

FOCUS

CHALLENGE TO SHOW CUSTOMERS
THE NEED FOR MAINTENANCE
**WINTER IS THE
IDEAL PERIOD FOR
MAINTENANCE**

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**Benton Agricultural
Services Ltd are in full swing**

Benton Agricultural Services Ltd

Working flat out towards 2014



With the end of 2013 in sight, it is a good time to look back on the past year and to look ahead to 2014. 2013 was an important and exciting year for us. Behind the scenes, we worked incredibly hard to develop new initiatives and to strengthen our relationship with loyal partners. Two examples of this have taken place over the past few months: the delivery of the updated webshop and the merger with Grene. The new webshop and the merger with our Scandinavian industry colleague should make things even easier for our customers.

By joining forces with Grene, we will now be able to offer an even wider range of products. Thanks to the redesign of our webshop, 700,000 products are even easier to find. These are just two examples of improvements and new initiatives we have implemented, and we still have a long way to go. We are constantly working to make things as easy as possible for you, and would like to work with you to achieve this. In this last Focus of 2013, we cover various subjects, such as our supplier VOSS Fluid, discuss maintenance during the winter months in detail and focus on Agritechnica, where we had two exhibition stands. This is also the last Focus in its current format. From 2014, an updated Focus will land on your doorstep with new topics and a revamped design.

Finally, I would like to thank you for the confidence you have placed in us during the past year and for the great teamwork. I hope you enjoy reading this issue and wish you happy holidays and all the best for 2014.

Eddie Perdok, Kramp Group CEO

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Comments taken on board

Feedback from our customers is extremely important

The Kramp webshop is constantly evolving. New products are being added and modifications are being made. Our customers regularly provide feedback on our webshop and we really appreciate this.

This month, the redesigned webshop was launched with various improvements. The reason for doing this is of course to make things as easy as possible for you. We regularly receive tips and feedback which we take on board. "We ensure that the relevant input is collected from all channels", explains Arjan Everink, E-commerce Development Manager. "It makes no difference whether the customer talks to an account manager, sends an email or uses the feedback button in the webshop. We handle all input centrally and we use as much of it as possible to create solutions that make the ordering process easier for our customers."

Two areas that were recently modified based on feedback are: filtering searches based on an item with a special status (tag) and searching using two characters.

Filtering on items with a special status (tag)

The 'new' tag makes it clear that the product is new to our range. The tag is retained for two weeks. The 'end of life' tag is exactly the opposite. It alerts you to the fact that a product is due to disappear from the range. The 'Temporary lower price' tag is given to items for which there is a promotional campaign, for example in a Click issue. A price break means that the price of a product is reduced when the number ordered increases.

Allowing searches using two characters

It was previously only possible to search using at least three characters. Customers pointed out to us that searches are also performed using product codes, which sometimes only contain two characters. This was a fair point, and the search function in the webshop has now been modified. Arjan Everink: "This does mean that more search results are displayed. The search engine ensures that the products that best match the search query appear at the top."



**Thank you for
you feedback**



USA The new **Quadtrac** from Case IH has type numbers 540, 580 and 620. These numbers represent the approximate nominal engine output in hp. For the 620, the output is 628hp. This 25-tonne track tractor delivers a maximum output of 692hp and a torque of 3000 Nm.

I McCormick and Landini are introducing a ZF continuously variable transmission for their X7 and 7 series respectively, which reach over 200hp. According to Argo, a heavy 8 series with a ZF CVT is "under construction". The Italian manufacturer is also introducing its own CVT for the medium-weight 6 series.

A The Terramatic TMT09, the new continuously variable transmission from ZF, will first be introduced in the Lintrac Lindner. The ZF CVT is suitable for tractors up to 100hp and, just like the Lindner, is built in Austria. The new Lintrac will also have a controllable rear axle.

CZ The Aebi Viatrac 450 has a continuously variable transmission designed by Aebi. The drive is fully hydrostatic at speeds up to 7.3 km/h, and above this, the mechanical portion increases to improve the box's efficiency.

I Same Deutz-Fahr is introducing a PTO gear unit that can be switched under load. This means that you can toggle between the normal speed and the eco setting during operation. That saves time and fuel.

D The "pneumatic" clod separator from Grimme received a gold medal at Agritechnica. A powerful air flow where two perforated conveyor bases meet allows the potatoes to float across this open passage, while clods and stones drop down.

D Rauch's automatic spread pattern setting was also awarded gold at Agritechnica. The Axmat assesses the width of the spread pattern using microwave sensors and adjusts this automatically if necessary by changing the discharge point of the fertiliser to the discs.

D Curves-Control-Application is the name Dammann has given to the spraying technology that automatically increases the quantity of fluid for the outer sections of the spray boom in bends and decreases the quantity for the sections in the inside bend. This means that there is only a small deviation from the required spreading rate.

NL Electric powering of manual tools and machines using batteries was the clearest trend at the first Groen Techniek Holland, a new green technology fair, in Biddinghuizen, the Netherlands. Companies such as Dolmar, Husqvarna, Pellenc and Stihl respond to a long working day by using backpack-style batteries, avoiding the need to recharge them when working.

UK DEUTZ-FAHR will launch a new range of combine harvesters in 2014. The range will consist of the C9205 TS, C9206 TS with 5 and 6-straw walkers and the C9205TSB and C9206 TSB hill models.

D The MS 362 C-M is the new flagship model in Stihl's chainsaw range. It has a greater capacity and weighs less than its predecessor, the 360. The engine of the 362 is equipped with an M-Tronic electronic controller.

What would you do if your vehicle was stolen?

Peace of mind with Farm Alert™



With thousands of pounds of agricultural vehicles and equipment stolen each week, can you afford not to have the correct tracking system? Farm Alert™ Stand Alone offers you real peace of mind, is simple to use and easy to install. Now available with a compact wireless box and keyfob. There are no wires to connect and the unit is completely self contained. Farm Alert Stand Alone is exclusively distributed by Kramp.

..... For further information search FarmAlertSA at www.kramp.com

Look no further

High powered rechargeable torches



Clulite have been manufacturing high powered rechargeable torches since 1970. They remain the market leaders, keeping up with changing technologies as they are developed. Their range includes head lights using high intensity LEDs which produce a beam not a glow. The HL10 is the upmarket headlight with a low power consumption. Its easily adjustable, has a duration time of 3-9 hours depending on mode selection and a rapid recharge time of 6 hours.

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

Plasson

The artic ice resistant valve

PLASSON Quality is the keyword in all Plasson processes, from design through manufacture, assembly, packaging, distribution and delivery. The artic ice resistant valve has been designed specifically to cope with extreme cold temperatures for outside water systems. It has an elastic body that is able to absorb the increase in volumes caused by icing. Features include: a polypropylene copolymer body, PN16 ball valve, black in colour to resist UV rays without oxidising, connection via BSP thread and is available in sizes 1/2", 3/4" and 1".



..... For a full range of Plasson products visit www.plasson.co.uk



Wheel brake cylinder

An effective combination

This innovative wheel brake cylinder comprises a standard pneumatic brake ram and a single acting hydraulic cylinder with integrated tension spring. The combined brake ram is ideal for hydraulic and pneumatic brake axle control with no external suspension required. The wheel brake cylinder unit features zinc plated and powder coated surface finishes. Available in five different cylinder sizes and supplied complete with the fork.

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

Are you prepared?

Winter is here

With the weather getting colder, are you prepared for a harsh winter? With a wide range of winter products available from Kramp, you need look no further. Whether its de-icer to ensure you have a clear screen, quick start to get you moving, or antifreeze for protection, you can get everything you need from us. Call us on **01767 602602** or visit www.kramp.com for a full range of products.



Donaldson Exhaust Parts

63 new parts



Kramp has extended its assortment of exhaust pipes and accessories. Together with Donaldson, we now offer a greater choice of couplings, elbows, clamps and pipes. Donaldson's range offers solutions for complete configurations to small parts for general maintenance, alongside their name for high quality and performance. With 63 new parts and an extended assortment through Donaldson, we can now supply a wide selection of standard mufflers and exhaust components for diesel-powered vehicles and equipment.

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

IN BRIEF

D German agricultural machinery dealers achieved an increase in turnover of 4.2% in the second quarter of 2013 compared with the same period of 2012. The trade in new vehicles grew by 4.3% and in used vehicles by 3.6%. Turnover for the workshop and parts increased by 6.0%.

F Massey Ferguson is the second Agco brand to start operations in Eastern Europe. Up to now, Agco's main activities there mainly involved the Challenger brand. MF tractors are sold through the Challenger channels.

P Tractor manufacturer Ursus won an order of 3,000 tractors for Ethiopia. The order has a value of 67 million euro. The tractors with 50 to 80hp engines will be supplied in two deliveries in 2014.

D Claas and Same Deutz-Fahr are planning to collaborate to produce tractors in the 51 to 81 kW (70 to 110 hp) range. The intention is to build the models in the Italian town of Treviglio. More information will be announced in early 2014.

UK Dairy farm pollution The severe wet weather of 2012 has been blamed for a 38% rise in serious pollution incidents on dairy farms. Figures show 54 serious incidents occurred in 2012.

UK Solar guide A new best practice guide to solar farm development promotes the use of solar on lower-quality agricultural land in a bid to prevent solar farms displacing food production. Developed by the Solar Trade Association it highlights the 10 commitments and encourages developers to include continued agricultural use or biodiversity projects.

CZ Dr Franz-Georg von Busse now acts as a consultant for Pöttinger. Dr von Busse was the director of Lemken for 22 years and is known nationally and internationally for his expertise.

A Pöttinger achieved a turnover of 303 million euro in the 2012/13 financial year; 61% of this came from grassland agriculture machinery and 26% was attributable to tillage. 16% of the turnover came from the Austrian domestic market and 84% from exports.

N Kverneland invested 20 million euro in its plant in the German town of Soest. Of that investment, half was for a new spray lacquering line. During the last few years, Kverneland Soest has had an average annual turnover of 75 million euro.

D The German Agricultural Society received 393 submissions for the Agritechnica gold and silver medals this year. The innovations came from 203 manufacturers in 25 countries. By far the most entries were related to tractors and transport technology.

D Agritechnica has developed into the world's largest indoor exhibition for agricultural technology. The exhibition area covers 41 ha, and in 2011, 420,000 visitors came to Hanover, of which almost 100,000 were from abroad.

VOSS Fluid: World player with local ties

Leading hydraulic fittings producer in the sector

VOSS The picturesque German town of Wipperfürth seems an ideal place for tourists. Surrounded by rolling countryside, you'll find a pretty town centre, houses covered with slate and the Wipper, the babbling brook after which the village is named. You would not expect there to be a company that employs thousands of people and that is a world player in the field of hydraulic couplings. And yet VOSS Fluid has been part of the community for decades.

VOSS consists of two holdings: Automotive and Fluid. Both business units are located in Wipperfürth and are renowned brands in their field. Rapid delivery of high quality products is what distinguishes Voss from its competitors. "As a private company, we can handle a large amount of stock, which means we can serve our customers quickly. That is our strength", explains sales manager Dirk Hase. "The quality of our products also makes us stand out, and VOSS coat illustrates this perfectly. Our zinc and nickel coating makes our products resistant to corrosion. There isn't a single producer that can match this."



A few figures for VOSS Fluid

- Active in 74 countries
- Between 1,500 and 2,000 orders are delivered daily
- Choice of 13,500 items
- More than 100 million parts pass through the zinc-plating facility annually
- More than 99% of the deliveries are on time



Modern facility

Producing these high quality couplings requires a facility that is completely up-to-date, such as the facility owned by VOSS. Couplings are produced in the spotless halls at a frenetic pace using robots and qualified staff. As the company is located in the heart of the village, there are very high demands on employee safety and environmental safety, and sustainability plays an important role. According to Marketing Director Marco Schawohl, "We use used water instead of drinking water, our air is constantly refined and the heat generated during production is used to heat spaces within the company. This means that as little energy as possible is wasted."

High quality

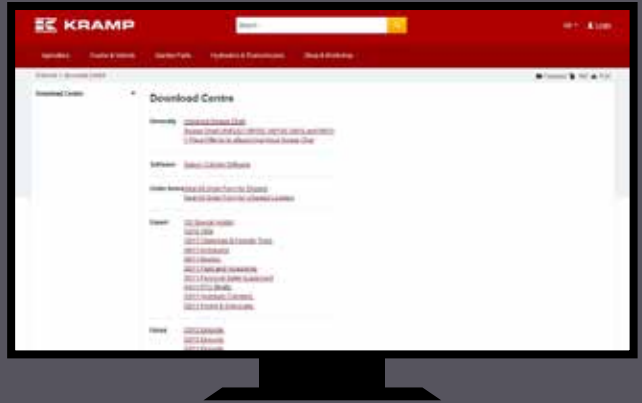
In addition to sustainability, another advantage of the modern operating method is that quality remains consistent and high. Tests are carried out constantly to ensure this quality. Cameras and sensors are used to measure the thickness of the coating, scan to check that the couplings are in the correct place and to detect whether everything is installed correctly. Nothing is left to chance.

The German company is not only involved in mass production. Schawohl says, "We listen to our customers and to their needs. Where possible, we try to provide customised products. We are in constant contact with our customers, like Kramp. We maintain good relations and share the same objective: providing high quality products with associated services to users as quickly as possible."



Functionalities

Download centre now even easier



Take a look at our new download centre. Here, you can find all kinds of service related information you may need, for example : relevant software updates or swage charts.

To make it as easy as possible for you, the correct document or the right software can be found with a single click. If you hover your mouse over the link, you can see which document the link takes you to. This makes searching much easier. If you have any further questions, your account manager will be happy to help.

We have provided the following:

General

This is where information such as press tables can be found

Software

Here, you will find software programs such as the SATURN cylinder software.

Forms

Order forms for seal kits, can be found under "Forms".

Expert

Would you like to re-read our product magazine, Expert? Here, you can find all editions.

Focus

All issues of our customer magazine, Focus, can be found here.

..... www.kramp.com

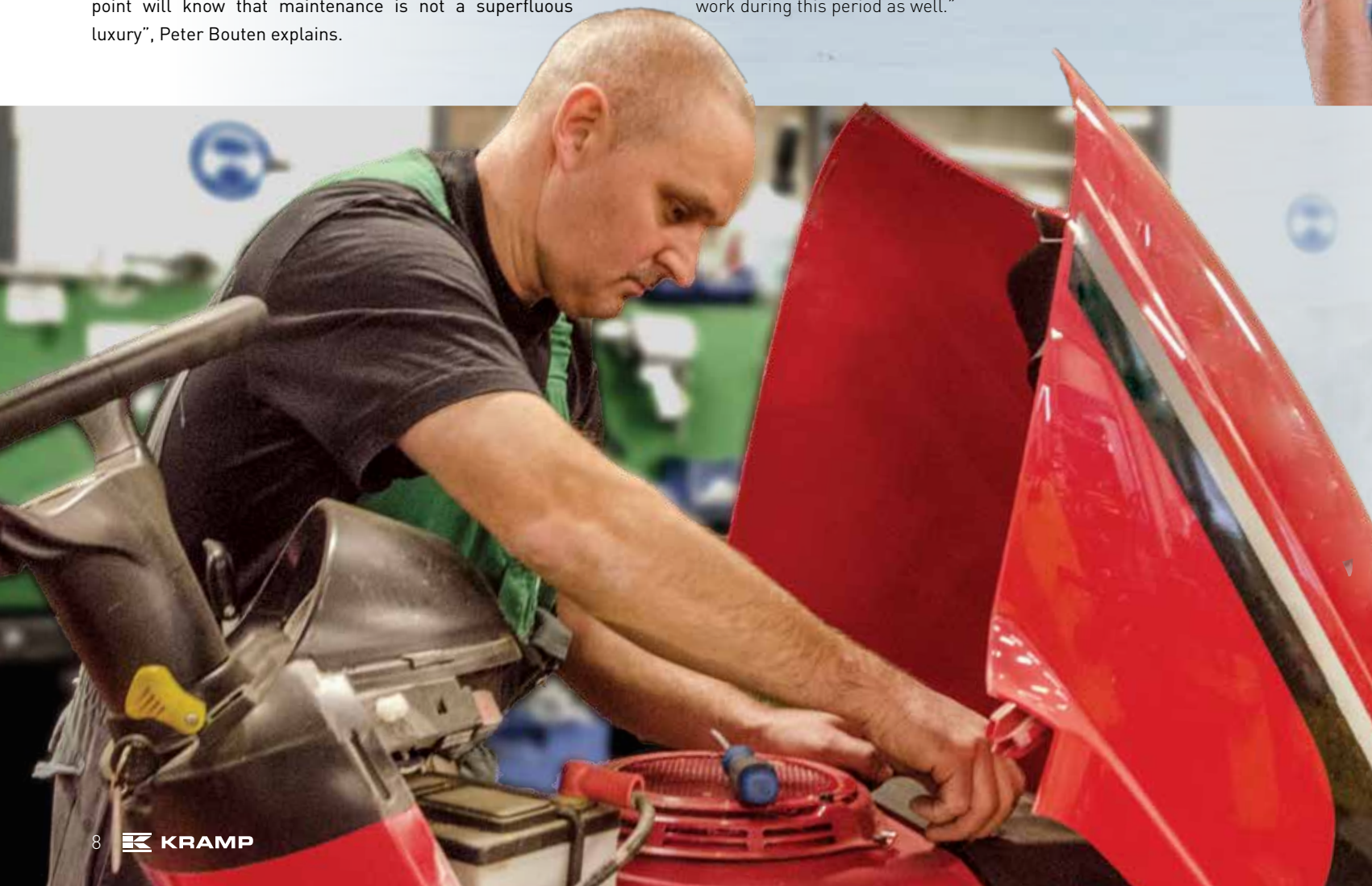
Challenge to show customers the need for maintenance

Winter is the ideal period for maintenance

Maintenance work on tractors, mowers or potato harvesters... For many, this is a necessary evil, but it is essential for the life of the machine fleet and for user safety. The winter months are the ideal time for maintenance, both for dealers and for customers.

During the period when most crops have been harvested, maintenance of the machine fleet should be circled in red in everyone's diary. Preventative maintenance has a price tag, but is many times cheaper than a machine or machine part that is completely broken. What is key, as a dealer or mechanisation company, is to convince the customer of the need for maintenance. "Customers who have had a fairly serious problem at some point will know that maintenance is not a superfluous luxury", Peter Bouten explains.

The workshop manager of Coenders Lottum BV works from September onwards to sort out the scheduling for the winter months. "We send our customers letters to let them know about the opportunity to have winter maintenance performed. We make this attractive by offering discounts or invoicing agreements. The winter months are the best period for our customers to be without their tractors or other machines for a short while. For us, it's a good way to give the workshop enough work during this period as well."





od



← Mark Coenders and Peter Bouten emphasise the importance of good maintenance.



Coenders Lottum BV is located in the city of Venlo and serves customers in an area stretching for 25 kilometres. "That applies to our dealership. In terms of machines we produce ourselves, our customer base can be found throughout Europe", clarified owner Mark Coenders.

Not self-evident

Despite the fact that maintenance is essential, it no longer goes without saying. "You see that people increasingly want to take care of things themselves", Bouten explains. "Where previously they stopped by with a problem, now they call us and like hearing a solution over the phone that they can implement themselves. Sometimes that works, but it doesn't always. Especially nowadays, with the electronics and hydraulics that many machines have on board. Then you have to search for the cause of the problem. The best solution is to go to people who have the relevant training and experience. In the past, you could literally see a fault, but now you often have to look for it."

Richard Vaessen, technical manager of Frissen Groen Techniek, agrees that it can sometimes be hard to convince customers of the usefulness of good maintenance. "They often think that they can do it themselves, and sometimes that is the case. But when extensive maintenance is involved, you need specialists. Modern machines are so advanced that special equipment is required in order to read them. Customers do not

← Servicing lawnmowers is ideally suited to the winter months. Frissen collects the lawnmowers from customers and returns them. Coenders offers the same service..





own this kind of equipment.” The company from Valkenburg in South Limburg sent out letters in October to notify customers about winter maintenance. According to Vaessen, “Our company serves a broad sector which includes grasscare, agriculture and earth-moving, but industry is also part of our customer base. The winter is always a key period for us, when customers are able to do without their machinery more easily. So it’s ideal for maintenance, which is why we write to our customers so that our technicians can get started on maintenance work outside the season.”

Motivate

Similarly to other mechanisation companies, Frissen uses campaigns and special offers to give customers a little extra nudge to start on maintenance. “You see that companies in particular delay maintenance

↑ Specialised staff carry out maintenance at Coenders Lottum BV.

↓ Technicians operate in different segments at the workshop at Frissen.

Dangerous sector

Good maintenance also prevents accidents, the European Agency for Safety and Health at Work has concluded. The Agency stresses that, in terms of work-related accidents, agriculture is one of the most dangerous sectors. The risk of a work-related accident without a fatal outcome is 1.7 times greater than the average in the agricultural sector. The risk of a fatal accident is three times greater. Good maintenance can play a role in preventing accidents. The Agency writes in its newsletter: “The maintenance of modern agricultural machinery and vehicles requires more skill. This means that maintenance and repair staff must be qualified and skilled”.



for as long as possible and want to make an appointment just before the season starts. That is logical because it enables them to coordinate their income and expenditure. This is why we try to schedule private customers, with lawnmowers for example, as early as possible.”

The idea behind the winter letter that is sent out is to enable the Frissen technicians across all segments to be deployed as efficiently as possible. “In the grasscare segment, this can be organised fairly easily, but if you look at agriculture, you’re either operating at full tilt or are sitting around doing nothing. That is why it is important for us to be active in several areas, which means that you’re always less sensitive to cyclical upturns or downturns.”

Reward customers

Customers are rewarded through discounts and special campaigns if they switch to winter maintenance. “Good service with accompanying advice is important for the machine to function properly. Unnecessary downtime is prevented and the service life of the machine is extended through expert maintenance.” However, aside from the period during which maintenance is carried out, Vaessen cannot emphasise enough





Richard Vaessen :

Special equipment is required to read out tractors and other machines - equipment that an individual or hire company does not usually own.



Facts from the European study “Maintenance in Agriculture”

- Many accidents on farms are due to a lack of or poor maintenance
- Financial pressure means that a farmer opts for a “do-it-yourself” approach, instead of involving a specialist
- In Europe, an average of 20% of accidents in the agricultural sector are related to machine maintenance or repairs
- Of fatal accidents, an average of 15% are due to machine and building maintenance

that maintenance itself is extremely important. “Not only for the machines, but also in connection with warranties and insurance. Many people take out insurance to cover themselves against high costs. But if a machine breaks down and insurance is not paid out because there is insufficient evidence that careful maintenance has been performed, damages for customers can run to thousands of euros.”

Richard Vaessen :

Almost everyone has their car serviced, so why wouldn't you do the same for a machine that costs three times as much?

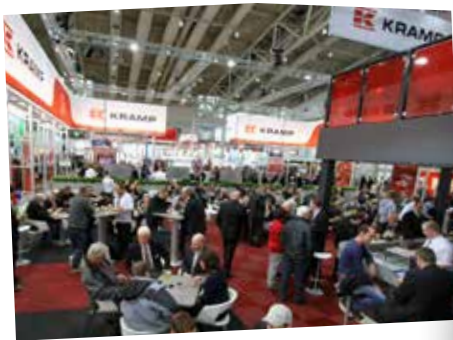
“Another point is that we have the right equipment, the latest updates and our technicians constantly receive training. These are aspects that customers cannot provide, but which are extremely important.” The manager draws a comparison with a luxury car. “Almost everyone has their car serviced, so why would you not do the same for a machine that is sometimes two or three times more expensive?”

Training

Training is important and, in fact, dealer companies pay it a great deal of attention. Manufacturers provide training almost on an annual basis. “This happens in a different way for each brand”, explains Peter Bouten of Coenders Lottum BV. “One manufacturer may choose on-site training, where components are physically present, enabling a hands-on approach. Another manufacturer may go for a theoretical approach.” Kramp also provides training via the Kramp Academy. Our company has participated in this several times in the past.

“But we also make use of Kramp’s knowledge outside the Kramp Academy. We are in almost daily telephone contact. Frissen also makes the most of what the Kramp Academy provides. “We have had an on-site course in hydraulics. As we have the space to facilitate such a course for our employees, it is ideal for someone from Kramp to come to us. This means that we don’t have to travel and it makes optimum use of our time. This kind of training enables us to provide the best possible service to our customers.”

..... www.kramp.com



The Kramp Stand was very well attended throughout Agritechnica.



Eddie Perdok (2nd left) and Mario Babic (r.) of Kramp raise their glasses with John Vinkler (l.) and Morten Christiansen of Grene on a successful merger.



During Agritechnica, Kramp was seen as the parts supplier of the future.

IMPRESSIVE FAIR THEME

Informative - inspiring - innovative. Visitors to Agritechnica were acquainted with all that modern agriculture has to offer.

With tractors suspended on the wall, messages floating through a cascading waterfall and the latest prototypes of different machinery, Kramp amazed its guests at the world's largest exhibition of agricultural machinery. Kramp's 600m² stand with its interactive zone, enabled customers

to use their iPad or iPhone to look into the future.

A special demonstration of augmented reality using a tractor and a video link direct to product specialists in Strullendorf gave all our customers a glimpse into the future.

Thanks for visiting us at Agritechnica 2013. More information can be found on our Google+ page: [s.kramp.com/27](https://plus.google.com/s.kramp.com/27)



With the iPad focused on the tractor, it was easy to see where parts are placed.



Some of our customers dressed up especially for Agritechnica.



Behind the scenes colleagues worked hard to provide all visitors with a snack and a drink.



The vision: Scanning a replacement item directly into your shopping basket demonstrates easy product identification.

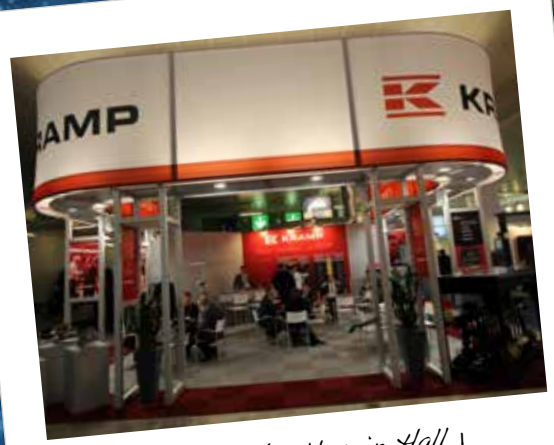
Recognisable from afar, the 600m2 large stand of Kramp in Hall 2.



At the recruitment stand, new job opportunities were explained to potential new colleagues.



Mario Babic gave an insight into the future. Watch the video: <http://s.kramp.com/4r>



Our little OEM brother in Hall 1 attracted lots of attention.



At Happy Hour, customers enjoyed the "Swimming Pool" cocktail.

Tips and tricks from the shop were shared with customers in the proactive zone of the stand.

The need for mechanical methods

Customers are at the forefront of every progressive farmer's outlook and their demand for quality, value, local, safe food has never been higher. Their increasing demands mean we must continually evolve and adapt.

For example, in the horticultural sector, the manual labour required to deliver our products is huge and with a continued shortage of UK workers in our sector the need for technology has never been higher. In my last few years in farming I have seen one area which has shown real changes and results for the industry, and helping to deliver safer food for all.

→ Guy Poskitt, NFU horticulture board member gives us his thoughts....





I'm talking about satellite technology.

Its use has helped us to accurately apply pesticides with little or no overlap. It also helps us to accurately place valuable nutrients – essential to satisfy those demands by our customers and to meet those sustainability challenges faced by the entire industry.

Elsewhere, a lack of new pesticides has led to the need for more mechanical methods to control weeds, achieved both with the use of satellite navigation I have already mentioned, and laser-driven hoes allowing us to mechanically weed quickly, very close to crops at high output rates .

We also need to do more work, faster, with a lower unit cost

Resistance in our part of the world to GM is strong and with this in mind, we need to embrace technology to adapt to the challenges before us to feed a growing world. Reliance on manual labour must not be an option.

Also, advanced plant breeding for pest and disease resistance is a must. Just like the laptop is now becoming outdated by a handheld tablet, I am sure we will see the same advances in horticulture. How far away is the day when a machine will be able to accurately pick our soft fruit, when we already have robots milking our dairy cows? Who knows, but it's certainly an exciting time to be a grower.

..... www.kramp.com



Benton Agricultural Services Ltd

Benton Agricultural Services Ltd are in full swing

In the December 2012 edition of Focus we spoke to Paul and Kelly Benton about their decision to install a Kramp shop. Six months on we are revisiting them to see how the shop has benefitted their business.

↑ Paul and Kelly Benton: Winter, a time to reflect.

Paul and Kelly Benton have been busy. It's just a normal day for them, which usually starts around 7am. Now their Kramp shop has been fully installed, they are working hard to ensure that they promote the business effectively and offer their customers the right products. With analysis, regular contact and assistance from Berni Abbott, Kramp Shop Retail Manager, they have been able to build an efficient and effective stocking plan. It is now part of their weekly routine to review the current stock offering and to ensure that they display the right product mix for the demands of their customers.

“The promotional leaflets and offers are attracting new as well as existing customers.”

Sales have definitely increased and customers welcome the friendly and open environment that the Kramp designed layout provides. They even stop for a coffee and a chat. They have attracted many new customers and that's all part of the long term plan. Kelly says: "It's not been an easy start, and there have been plenty of teething problems, but we are getting there, and we are very much looking forward to the future and growing the business further". Kramp provides marketing support by supplying Benton Agricultural Services with monthly promotional fliers and posters and when these are sent out to their customer base, Kelly adds "we get a lot of interest."



↑ Displays are well stocked with the right product.

From operating as a sole trader to opening their new premises has been a huge stepping stone for Paul and Kelly. They wanted to develop the business and take it to the next stage. Investing in the business has included balancing risk and finances, but the business plan was sound and they took the plunge. They could see a lot of potential in being able to provide somewhere for their customers to visit and view the range of products and support service they could now provide.

This is a busy time for any dealer, but Paul and Kelly plan to use the winter months to review 2013 and make plans for the business in 2014. They have come a long way in a short time. This will be a time for reflection and to make necessary changes in readiness for the coming year.

We wish Paul and Kelly every success for their shop.

↓ A warm and friendly environment for both new and existing customers.



PTO

A simple way to increase the torque rating

Need a simple way to increase the torque rating of your shear-bolt clutch? Most shear-bolt clutch units are fitted with a DIN 8.8 strength bolt. You can easily increase the torque rating by fitting either DIN 10.9s or DIN 12.9s. A general rule of thumb is each increase in bolt strength will give you approximately 20% extra torque. Example – Torque rating with DIN 8.8 bolt is 1600nm, if you used a DIN 10.9 bolt this will increase to approximately 1920nm.

Identifying a shaft's manufacturer and series

The one component that will give you the most information when trying to identify a PTO shaft manufacturer and series is the cross journal. Measure the outside diameter of the cap and the span across (ensure the caps are fully pressed onto the bearing surface). Once you have this information you are half way to identifying your shaft. The next step is to contact one of Kramp's transmission product specialists.



EU regulations

Machine OEMs are governed by many EU regulations when it comes to PTO. For aftermarket requirements Kramp always recommends sticking to these regulations.

- A primary shaft (from tractor PTO to implement) must be fitted with a collar or shrouded pin type yoke at the tractor end.
- A primary shaft must be CE certificated (CE= Community Europe). All shafts provided by Kramp will be CE certificated.
- The guard cone on a PTO shaft must cover at least the entire profile tube yoke.
- The PTO shaft cone and machine counter cone must overlap by at least 50mm.
- If a clutch is required on a primary shaft this must be fitted to the implement end.

Tips and helpful hints from our Academy courses:

Did you know?

Retail

Basic principles

There are 4 fundamental principles that form the foundations of a successful retail business.

- **Place** – A professional, welcoming environment that encourages sales
- **Product** – The right range of products is vital to customer satisfaction and also effective stock control
- **Price** – You need to price your product range at the correct level for your customers to be able to buy your product
- **Promotion** – Make sure that your customers know about you and your products

Perfecting these 4 basic principles can lead to the successful growth and sustainability of your retail business

Retail facts

80% of sales are generated from 20% of customers (the pareto principle) this is a useful principle to be aware of and can help focus your time and resource within your business. The cost of customer requisition can be as much a 7x greater than retaining an existing customer

Retail myths

Small stores can not compete with chain stores

Although generally smaller stores may struggle to compete on price they do compete by maximising the uniqueness of their business or service

Your best customer spends the most

Just because a customer comes in infrequently spending bigger amounts does not mean they are your best customer- think of those who place more orders of lesser value.

Online Shopping will replace retailing

E-commerce is making big strides however there will always be consumers who want to see, touch and feel the product and speak to someone face to face who can advise them
You will always have the customers that come to you for other services

Kramp Academy Purchasing Demonstration Course Proves a Big Success

On September 3rd 2013, Kramp UK held a demonstration day for the new Purchasing and Stock Management Course at the Sales and Distribution Centre in Biggleswade. Attending the course were a diverse mix of Kramp employees, including the purchasing department, marketing, sales and technical support. The aim of the course is to improve business profitability through efficient stock management and content included the cost of ordering, keeping stock and controlling stock flow. There was also training provided on calculating stock turn and a study of single sourcing versus sourcing from multiple suppliers. The training was clear, concise and practical so that anyone attending the course could immediately put the training into action back at the workplace. There are places still available at our remaining Kramp Academy locations (see below), but they are filling fast so register through the webshop today to avoid missing out.



SRUC Oatridge College – Edinburgh 30/01/2014

Askham Bryan College – York 13/02/2014

Kramp Academy celebrates record year

With only a few months to go until the end of this year's academy programme, we would like to say thank you to all those who have attended or are booked into a Kramp Academy course.

The 2013/2014 Kramp Academy programme has been a record year for Kramp UK, but we would still like to improve and expand the programme to offer quality training in topics that may not be available elsewhere. We are already planning new courses and locations for 2014/2015 so if you have a suggestion for training, then please email us at krampacademy.uk@kramp.com.

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



Kramp Pro Cycling team raise money for charity

At the end of July the Kramp Pro Cycling Team raised a massive £1185 for Breakthrough Breast Cancer by cycling 100km from London to Cambridge. It was a great event with over 5000 cyclists taking part. Well done to James, Simon, Chris, Christa, Garth, Adam & Mick. We are looking forward to hearing about your trip from Biggleswade to Kramp in Varsseveld next year!



New Toys Catalogue

In September, Kramp launched the NEW Toys Catalogue. You should have received your copy, but if you haven't, or require extra copies, please call us on 01767 602602 and we will be happy to forward them to you.



Find My iPhone - App

If you misplace your iPhone, iPad, iPod touch, or Mac, the Find My iPhone app will let you use another iOS device to find it and protect your data. Simply install this free app on another iOS device, open it, and sign in with your Apple ID. Find My iPhone will help you locate your missing device on a map, play a sound, display a message, remotely lock your device, or erase all the data on it.

FREE
Size 17.0 MB
Version 2.0.2





LAMMA 2014

The UK's leading farm machinery equipment and service show takes place again between the 22nd and 23rd January. Its free to enter and attracts nearly 40,000 farmers from here and abroad.

DOE SHOW 2104

The 54th annual Doe Show will be held on 4th - 6th February 2014 at Ulting, Maldon in Essex. This is an opportunity to see new products displayed by all the leading suppliers.



RBS Six Nations 2014 Championships

The 2014 Rugby Six Nations kicks off on Saturday 1st February with Wales trying to defend their crown at home against Italy. England also play later in the day. The tournament runs until the 15th March. For further information visit www.rbs6nations.com.



Kramp would like to wish all their customers a very Happy Christmas and best wishes for 2014!

Emma Woodfine

Warehouse Operator



↑ Emma Woodfine
Warehouse Operator



My role is mainly picking and packing the orders during the afternoon, and at the very end of the day, shutting down the systems and sending the consolidations over to TNT. I am also one of the Fire Marshalls in the warehouse.

Kramp Highlight:

That's easy..... the 60th celebrations in Holland was one of my favourites. The whole experience was so memorable. I loved meeting all the people from the different countries and sharing such a milestone in Kramp's history. The other was the introduction of the Kramp Way, where we hosted our very own Kramp Way "X-Factor".

Inspirational person:

For me, there is only one, my nan. She has always been there for me.. She is such a hard worker, really helpful and such an inspiration. She loves me unconditionally. I hope that I can be half the person she is.

Hobbies:

I love to socialise with my friends, walking my 2 Staffordshire Bull Terriers, Buster and Scarlett and spending quality time with my 8 year old cousin, Connor and sister, Chloe.

The future:

I would love the opportunity to work with children, and further down the line, a family of my own. I also dream of taking a road trip around America or Australia just to experience the different way of life.

Laura Selby

Warehouse Operator



↑ Laura Selby
Warehouse Operator



My role is the same as Emma's - picking and packing the orders and shutting down the systems and sending the consolidations over to TNT.

Kramp Highlight:

For me, I really enjoy all the get-togethers we have at Kramp. It shows what a great team spirit we have. The Kramp Way was definitely a highlight when we performed X-Factor, and got to perform on stage in front of all our colleagues. It was such great fun.

Inspirational person:

My dad is the one person I look up to. He has achieved so much and I am very proud of him. As a child we did a lot of travelling with his job, so I saw some interesting places, but he never stopped being my dad and had plenty of time for us.

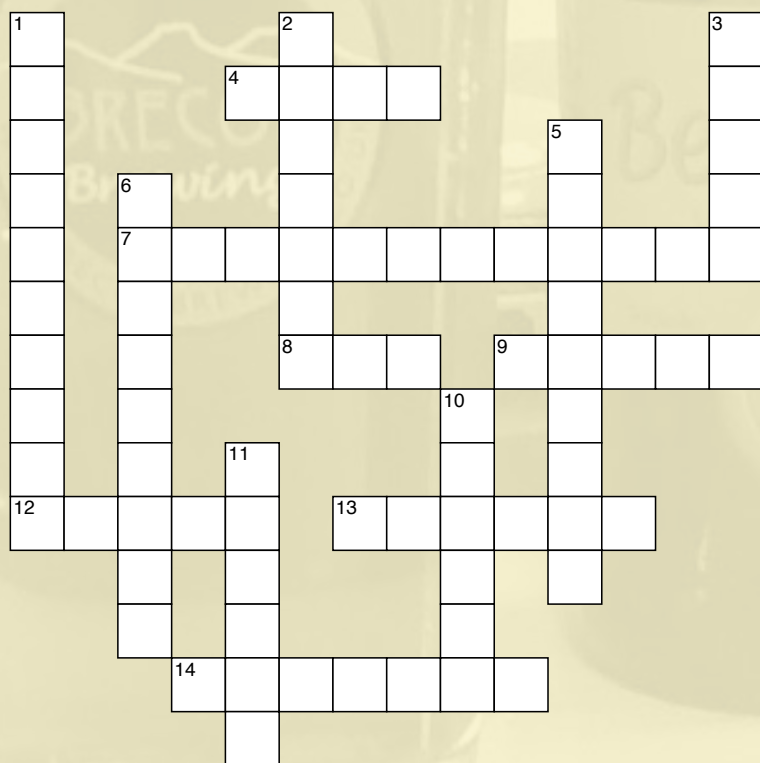
Hobbies:

I love to draw, anything and everything! I also have a passion for reading real life stories. It's so interesting to see life through the eyes of someone else and their experiences.

The future:

I would love to return to Germany, one of the places I stayed as a child and visit the castle from the musical "Chitty Chitty Bang Bang". I am engaged to Ben and we are planning our wedding for 2016 and longer term I would love to have my own vegetarian restaurant.

CROSSWORD TIME



ACROSS

- 4 and 9** Leading hydraulic fittings producer (4,5)
- 7** Leading Agricultural event in Hannover (12)
- 8** Kramp launched this catalogue in September (3)
- 9** See 4 across
- 12** Kramp merged with this scandinavian company (5)
- 13** _____ Agricultural Services Ltd, Paul and Kelly are the owners (6)
- 14** Surname of one of our Account Managers featured this month (7)

DOWN

- 1** Frissen Groen Techniek are based in _____, South Limburg (10)
- 2** Guy _____, NFU board member (7)
- 3** Uk's leading farm machinery show takes place in January (5)
- 5** 63 new parts introduced by this company (9)
- 6** Product used to track stolen vehicles (9)
- 10** Season to do essential maintenance (6)
- 11** Which Academy course are we talking about when we say, Place, Product, Price and Promotion? (6)

Take this opportunity to enter the Crossword competition and you could win 24 bottles of beer and 2 mini casks, courtesy of Brecon Brewery, PLUS 2 Kramp branded beer glasses. You will have the opportunity to choose which beers you would like from the selection available. All you have to do is complete the crossword and fax it back to us on 01767 602620, for a chance to win.



Closing date for entries is **20th February 2014**. 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

Congratulations to Ralph Richardson, Richard Askew Agricultural Supplies, 344 Smeeth Road, Marshland St James, Wisbech, Cambs PE14 8EP, who won toys, courtesy of WOW.



COLOPHON

Editorial Address:

Stratton Business Park
London Road
Biggleswade
Bedfordshire
SG18 8QB



Editing and Graphics:

Marketing Kramp
E-mail: focus.uk@kramp.com
www.kramp.com

Photos: Appstore (1), Kramp (41), Shutterstock (9), VOSS (3)



Merry Christmas
and best wishes
for 2014.



KRA FOCUS 04/13 UK