

FOCUS



SERVICES WITH ADDED VALUE

**WE TAKE CARE
OF EVERYTHING**

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Recycling is essential

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Ask the expert

All about lubricants

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Kramp Academy

Microsoft office

KRA FOCUS 0314_GB

Scan to Mobile

Order quickly,
easily and
accurately

More time for the important jobs. Forget all those different items, long part numbers and illegible handwriting. Experience optimum ease of ordering with Scan to Mobile. Take a look at www.kramp.com

It's that easy.



A partner who thinks along the same lines as you

We have had a busy period thanks to the warm weather in the first half of the year, and this was no doubt also the case for you and your customers. It is nice to have a partner who thinks along the same lines as you and who takes some of the work off your hands. This leaves you time to focus on your core task: ensuring that machines are operational again as soon as possible.

Kramp wants to support you wherever possible. We will therefore be putting our services in the limelight in September's edition of Focus. You may already be familiar with our EDI service, but did you know about the sourcing options that we offer? Our specialists can guide you during the construction of new machines, and scan to order makes the ordering process a whole lot easier. Perhaps you are ready to take the next step and you want to start a shop next to your workshop — we can also support you with this.

Are you interested in finding out which services can make your work easier? Read all about it in this edition of Focus, visit our webshop or get in touch with your Kramp Account Manager.

Eddie Perdok

Kramp Group CEO

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Timken Tapered bearing assortment extended

The Timken range has now been expanded to over 3,660 items. The range now includes complete tapered roller bearings, but also separate inner and outer rings. Visit the webshop

TIMKEN www.kramp.com or call one of our Product Specialists on **01767 602602**.

Work wear Winter wear to keep you clean and warm...

KRAMP Kramp work overalls (C404008958) are padded and thick, perfect for staying warm on cold days. They feature a multitude of different pockets and also reinforced knee pads, giving strength and flexibility when you need it. Kramp work trousers also provide important protection from mud and corrosives, while still looking smart enough to work in the office with (C204008962). Contact us on **01767 602602** to discuss your requirements.



Britool The expert in every profession

Britool are a world leading brand in hand tools suited to the needs of any professional. Remain at the cutting edge of your profession, with these ever-evolving tools that always deliver high levels of performance with everything you do. Look out for the Kramp-branded promotional catalogue in September. If you don't get a copy, call us on **01767 602602**.



2 Stroke Oil Premium quality lubricant



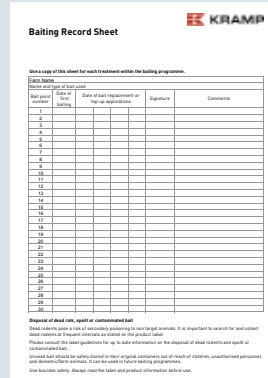
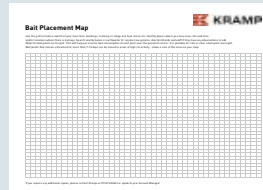
Groundsman 2 stroke engine oil is a premium quality semi-synthetic lubricant offering unrivalled engine protection under all conditions. It has been designed for use in all 2 stroke engines fitted to chainsaws, lawn mowers, hedge cutters/brush cutters and all other garden machinery. It has an extended engine life, low smoke emission, reduced carbon build up and extra lubrication for use with lead free fuel. For a full range visit www.kramp.com.

Rat Bait Preparation is essential

Rats and mice cause millions of pounds worth of damage on UK farms each year. Not only do they contaminate and consume animal feed and stored crops, they can cause structural damage, create fire hazards and spread disease. It is therefore vitally important to ensure that grain stores and animal feed areas are kept vermin free. Placing bait in suitable areas in a safe and responsible manner provides the first line of defence against rodent activity. So make sure you are prepared. Call us on 01767 602602 for more information and to get a free copy of a Bait placement map and record sheet.

Kramp. It's that easy.

NEW



Safety Glasses Safe but comfortable



PELTOR™

3M and Kramp now offer the Securefit SF200 range of safety spectacles. These are lighter than the majority of safety glasses on the market. Securefit also features Temple Diffusion technology. This reduces the pressure from the arms of the spectacles, as they are far more flexible, making these glasses extremely comfortable to wear, even over long periods. All Securefit products include anti-scratch and anti-fog lenses to improve day-to-day use.

Securefit part numbers **SF201AF, SF202AFG, SF203AFA**

Voswinkel System UX

The coupling series UX exceeds the requirements of ISO 7241-1 series A and ISO 5675 for the sector and is designed for maximum efficiency. The series UX coupling sleeve is available in two different lengths and is therefore compatible with the common commercially available built-in couplings. Available from October. For further information call us on **01767 602602**.



Gopart Hand Tools Dare to be different

Kramp have a wide range of affordable hand tools to meet every demand.

Gopart are now a recognised brand and you are guaranteed a quality product at an affordable price. With the extensive Gopart range, we are confident you will find everything you need to offer your

customers a better choice and service, whether it's the 1/2" 26 piece Socket set (**Part No. 15006GP**) or the popular Tool Trolley (**Part No. 10200GP**).



CR410GP Radio CD DAB+ Bluetooth as standard

The GoPart car radio combines technical masterpiece with competitive pricing and has a PLL tuner with 18 FM and 12 AM presets. As well as analogue radio signals, the device also receives digital audio signals and additional information such as traffic updates, the name of the artist and the title of the track (DAB). Playing MP3s is easy with the USB and aux input port on the front of the radio. Behind the removable front with the LCD screen is an SD and MMC card slot. Other features of the radio include RDS, Bluetooth, blue illuminated buttons and a remote control.

gopart
work smart



Powerful but great value Keeps things running smoothly

Gopart lubricants are versatile and competitively priced. This no nonsense oil range has been developed to a high specification and is able to cope with high demands to give maximum performance. These oils have been designed to suit most vehicle types. GoPart oils have no minimum order quantity, which means that you can order oil when you need it.

The GoPart brand has a solid reputation for quality products at competitive prices and these lubricants are no different. For information on these products call **01767 602602**. Kramp It's that easy.

gopart
work smart



Johnson Controls Recycling with ecosteps

In 1883, Professor Warren S. Johnson was granted a patent for the first electrical room thermostat. By 1885, this discovery had led to the creation of the business now known as Johnson Controls.

Today, Johnson Controls is active in three different sectors, with customers in 150 countries. With a workforce of over 170,000, the firm's innovation focus is on optimising energy management for buildings and on developing batteries, dry batteries and interior systems for motor vehicles. Kramp supplies products made by Johnson Controls Power Solutions, one of these three sectors. Johnson Controls are a market leader in lead-acid batteries and advanced batteries for start/stop systems in cars, hybrids and electric vehicles. Its fifty production, recycling and distribution centres worldwide supply over a third of all lead-acid batteries that are produced for the leading automotive brands and the replacement market. Johnson Controls were the first to mass-produce lithium-ion batteries for hybrid vehicles and leading brands in Europe include Optima and Varta. Sustainability is something the company feels very strongly about. In the US, Johnson has established the "closed-loop" recycling system, ensuring that as many as 97% of batteries are recycled, while in Europe they are building on this success with "ecosteps", a system in which old batteries are retrieved as new ones are delivered.



The German city of Hanover is home to the headquarters of Johnson Controls Power Solutions for Europe, the Middle East and Africa, with a staff of 1,300.

Top: The batteries are carefully inspected before they leave the factory.



Johnson Controls Power Solutions supplies all the major automotive manufacturers worldwide. Knowledge and knowledge transfer are important: "Our customers are our partners".



2013 sales figures in billions of dollars

Automotive Experience:	\$ 21.8
Building Efficiency:	\$ 14.6
Power Solutions:	\$ 6.3
Total:	\$ 42.7

2013

Johnson Controls in figures

Kramp

Els van Delden is key account manager at Johnson Controls Power Solutions and a dedicated point of contact for Kramp. She is very satisfied with the collaboration: "We'd been doing business with Kramp for many years, but this rapidly intensified after 2004. Kramp are tremendously loyal and always ready to talk to us. The deep mutual trust which exists can be seen in every aspect of our relationship. That is valuable and works amazingly well". The collaboration goes much further than just supplying batteries. "Whenever necessary, we offer training to ensure that Kramp's staff stay up-to-date. Furthermore, sustainability is very important for both ourselves and Kramp. We launched the ecosteps programme in Germany, retrieving old batteries from Kramp's customers and crediting them with the lead surcharge which they would otherwise have to pay. We plan to introduce the programme in other countries soon. This is a perfect example of where collaboration works well to the benefit of both parties". ■



www.johnsoncontrols.com
 Youtube: <http://c.kramp.com/yTCsF>



Quality products and a comprehensive range are what you expect and that's what we give everything, letting you concentrate on your core tasks. Trust in our motto: Kramp. It's that

Services with added value

“We take care of everything”

Get the orders out of the door quickly, then gather all the parts together for next day's repair jobs, oh and don't forget to re-order depleted warehouse stocks...

These are situations many of you will find all too familiar, not to mention the problems that go with them. Spending too much time on them won't leave enough for your core tasks. What's needed is a solution. "Kramp's mission is more than just supplying customers with spare parts quickly and efficiently. With our services, we can make sure that they save precious time", explains Julian Thompson, Sales Director UK. "Providing a service was also very important for our founder Gerrit Johan Kramp. For example, Kramp's first catalogue was packed with technical drawings and descriptions to give his customers the very best support. And providing a service is still a top priority. We focus on our customers' needs and wishes, leaving them free to concentrate on their day-to-day tasks".



you. But Kramp wants more. With made-to-measure services we take care of easy.



Problem solver

Kramp provides IT solutions under the title Business Solutions and EDI (Electronic Data Interchange) is an important part of this. EDI ensures that exchanging data between Kramp and the customer is a simple process. Orders, as well as delivery details and order confirmations can be easily exchanged without a scrap of paper being involved. It all happens automatically so there is no need for the customer to input any data, saving time and helping to prevent mistakes like duplicate entries. Henry Lansing, CEO and owner of Lansing Land- und Gartentechnik GmbH in Vreden, Germany, is happy to confirm the benefits: "The prices are always up-to-date. This improves our warehouse management and our stocks are always at the right level. EDI has also cut our order lead times. In fact, it's an ideal, service-oriented and practical solution".

As with the other services which Kramp provides, the emphasis is on flexibility. The IT department has developed modifications for a number of software packages so



SHOP



ACADEMY



SOURCING



DELIVERY SERVICE



WORKSHOP SERVICE

customers can use their existing systems for EDI with a minimum of changes. Other services offered by Kramp, such as Scan-to-Order, are also based on EDI. You use a Kramp scanner to scan product bar codes in your warehouse or shop and enter the quantity required after each scan. Once the order has been recorded, you transfer the data from the scanner to your computer and into your shopping cart in the webshop, where you can complete your order in the usual way. Another great benefit is that the Kramp scanner is perfect for use during stocktaking.

Every minute counts

Kramp set deliveries can help you get all the parts of a machine delivered together, when you want them. The sets contain all of the necessary parts or products in a single set, tailored to the customer's requirements. "Together with



Our services let our customers focus on their core task”

the product specialists from Kramp we have combined all the necessary parts, around 25 different items, in a single pack”, says Elke Müller, CEO of KME Agromax in Endingen am Kaiserstuhl, Germany. “Kramp has all the data and it only takes one phone call for us to receive the sets we need straight away. This is a huge advantage and enables us to work with minimum stock levels”. The fitters can get to work straight away and, if necessary, cables can be pre-assembled and hydraulic hoses can be supplied ready crimped. The ordering process is much easier: instead of a list of parts with scores of numbers, now all you need is just one order number. The set deliveries can even be left in store with Kramp. The set is ordered when it’s needed, so the customer doesn’t sacrifice any warehouse space.

Technical services made to measure

The service workshop is yet another important aspect of our service provision. A dedicated team carries out maintenance work and repairs, such as inspections of cylinders. The team also specialises in the customer-oriented modification of parts and products for hydraulic and mechanical applications. “This is another good example of how we can take care of everything for our customers, letting them concentrate on the tasks that are important to them”, explains Julian. A team of experienced sales engineers work on customer-focused solutions to hydraulic and pneumatic problems and in the field of drive technology and electrical engineering. Detailed solutions can be worked out on paper, on request, and submitted together with a clear cost structure. Kramp’s technical experts can also provide support with developing new machines if required, to the extent of building the complete machine on site.

The number of customer-specific products and set deliveries grows year on year. One of the reasons for this is Kramp’s wealth of experience when it comes to the sourcing, development and contract manufacture of products beyond its own borders. We have been active in China for many

years now, but we also have good relations with suppliers in Vietnam and Malaysia. Kramp looks after the entire process, from design and production to delivery to the customer, with the emphasis firmly on continuous quality control.

Your very own shop with Kramp

These days, technical support is just one of the services which dealers and mechanisation firms offer customers. Having your own shop is a trend that is growing in popularity and Kramp has been offering dedicated solutions ever since the 90s. A team of advisers and sales support staff are ready to help customers plan and implement their shop. The support doesn’t end there. We can advise on the range of products you should stock. We can also provide retail training through the Kramp Academy, although this is just one aspect of the Academy’s activities. We will also be offering a range of training courses during the coming season. When we design these courses, we never lose sight of the fact that they have to generate added value for the customer and we aim to create an added value that goes beyond mere product knowledge.

Are you curious to know which service could be of help to you? To find out more, visit our webshop or contact your Kramp Account Manager. ■

System UX



240 l/min

Nieuw · Neu · New · Nouveau

Alternatief voor / Ersatz für
Alternative for / Alternative à
PARKER RSD 501 Serie
FASTER 3CFPV Serie



**Wij kunnen het beter:
het 240-liter systeem**

De koppelingsserie UX voldoet ruimschoots aan de eisen voor ISO 7241-1 Serie A en ISO 5675 voor de agrarische sector en in compromisloos ontwikkeld voor maximale efficiëntie.

De UX serie koppelingshulzen is verkrijgbaar in twee lengtematen en is daarom geschikt als alternatief voor de 3CFPV serie van FASTER en de RSD 501 serie van Parker.



**Wir können mehr:
Das 240-Liter-System**

Die Kupplungsserie UX übertrifft die Anforderungen der ISO 7241-1 Serie A und ISO 5675 für den landwirtschaftlichen Bereich und ist kompromisslos auf Höchstleistung ausgelegt.

Die Kupplungsmuffe der Serie UX ist in zwei unterschiedlichen Baulängen erhältlich und ist kompatibel mit der Serie 3CFPV von FASTER und der Serie RSD 501 von PARKER.



**We can do better:
the 240-litre system**

The coupling series UX exceeds the requirements of ISO 7241-1 series A and ISO 5675 for the agricultural sector and is uncompromisingly designed for maximum efficiency.

The series UX coupling sleeve is available in two different overall lengths and is therefore compatible with the FASTER 3CFPV and PARKER RSD 501 series.



**Encore plus performant:
le système 240 litres**

La série de coupleurs UX surpasse les exigences des normes ISO 7241-1 Série A et ISO 5675 pour les applications agricoles, avec une conception sans compromis pour les plus hautes performances.

Les coupleurs de la série UX sont disponible en 2 longueurs pour être compatible et parfaitement interchangeable avec la série 3CFPV de FASTER et la série RSD 501 de PARKER.



Push-Pull Funktion
Push-pull function
Fonction Push-Pull

ISO 7241 /
ISO 5676



Mechanisches Rastsystem
Mechanical locking system
Système d'enclenchement mécanique



High-Flow Ventileinheit
High-flow valve unit
Vanne High-Flow



Geringer Druckverlust
Limited pressure loss
Faible perte de pression



240 l/min Rücklaufvolumenstrom
Return volumetric flow
Débit de retour



Compete and win a trip to the Kramp Open in Strullendorf

Are you the Parts Expert?

We are currently hard at work getting our complete range of tractor parts, including all popular brands and types, into our webshop. All of the wearing parts are quick and easy to locate for the first brands (including John Deere, Case and New Holland).



WIN
GAME

<http://firstchoicetractorparts.com>

SCORES

The total scores of the game and the quiz are added together each week and recorded. During the course of the competition, you can visit the special website to see the current rankings and how you are doing. The winner will receive an all-inclusive trip to the Kramp Open at our site in Strullendorf. You will be accompanied by your Kramp Account Manager.



**KRAMP
OPEN**
*Partnerschaft
erleben!*

For us, the challenge is to make it as easy as possible for our customers to order non-branded tractor parts. We're not afraid of challenges; in fact, we welcome them. We're sure you feel the same way, which is why we have created a competition to decide who can call themselves the Parts Expert.

At <http://firstchoicetractorparts.com> we challenge you to show that you are the expert in your field. Play the game and take part in the quiz to have a shot at the title, the glory that goes with it plus an all-inclusive trip to the Kramp Open exhibition held from the 7th to the 9th of November at our offices in Strullendorf, Germany.

The competition

Each week in the Traxpert quiz we ask you a different multiple choice question. This question can be technical, or it might be about the webshop or sales figures. We will send you an email reminder to let you know when a new question is available.

In the PartsPicker game, the player sees the outline of a tractor with a missing part. You are then shown a number of parts, both genuine and non-genuine. You need to click on the correct part as quickly as possible. Click on the right part to add it to the tractor. You will lose points if you click on the wrong part.

Healthy Harvest

'safeguarding the crop protection toolbox'



“Everyone wants a healthy countryside and a healthy agriculture producing a healthy harvest”

Guy Smith



UK crop production has slowed in recent years, so that we are no longer increasing our yields as demand increases. This is out of step with the rest of the world which seems to be responding to the challenge of feeding an exploding global population. Some sectors in the UK such as cereals and field vegetables are actually decreasing. The reasons are complex but it is true that regulation pushes farmers' costs up which in turn makes us less competitive with certain imported foods. If home production reduces, this causes an increase in imports, widening the UK trade gap in terms of both value and volume. The loss of active ingredients in the agrochemicals used in crop production is certainly a factor. EU farmers have lost more than half of the 850 active ingredients available to them in 2001. Herbicides such as Trifluralin and Isoproturon that are still widely used in the rest of the world are now banned in the UK. Agrochemical manufacturers are decreasing their investment in European agriculture partly because of EU Commission regulations causing agrochemical testing and approval to be hugely expensive.

The fear is that the remaining active ingredients could be further drastically reduced, with neonicotinoids already in danger. The NFU is now working with key industry partners for its new initiative: 'Healthy Harvest – safeguarding the crop protection toolbox'. We believe that there is a lack of sound evidence driving the regulations as well as a lack of understanding of the impact stronger regulations have on production and global competitiveness.

British farmers have very high standards when it comes to environmental responsibility in the use of pesticides, and they should not be singled out with restrictions not seen elsewhere. We are urging our members to help get the key messages surrounding this issue to MPs and MEPs as well as other key policy makers and opinion formers. Everyone wants a healthy countryside and a healthy agriculture producing a healthy harvest. British farmers have seen too much contraction in the past 30 years. We need to reverse this trend and one way is to keep all the tools in the crop production toolbox.

Guy Smith
NFU Vice-President

Some of the work the NFU has done includes:



NFU has lobbied both EU and UK regulators on the need to base decisions about crop protection on sound science. The Healthy Harvest initiative identifies five key areas. We are lobbying Brussels for a movement away from the current hazard based approach and a return to risk based assessment. We are also calling for a proportionate risk based definition of 'endocrine disruption'. We are lobbying our home regulators at Westminster to review UK specific measures to ensure a level playing field across the EU for UK farmers and growers.



At home we run campaigns to remind everyone of the importance of crop protection products for producing home-grown, wholesome, affordable food and we promote good practice on farms by disseminating best practice and encouraging uptake of Integrated Pest Management and other sustainable practices.



The NFU also now has a commitment to strategically gathering, compiling and presenting evidence of the impact of crop protection regulation on our ability to produce quality, affordable food.



The NFU is working with the Crop Protection Association and the Agricultural Industries Confederation, levy bodies, research bodies and the food chain in the UK and across Europe.



Oils, greases and other lubricants

The wonderful world of lubricants

In every Focus, we ask an expert to answer your questions. This time it's our French colleague Pierre-Philippe Robert, our "Shop and Workshop" product group manager and lubricant specialist.



What are the different lubricants (oils and greases) which are available at the moment?

Pierre-Philippe: In terms of oils, there are organic oils, mineral oils, synthetic and semi-synthetic oils. There are different kinds of greases too. What's important is to know the environments in which the greases are used, the temperatures at which they are expected to operate and/or their resistance in water. Greases have different consistencies, ranging from 000 (for the most solid form) to 3 (for the most liquid). And we shouldn't forget penetrating oil. This can withstand very high temperatures and ensures that bolts can still be unscrewed easily after long periods of time.



When do greases have to be changed?

Pierre-Philippe: This depends on the type of grease and the manufacturer's recommendations. Some greases have to be changed after twenty hours, while others are still effective after fifty hours. With oils, this varies by type. There are summer and winter oils that have change intervals of 30,000 kilometres and more.



What brands of lubricants are available from Kramp?

Pierre-Philippe: We have our Gopart and Kramp products that are available throughout Europe. Then there are the more national brands such as Kroon Oil in the Benelux, Unil Opal in France, Divinol in Germany and Rock Oil in the UK.

Pierre-Phillipe Robert is a lubricant specialist.



Is the season important when choosing which grease to use?

Pierre-Phillipe: No. Europe doesn't experience any seasonal extremes of weather which can affect or alter the properties of grease. However, we do have some greases which can withstand very high temperatures, up to 300 degrees Celsius. There was a time when we did have problems with oil, and had a different one for every season. Today we have multigrade oil which is formulated to withstand both low and high temperatures. A good example is 15W40. Single-grade oil is still used however, for lawnmowers for example.



Does grease have a use-by date?

Pierre-Phillipe: No, not if it hasn't been used yet. Grease only loses its properties when it is actually being used and a mineral grease is affected sooner than a "treated" synthetic grease.



Have you any further advice?

Pierre-Phillipe: It's vital to thoroughly lubricate moving parts so as to prevent friction. Using too much grease or oil is better than not using enough. ■



Next edition: Marcel Walvoort, talks to us about cylinder configuration
Any questions?
Mail them to focusuk@kramp.com

Gopart LED lamp

Testers shine a light on the Gopart LED lamp



LA492460GP

Product number:	LA492460GP
Lamp type:	LED
Voltage range (V):	12-24
Output (W):	24
Power consumption (A):	1.8/0.9
Luminous power lumen (lm):	1440
Width (mm):	110
Height (mm):	128



Steve Turner
BRAD Farm Machinery Ltd.
Hadleigh (GB)

1. What do you think of the look and feel of the product

Compact and robust.

2. What do you think of the quality of light

Really good

3. What's your opinion about the technical features (Watt, ip, Lumen)

Really good. At least as good as any other lamp in this segment.

4. What do you think of the product size

Wonderfully small and compact, but with a powerful light signal.

5. What do you think of the price versus the quality

Really good.

	1. Look and feel	2. Light quality	3. Output	4. Format	5. Price/quality
 Romain Guerguy La Reveloise (F)	The lamp feels sturdy.	The quality of the light is great. Two lamps made it feel as if we were driving in daylight.	The wattage is good and 1440 lumen is more than great.	It's terrific that there is a choice between round and square and the lamp is remarkably light in weight.	Really good, I'll definitely be recommending this lamp to my customers.
 Paul Driessens Heythuysen B.V. (NL)	Compact & sturdy	Very good	Very good. The standard is just as good as other competitor's lights.	Lovely small and compact size, with good lighting power.	Very Good



ALFAGOMMA

alfabiotech

The new extra flexible bio oil resistant hose range

ALFAGOMMA's Alfabiotech range of hoses is the innovative solution specifically designed to be used with biodegradable hydraulic fluids. With enhanced resistance, extended life, increased flexibility and higher abrasion resistance, Alfabiotech hoses are suitable in harsh environments and heavy duty applications such as mining, forestry and large construction mobile equipments. This special innovative oil resistant synthetic rubber range of hoses is also compatible with lubricating oils and petroleum based hydraulic fluids.

- ✓ Bend radius reduced up to 50%
- ✓ MINETUFF cover for top abrasion & ozone resistance
- ✓ MSHA-approved fire resistant cover

SAFEPLAST OY

Safeplast - Your safe choice!



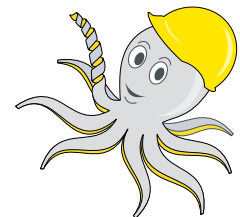
Safe-Spiral



Make a safe choice with Safeplast hose protectors!

High-quality plastic spirals and textile sleeves for hydraulic hose and people protection - all from recyclable materials.

Safeplast products are always a safe choice!



Safe-Sleeve

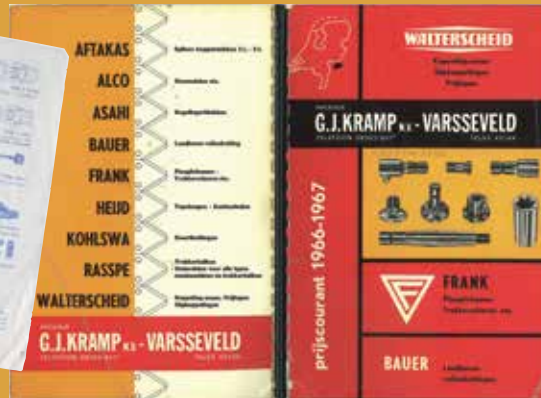


Safe-Wrap

SAFEPLAST OY

Made in Finland

HISTORY



PTO shafts and Kramp are inextricably linked.

In the early years, Kramp kept its customers abreast of developments in the range with comprehensive brochures like these.

Walterscheid refused to supply Kramp to start with, so Kramp set up his own factory called the Koppelingenfabriek.

A revolution in the agricultural sector

Agriculture is unthinkable

Modern agriculture and other mechanised tasks are unthinkable without the PTO shaft. The power take-off has actually been standard equipment on tractors since the 50s. Fertiliser spreaders, rotary cultivators and bale presses are just three examples of tools which depend on the PTO shaft.

Before the PTO was in widespread use, there were different ways of using the power produced by a tractor for tasks other than just pulling. We know that there were improvised, "home made" makeshift solutions in use as early as 1878. Sometimes even a wheel of a tractor was used to "take off power" by means of chains. This worked fine in principle, but apart from the accidents that they caused, there was another major drawback: the tractor had to remain in place.

In 1918, IHC (International Harvester Company) became the first manufacturer to market a tractor with a PTO shaft. An IHC engineer was inspired by an improvised power take-off which he had seen used by a French farmer ten years earlier. Other tractor manufacturers quickly followed IHC's lead, including Case who introduced PTO shafts on a number of models before they merged with IHC. Developments progressed over the years and PTO shafts underwent continuous improvements. In the early days, the tractor actually had to be in gear for the PTO shaft to work. This was subsequently improved and today the PTO shaft and the tractor can be operated separately, so it no longer matters whether the tractor is moving, or how fast. These developments have made modern agriculture unthinkable without the PTO shaft.



The Koppelingenfabriek became a service centre once agreements had been reached with Walterscheid.

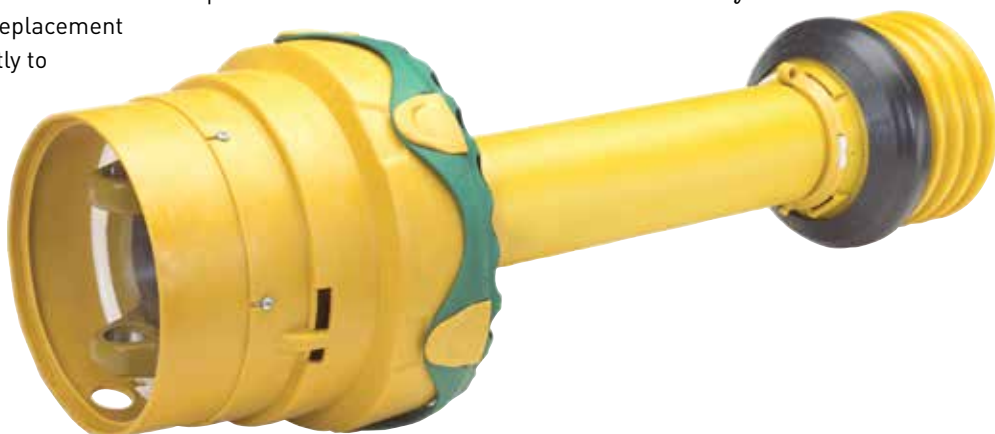
PTO shafts still play a vital role in Kramp's product range.

without the PTO shaft

Kramp and the PTO shaft

The development of the PTO shaft goes hand in hand with the development of Kramp as a business. The demand for this product grew so strongly in the 50s that, in order to meet this demand, Johan Kramp contacted the German firm Walterscheid with a view to placing their products on the Dutch market. However the Germans already had an importer and turned down the deal, so Kramp decided to make the PTO shafts himself, investing in the necessary machinery and setting up KV Koppelingenfabriek. Kramp's PTO shafts were snapped up by his customers, so much so in fact that Walterscheid came calling. They decided that an alliance was far better than competition and agreed that Kramp could handle the replacement market while Walterscheid supplied directly to OEMs. This strong partnership proved to be a winning idea and is still very much alive today. Then, as now, Kramp and Walterscheid have shown how partners can strengthen one another. ■

This strong partnership proved to be a winning idea and is still very much alive today



More revenue with your own shop



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



Concept



Design



Installation



After Sales

E-invoicing: faster, easier, more sustainable

Each year, Kramp throws away the equivalent of around 215 trees in paper invoices. It has to be possible to reduce this level of waste in today's digital age, so we shall soon start issuing digital invoices.

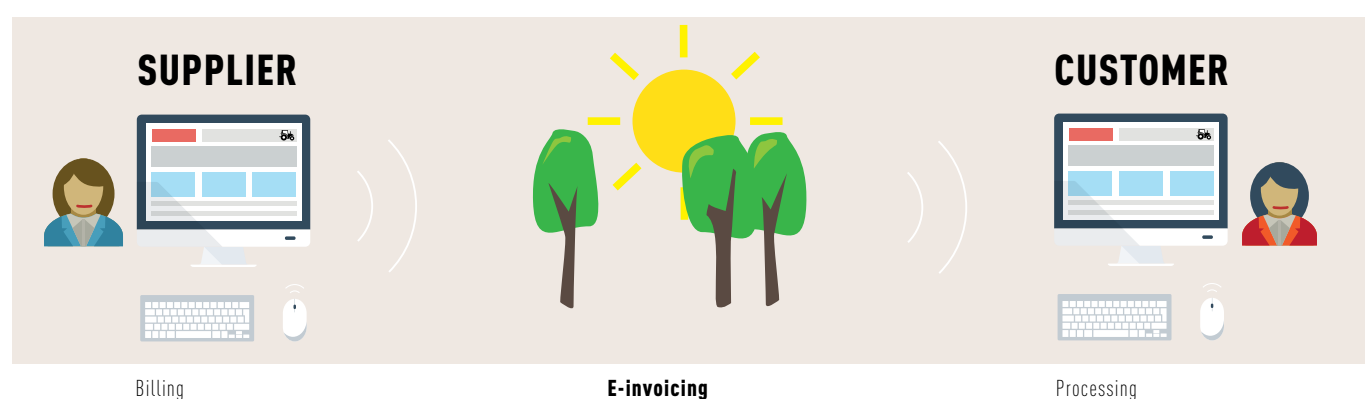
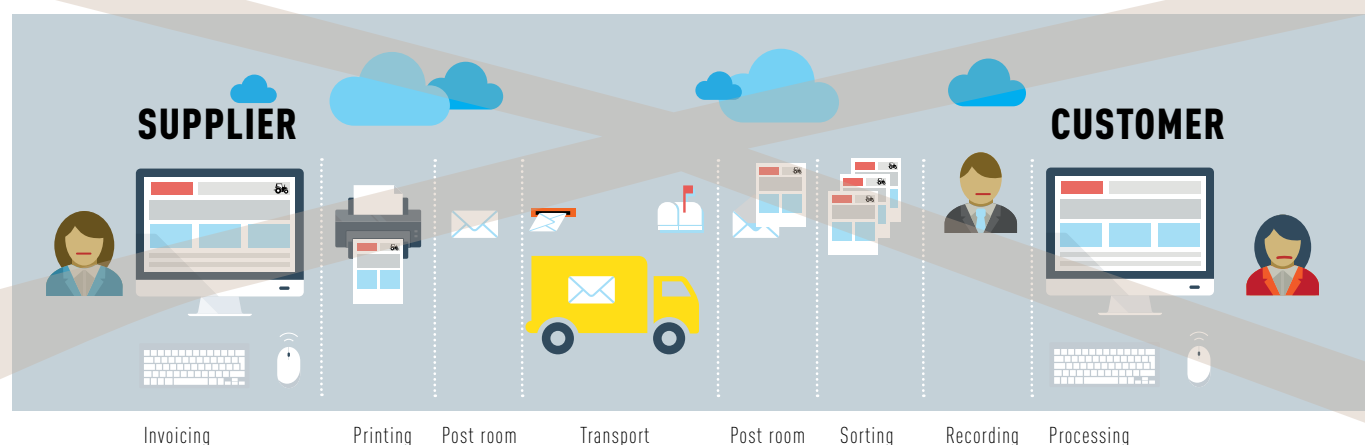
As our customer, you can choose whether to continue receiving paper invoices through the post or whether you prefer the digital version. An added advantage of e-billing is that, if the right software such as EDI is used, the invoice goes straight to the right place in the system, leaving less for you to do.

Most invoices are currently sent by post, which means they first have to be printed out, put in an envelope, taken to the sorting office and then delivered to your door. And even then you still have a number of operations to perform. All of this costs time and precious resources (transport, paper, fuel). With e-invoicing, we can offer a sustainable alternative that is faster and more convenient. Up to 100 trees can be saved in paper if just 50% of invoices are dispatched digitally, as well as significantly reducing CO₂ emissions.

You will soon have a choice of three ways to receive your invoices:

1. **On paper**
2. **As a pdf file**
3. **Electronically by an accounting program like EDI**

It's up to you which option suits you best. We'll let you know when e-invoicing is launched. ■





Irelands Farm Machinery Ltd

A cost effective and profitable retail business is our aim

Irelands Farm Machinery Ltd, established in 1994, are an independent family owned agricultural machinery business based at Carrington and Sutterton, near Boston. They are now a well-established agent for Kubota, Bailey, Horsch, Lemken, Spearhead, Swiftlift, Vicon, NRH Rolls and Stripe Agriculture.

1 Jonathan Ireland, Steve Baxter and Janine Evans - Kramp Account Manager with staff from Sutterton

2 **3** The new retail shop area with its well stocked shelves

Jonathan Ireland, Director, began by buying and selling farm machinery from an office at home. It soon became apparent that there was a real need for customers to hire rather than purchase machinery, which once bought would often sit unused on the farm for several months of the year. So, in 1994 he joined forces with AJ Saul Hire and set up the rental side of the company. This is now the main part of the business, and there are currently over 140 pieces of equipment available for hire. Customers can hire a range of top tractors including John Deere, JCB and Manitou, Telescopic handlers, Bailey trailers, Spearhead mulchers and hedgecutters and Lemken power harrows. Jonathan said "I really enjoy this side of the business, it's where it all began. We hire out the equipment, carry out maintenance and repairs and these are all serviced by our fully qualified engineers based on-site".

They employ 18 staff over the 2 depots, which include his wife Fiona, who is also a director and manages the Accounts department.

Over the years the depot at Carrington has doubled in size and they have acquired various franchises along the way. Kubota is a recently established franchise and Jonathan and Fiona are enthusiastic about the partnership – "They are a company of the future and are investing quite heavily in agriculture".

Jonathan and Fiona work mainly from the Carrington office with Steve Baxter, Parts Manager, controlling things through Sutterton. Here, the development of the business has recently taken off. Over the past year, they have introduced an extensive range of spare parts. They only used to deal in spare parts for servicing of the tractors and trailers, but between Jonathan and Steve, decided to expand the range and offer a wide range of other products. Steve's experience of the parts industry has proved invaluable.

Back in April last year, Jonathan and Steve joined forces and have recently invested in the retail shop concept at Sutterton. It's a new venture for the company but already there are signs of success. The space is bright and welcoming, the shelves are well stocked and the welcome as you come through the

W The retail shop has given us a way to expand the business and offer customers a wide range of spare parts."

Jonathan Ireland



door, ensures that those visiting will certainly be returning. "There is a long way to go, but we believe this is the right step forward. We are starting to get an increase in foot-flow and we will work on getting new customers through the door with local advertising", says Steve. Kramp were on hand every step of the way, from design to implementation and Irelands are pleased that the project was extremely well managed.

"With Janine Evans, Account Manager at Kramp UK, now on-board, the partnership between the two companies has grown." said Jonathan. Kramp supplies Irelands Farm Machinery with all the

spare parts they need. "We buy a cross-section of parts from Kramp, and rarely go anywhere else." Says Steve.

The future is bright – "We want to increase the number of spare parts available to our customers and make Irelands Farm Machinery Ltd a cost effective and profitable retail business. We have approximately 4 acres of land at Carrington, and this is where the next stage of development will be focussed. We are a relatively new business, but we realise that to succeed we have to be flexible, we will not rest until we accomplish what we set out to do".





Antony Willis

Product Specialist –
Transmission

Antony joined us on the 10th March 2014, as Transmission Product Specialist. He looks after PTO, drive belts, bearings and bespoke builds and says he is learning all the time. He previously worked for ABA as an industrial supplies account manager, solving day-to-day problems, general sales and price setting. He joined Kramp because he had heard from others about the close-knit family feel.

Personal

Antony and his partner of 4 years Jem, live in Luton, which is also where he grew up. He enjoys organising the 5-a-side football team and gets involved with the local pub to arrange events for local charities, such as Keech Cottage - a worthwhile cause,

close to his heart. He recently got involved in organising a parachute jump to raise money to send a friend's daughter and family to Florida. He did a paraglide off a mountain in Turkey – just for pleasure. "I took a run off a 3000ft high cliff - it was the craziest and most scariest thing I have ever done" he adds.

Hobbies

He enjoys most sports, but regularly plays football and attends the gym, where he practices boxing. He goes to Luton Town Football club, as it's his "local" team, but has followed Liverpool since he was a lad. He plays golf when he can, but enjoys cooking, and claims his speciality is a risotto. ■

Gene joined us on the 19th March 2014. He was looking for a new challenge and to expand his knowledge within the Hydraulics field, when an opportunity at Kramp became available. He works as part of the OE team, where he gives advice to customers on what hydraulic components to use and is in regular contact with his Dutch counterparts to share information and experiences. His previous roles have included being a Sales Representative for Hydrapower in Hitchin, who manufactured hydraulic hose assemblies and power packs and a Works Supervisor for Regent Trist, a supplier of hydraulic hoses.

Personal

Married to Tina for 9 years, he lives in Royston and has just acquired 2 tabby kittens, Jinx and Jazz, who are already causing mischief. He takes part in "Movember" each year with a team of friends to raise money in honour of a friend's dad, where even the wives take part with their plastic "tashes". He swam with sharks in the Blue Planet Aquarium, a present for his 40th, but adds that one of his real aspirations is to obtain his PADI diving qualification.

Hobbies

His hobbies include Course Fishing, but admits he is a bit of an "all-rounder", and doesn't fish for just one species. After being introduced to Liverpool football club at an early age by his uncle, he is now a devout follower, but doesn't get to visit the home



Gene Orchard

Product Specialist –
Hydraulics

ground as often as he would like. He plays golf, goes to the gym to keep fit and is a huge music fan, going to all the local gigs in St Neots. He is teaching himself to play the guitar, but is trying not to annoy the neighbours in his quest to be the next "The Edge". ■

Kramp Academy, discover more

Do you require bespoke Microsoft Office training for your business?

Kramp Academy is now offering training on Microsoft Excel, Outlook, Word and Powerpoint. Delivered at your premises, we can incorporate your existing documents into the day's training, giving your employees improved skills in their day-to-day tasks.

In June this year, Kramp Academy visited Tallis Amos Group and delivered two days of training on Microsoft Excel and two days Microsoft Outlook training. Each course can cater for up to 8 people and ranges from basic through to advanced techniques. Businesses use Excel and Outlook across all departments, and Tallis Amos are no exception. Attending the course were candidates from the Parts, Sales, Service and Administration departments.

Paul Stuckey, Group Parts Manager – Tallis Amos Group, explained why he chose Kramp Academy for this training:

"We identified a need for Excel and Outlook training within the company, as most of our employees have been self-taught. We felt that to use the systems to their full potential, we would need to invest in some local training and this is where Kramp provided exactly what we needed. They provided a range of different courses tailored to our individual needs. The courses were concise, clear and very informative and the feedback from staff who attended was extremely positive. I would certainly recommend attending a course through Kramp. We are already looking at our requirements for later in the year." *Paul Stuckey, Group Parts Manager, Tallis Amos Group (TAG)*



To qualify for bespoke Microsoft Office training all you need are 8 people and a training room. Kramp Academy will provide all laptops and training materials for the day. Training onsite costs £100 per person plus VAT.

Alternatively we will be running training for Microsoft Excel at our Kramp Academy Centres. For more information please see the Kramp Academy portal on our webshop or email kendrick.richard@kramp.com. ■

What does Microsoft Excel training cover?

Depending on ability, our training can cover:

- Formulas and Functions
- Filling and Moving Data
- Formatting, Referencing and Charts.
- Using Tables
- Logical Functions and Conditional Formatting
- Advanced Charts
- Pivot Tables and Vlookups
- ... And much more...

PINBOARD

Chris Cashman graduates

Chris began the Kramp internal training course "Jump" in June 2012 and graduated back in January. Jump is a personal development programme for employees to enhance certain skills, such as communication, leadership, peer coaching, managerial qualities and team building. It was run by the Dutch company - Chenta and Chris says it has definitely helped him build his confidence and skills for his next role. Congratulations Chris.



Kris completes the Dale Carnegie course

Back in March, Kris Corcoran, Customer Specialist at Kramp UK completed a 3-day Dale Carnegie course on "Communication and human relations". Dale Carnegie training was founded back in 1912 and evolved from one man's belief in the power of self-improvement. Well done Kris.



Cereals 2014 11-12th June 2014

Sunny weather attracted great numbers to this year's Cereals event. The one-stop show brings together all the industry specialists with plant breeders, advisers and chemical manufacturers saying how and what to grow. There were Machinery manufacturers showing the latest equipment including a demonstration area. The Sprays and Sprayer section was in full motion with support from the manufacturers and the business advisors including the important Banking industries were together all in one field.

Lloyds 2014 Show

Kramp UK were happy to support the Lloyd group by attending their show this year, held at Darlington Rugby Club. The New Holland dealer displayed a huge range of machinery and were well supported by most of their key suppliers, creating a good show for those who attended the two day event. 2014 sees the Carlisle based company celebrate 50 years in business and they were recently awarded New Holland Dealer of the Year. Kramp UK also supplied two New Holland toys from our range to support their raffle.



Congratulations

Hams celebrates its 25th year in business at the end of September (1989-2014) Hams supplies hardware and consumables to the trade and retail, and is assisted by their representative from Kramp, Janine Evans.

Pictured is its premises in Market Harborough, Leicestershire and features from Left to right: Adrian Tearne (buyer), Nick Tearne (partner) and James Moore (sales executive) missing from the picture is Jane Tearne (partner), Emma Young (accounts) and Amie Blake (accounts)



Rugby Union 2014

Ireland and Scotland face tough International opposition throughout November. For fixtures see below:

Saturday 8th November 2014
Ireland v South Africa
Scotland v Argentina

Saturday 15th November 2014
Scotland v New Zealand

Saturday 22nd November 2014
Ireland v Australia
Scotland v Tonga



Moore Farm Services become Deutz-Fahr dealers

After 4 years in business, Moore Farm Services have become Deutz-Fahr dealers. For David and Liz, this will enable them to expand the business and offer high powered models to meet their customer's demands. The change has been positive and David is confident that this step will allow them to provide a wider range of products giving the customers more choice.

Suffolk Robin Hood Game & Country Show

A return of the popular Robin Hood Game & Country Show will take place on the 11th and 12th October 2014 at Trinity Park, Ipswich, Suffolk. It's a great day out for all the family. There are plenty of displays and competitions to be entered, along with the practical horsemanship show, jousting tournament and stunt shows.

Visit the website www.robinhoodcountryshow.co.uk for more information and to book your discounted tickets online.



Commonwealth Games 2014

The Results!

Country	Gold	Silver	Bronze	Total
1. England	58	59	57	174
2. Australia	49	42	46	137
3. Canada	32	16	34	82
4. Scotland	19	15	19	53
5. India	15	30	19	64
6. New Zealand	14	14	17	45
7. South Africa	13	10	17	40
8. Nigeria	11	11	14	36
9. Kenya	10	10	5	25
10. Jamaica	10	4	8	22

Kramp World Cup Summer Campaign 2014

Beer Stats!

Thank you to all our customers for supporting our World Cup beer promotion. We had a record year dispatching 3,542 litres of lager and 4,972 packets of crisps. It's a pity the England team weren't as successful!



NEW | NEW | NEW | NEW | NEW
**Toy Catalogue
 2014/2015**

Our brand NEW Toy Catalogue 2014/2015 is now available. 200 pages of exciting toys to collect and play with. Guaranteed fun for young and old.

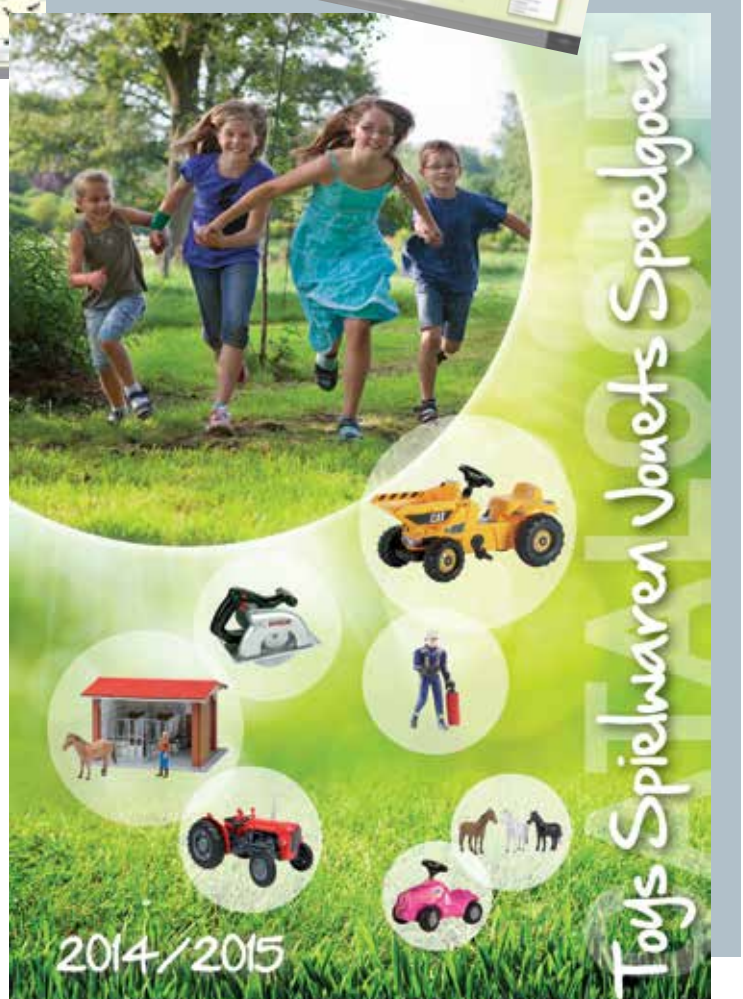
What's new? Newcomers include Etan and Dino Cars. We also have Caterpillar back in stock, provided by Tonkin Replicas.

If you have not received your catalogue, or to order additional copies, call us on **01767 602602** or talk to your Account Manager. Kramp. It's that easy.



The making of". Our photographer finds the perfect picture for every product.

NEW for this year
Point of Sale Catalogue display box. This can hold up to 20 copies at a time and is ideal for your checkout or parts counter to help increase impulse purchases by your customers. To order a POS Toy Catalogue box, simply contact your account manager or customer specialist.





Take this opportunity to enter the Sudoku puzzle and you could win an **iPad mini** courtesy of **CTEK**. All you need to do is complete the puzzle and fax it back to us on **01767 602620**.

Closing date for entries is the **14th November 2014**. 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.

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.

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

Sudoku Winner FOCUS No. 2

Congratulations to Francis Bugler Limited in Dorset who win a 2 in 1 Jacket, courtesy of Lemken.

COLOPHON

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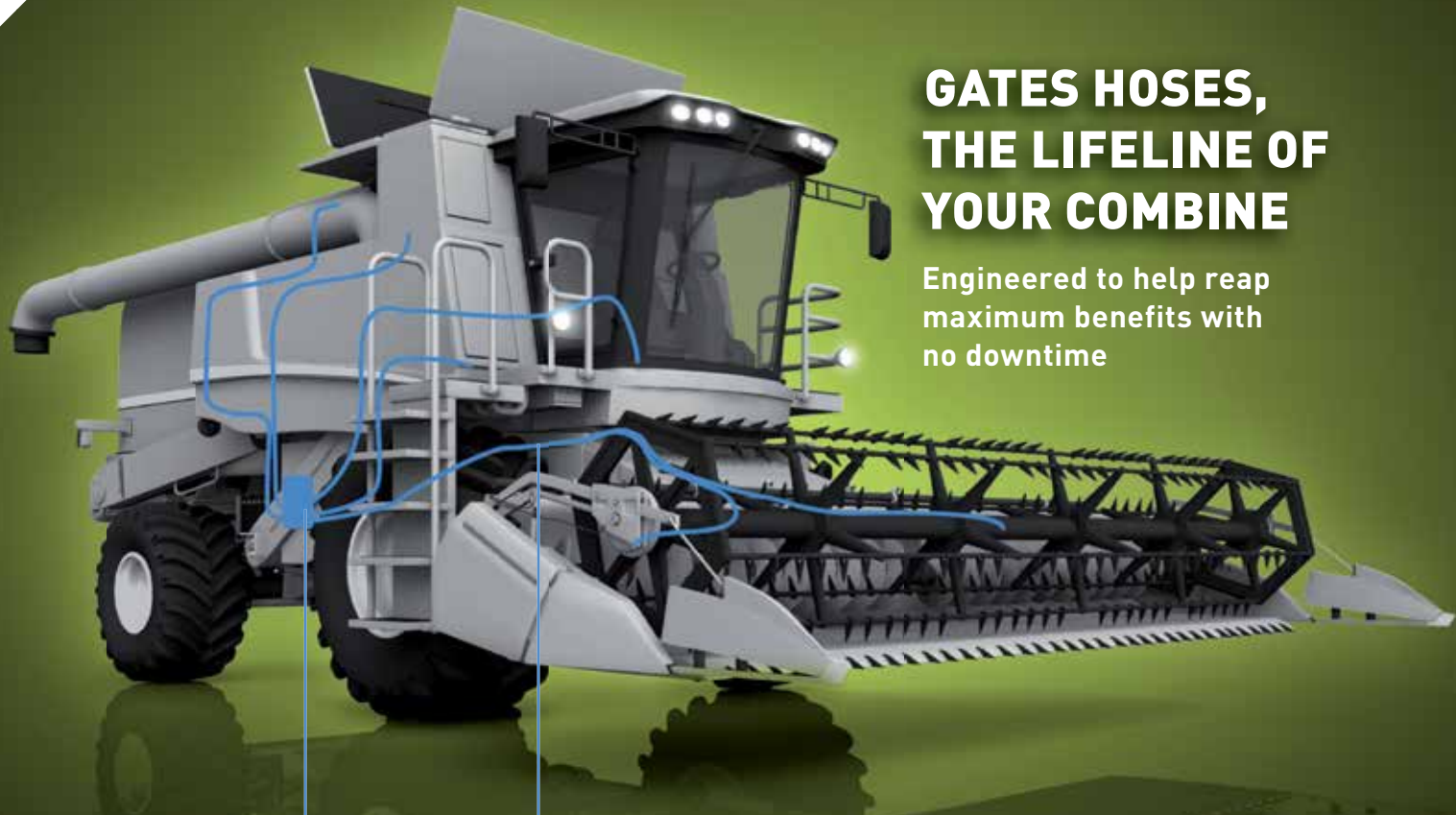
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Photo's: Aboutpixel.de (15), BRAD Farm Machinery Ltd. (1), Britool (1), Cereals 2014 (1), CTEK (1), facebook (1), fzm (10), google (1), gopart (7), Hams (2), Heythuysen B.V. (1), Johnson Controls (6), Kramp (36), La Reveloise (1), Moore Farm Services (3), Peltor (2), Rockoil (2), Smith privat (1), Shutterstock.com (15), twitter (1), Vosswinkel (2), Walterscheid (7), youtube (1)



INFRASTRUCTURE +
AGRICULTURE



GATES HOSES, THE LIFELINE OF YOUR COMBINE

Engineered to help reap
maximum benefits with
no downtime



Gates MegaSys® wire-braid hoses combined with MegaCrimp® couplings offer peak performance and flexibility with the tightest bend radii in the market.



Gates MegaSys® Spiral hoses and GlobalSpiral™ couplings provide superior performance for extreme high-pressure and high-impulse hydraulic applications.



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