tap into the vast experience and develop himself, so in a few years he can manage the sales office, but ssshhh! Don't tell his boss!

Emma Bailey

Senior Tractor Project Specialist



↑ Emma Bailey
Senior Tractor Project Specialist



Emma is 26, and has a wealth of experience in agriculture already. Her dad was a Farm Manager based in Huntingdon and ever since she was able to reach the pedals, she was driving tractors to plough and drill the land. 3 years ago after having various jobs in and outside the farm, she was offered a more permanent job at Collings Brothers of Abbotsley Ltd where she spent 2 ½ years working in sales, out on the road, then returned to the office and took a Sales Co-ordinator role.

Joining Kramp gave her the opportunity to change direction and refocus. She has taken on her new role with enthusiasm and vigour and is keen to drive it forward and make the project a huge success.

Emma is fairly laid back, she says "everything happens for a reason", and this is very much how she comes across. Living with her boyfriend, Ben near Thrapston in Northamptonshire, she has a love of dogs and they have 4 between them including a Slovakian Rough Head Pointer which she adores. She used to take part in dog showing and clay shooting, but other priorities have taken her time and she just spends her spare time enjoying the countryside. She has been known to go for a run occasionally, but is keen to add that this isn't regular enough as she would like.

She has raised over £3,000 trekking in Peru to raise money for Breast Cancer, but is happy now to enjoy the comforts of a decent hotel rather than the inside of a tent.

What's next on the agenda? To learn other languages!

Time is running out to book places

Have you registered for Kramp Academy yet?

Kramp Academy is quickly running out of places. The new Kramp Academy brochure for 2013/2014 is ready and courses are available to view on the webshop.

With a 98% positive feedback rating, Kramp Academy has become the #1 training academy for parts in the UK. Businesses have been able to quickly train their employees on a wide range of either technical or product training.

There are four new courses for 2013/2014 all aimed at increasing the sales efficiency of your team through improved product and commercial awareness. Kramp Academy courses are not branded, all candidates learn techniques that can be applied to any product or situation.

Here is your quick reference guide to the hot topics covered by this year's Kramp Academy brochure:



Introduction to PTO

A one day course on identification techniques for PTO shaft types and components. The course covers all aspects of PTO shafts and spares plus how to identify a PTO shaft manufacturer and series from measurements or part numbers.

This was the most popular Kramp Academy course in 2012. Despite adding extra dates, there has been massive interest in the 2013/2014 PTO courses and places are running out quickly. Candidates will receive a certificate of attendance in the following areas:

- A solid understanding of Power Take Off
- A solid understanding of shaft and spline types
- An introduction to parts identification
- An understanding of HP ratings and manufacturers
- How to identify PTO shaft manufacturers and series
- Identifying different clutches
- Identifying profile tube, cross journals, bearing rings and yoke types
- An understanding of PTO protection
- A practical knowledge of PTO shafts



Purchasing – Managing Stock **NEW**

The purpose of this course is to enable stores staff, through good stock management skills and techniques, to meet customer needs but at a cost that is not detrimental to the business.

This course is new for 2013/2014. Created after customers requested training on stock management, Purchasing – Managing Stock is the perfect way to iron out bad habits, or train new staff on stock awareness quickly. Candidates will receive a Kramp certificate in the following areas:

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



Hydraulics – Swaging, Hoses and Fittings

This course is delivered in conjunction with the British Fluid Power Association and it covers identification techniques for hydraulic hoses and fittings, plus how to swage a hose and health and safety regarding swaging.

This course was also a hit in 2012, people attending the course developed skills which were immediately of use in their business. This year the course has been adapted and improved with the help of the British Fluid Power Association making a good course, great.

- Identification techniques on common fitting types
- Hose applications and identification techniques
- How to swage hoses including a practical section
- An understanding of health and safety practices in hydraulics



Ploughing and Cultivation – All you need to know about wear parts **NEW**

The perfect course on how to identify and stock the right wearing parts for your customer base. This course covers the different types of tillage techniques, different wearing parts and also the effects of wear. This course also identifies different soil types and their abrasive qualities. Finally this course shows candidates how to build an efficient and profitable stock plan for their area.

Attendees will learn about the following topics.

- Understanding how wear parts are used in tillage operations
- Identification techniques for ploughing and cultivation parts
- Seasonality and knowing when to purchase stock
- Wear characteristics
- Different soil types and how they affect wearing parts
- Differing types of wearing part protection



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

Moisture Meter clinic proves success

Each May, Farmstar hold their annual Moisture Meter clinic and this year they were present at Brigg and Doncaster sites. Graham Place, Product Specialist for Wile meters at Kramp UK attended and provided valuable demonstrations and repairs. A worthwhile event with new interest being shown in the new Wile Moisture Meters. If you require further information about Wile Moisture Meters, please contact **Graham Place** on **01767 602602**.



Horse of the Year Show

**Location: Birmingham NEC
9th – 13th October 2013**

The show features the finals of the most prestigious national show jumping championships, including international classes. Britain's top show jumpers will take on a host of leading contenders in this infamous show jumping event.

For further details visit <http://hoys.co.uk/>.



2013 Royal Welsh Winter Fair 2nd - 3rd December 2013 - Royal Welsh Showground



The best primestock event in the UK takes place in the heart of rural Wales and offers something for everyone. There are plenty of livestock displays, trade stands, antiques, cookery, floral art and much much more. **Visit www.rwas.co.uk for further information.**

Global Livestock App



Visualize, trend, track and compare livestock trade and reserves for a dozen animals. Including Asses, Beehives, Buffaloes, Camels, Cattle, Chickens, Ducks, Geese and Fowls, Goats, Horses, Mules, Other Camelids, Other Rodents, Pigs, Sheep, Turkeys. Have friends whose statements about these topics doesn't sound right? Use the app to show them the real data. Use our dataset to change their mindset.



Santa Pod Flame and Thunder 2013 – FREE ENTRY FOR KIDS!!

Join the Stunt and Drag racing family firework spectacular on Saturday 26th October and enjoy an action packed day. It features motorsport stunts, drag racing, monster truck displays and freestyle motocross. The day ends with a huge firework display and bonfire. **For more information, visit www.santapod.co.uk.**



Don Shapland retires

At nearly 80 years of age, Don Shapland has decided to retire this year. We want to wish Don a long and happy retirement. Well done Don we will miss you.



Kramp Retail Shop Concept Update

The next few months are busy with at least 4-5 shop proposals, so we are working hard on new designs. There is a new retail addition to the webshop being worked on which will help support our retail customers. We now have over 400 stock modules as a group.

Contact Berni Abbott, Retail Shop Manager on 07881 336291 for further information. Kramp. It's that Easy.



Cereals 2013

Another successful event for Cereals. As the leading technical event in the UK arable sector, it's definitely the place to do business. Over 25,000 people attending this year from farmers, agronomists and other professionals, the second highest attendance in the Cereals history.

www.cerealsevent.co.uk



Long Service Awards - Kramp UK 5 YEARS



Chris Cashman - November 2013



Claire Place - June 2013



Craig Cooper - July 2013



Edward Grierson - December 2013



The greatest military show on earth

The British Military Tournament 2013

Formally known as the Royal Tournament, the British Military Tournament has been revitalised and bought into the 21st century. It showcases the precision and skill of Her Majesty's Armed Forces and entertains vast audiences with special effects and exciting challenges and displays, whilst raising money for our National Charities of the British Armed Forces: Royal Navy & Royal Marines Charity, ABF The Soldiers' Charity and The Royal Air Force Benevolent Fund.

Resurrected as The British Military Tournament in December 2010, this newly revitalised event was a complete sell-out, attracting over 50,000 spectators. The theme was to tell "The Story of the British Army" with contributions from star guests such as Dame Judi Dench, Joanna Lumley, Stephen Fry and Anthony Andrews. Each year, a different story will be told, and to mark 2012 and the Diamond Jubilee year, the tournament celebrated the life and times of Her Majesty The Queen starting with 1926, the year of The Queen's birth.

This year, the tournament will celebrate "British Legends" and is said to guarantee "audiences on the edge of their seats". With dramatic re-enactments, nail biting high speed chases, daring stunts and for the first time, a glimpse into the battlefields of the future using state of the art technology. It's sure to be an exciting event.

The British Military Tournament is great entertainment for all the family and if you have time, you can always visit the exhibition area, which includes an Apache Helicopter, a Jackal AFV, a replica Chinook, and even an Enigma machine.

In the last three years, the Tournament has raised in excess of £450,000 for the chosen charities. So, why not purchase some tickets and help support the British Armed Forces.

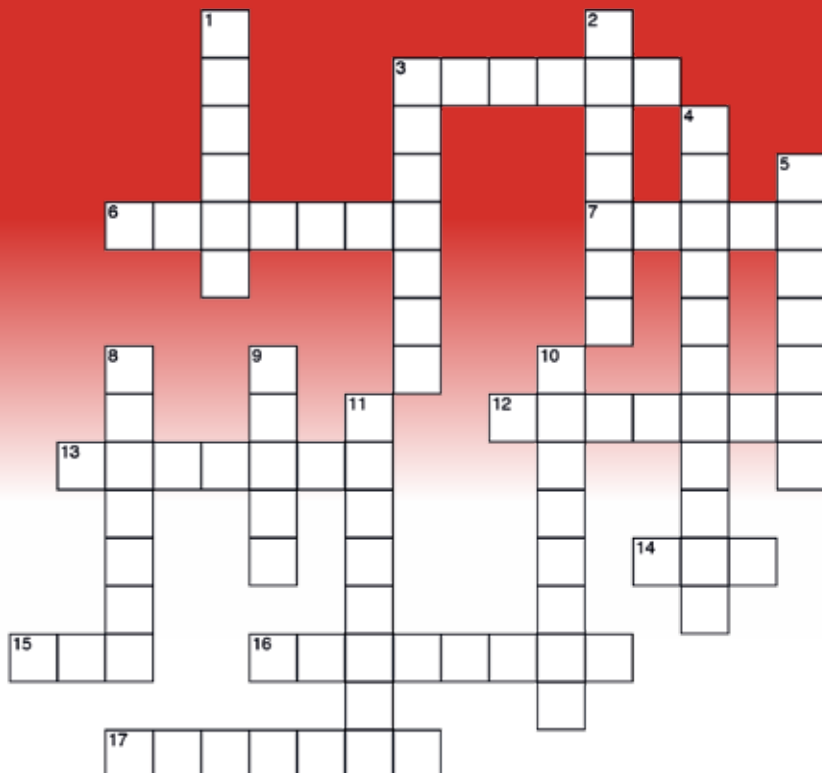
Source: www.britishmilitarytournament.com



- The capture of an Enigma machine from a German U Boat
- The Napoleonic Wars with Admiral Lord Nelson's victory at Trafalgar and the famous signal: "England expects every man to do his duty"
- The White Helmets Motorcycle Display Team
- A battle re-enactment during the Arab revolt of 1916-17 led by Lawrence of Arabia
- The breathtaking Musical Drive performed by The King's Troop Royal Horse Artillery
- The legendary Command Field Gun Competition with teams from Powerful and Terrible
- A motorised tribute to the heroes of the Battle of the Falklands
- State-of-the-art technology and effects in a Battlefield of the Future
- British Legends Finale - a tribute to today's legends, those limbless serving and ex-servicemen who have overcome disabilities to walk to the North Pole, row the Atlantic and compete in the Olympic Games

..... www.kramp.com

CROSSWORD TIME



ACROSS

- 3 (6) One of the franchises which Mark Weatherhead deal with
- 6 (7) Exhibition held in Kortrijk
- 7 (5) They promote LED lighting
- 12 (7) The attendance for this event was close to 26,000 this year!
- 13 (7,7) and 17 Across This year, the British Military Tournament will celebrate what?
- 14 (3) Manufacturer of toys that release the imagination
- 15 (3,8) and 11 Down At 80 he is retiring!
- 16 (10) New Kramp Academy course for managing stock.
- 17 See 13 Across

DOWN

- 1 (6) Peter Kendall writes about reducing _____ and Safety Hazards
- 2 (7) Kramp has redesigned theirs
- 3 (7) Agritechnica is to be held here
- 4 (11) New course for Kramp Academy - Ploughing and _____
- 5 (7) Company name change?
- 8 (7) One of our customers Dirk _____ was one of the testers for the new webshop
- 9 (5) Chase wants to visit this country
- 10 (8) The Royal Welsh Winter Fair is held in which month?
- 11 see 15 Across

Take this opportunity to enter the Crossword competition and you could win these great WOW toys, courtesy of WOW. All you have to do is complete the crossword and fax it back to us on 01767 602620.

Closing date for entries is **22nd November 2013**. No purchase necessary. The winner will be drawn from the correct entries at random. The editor's decision is final - no correspondence will be entered into or phone call taken. No cash alternative is offered. Kramp reserves the right to substitute the prize for an alternative prize if necessary. The winner's company name will be published in the next edition of FOCUS. The competition is open to Kramp customers only.



.....www.kramp.com

Congratulations

The competition winner is:

**Ben Ewen
Ravenhill Ltd
Markethill Road
Turriff**

Congratulations to Ravenhill Ltd who win 2 tickets to the British Superbike Championships 2013, courtesy of Rock Oil.



COLOPHON



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Photos: Aboutpixel.de (15), Agritechnica (2), app store (1), Danfoss (1), Fuzzimo (23), gopart (2), Hella (2), Kramp (29), Mark Weatherhead Ltd (2), Matexpo: (1), NFU (1), Shutterstock.com (21), Michael Stokes / Shutterstock.com, Steve Mann / Shutterstock.com, Lucie Lang / Shutterstock.com, Kevin Day / Shutterstock.com, Timberline (2), Webtec (2), Wile (1), Wow (5)

