

# FOCUS



COVER STORY  
**ONE STOP SHOP**



PAGE **6**  
**CBM Group**  
A family business set for the future

PAGE **16**  
**Ask the Expert**  
Cylinder configuration

PAGE **27**  
**Kramp Academy**  
Consumer law

KRA FOCUS 04/14\_GB



Innovation

Creativity

Solution

Vision

Intelligence

Ideas

Inspiration

**KRAMP OPEN INNOVATION PRIZE 2014**

# MAXIMO EVOLUTION *dualmotion*



We're very happy to have won the 2014 KRAMP OPEN innovation award for the MAXIMO with dualmotion adaptive back support.

**ergo** mechanics  
inside



**GRAMMER**



## Thank you for working with us

Not long now and the year will be over. I don't know about you, but for me, the past twelve months have really flown by. We've achieved a great deal this year.

We are in the final phase of construction for our wonderful new office building in Varsseveld. We can also look back on a very successful Kramp Open at our German site in Strullendorf. Thousands of visitors learnt about Kramp and more than one hundred suppliers were present at the event. We also hosted stands at EIMA in Italy, Salon Vert in France and FIMA in Spain, where we were presented with the innovation award for the Kramp Mobile parts identification tool. This award shows that the time and energy we continually invest in improving our services is valued by the industry.

We hope that you have also had a successful 2014 and that Kramp has helped you achieve your goals by making the ordering and management of parts as easy and efficient as possible for you. We can only be successful if you are, so in 2015 we will continue to do our utmost to support you wherever we can.

Many thanks for working with us.

I wish you a very merry Christmas and all the best for 2015.

### **Eddie Perdok**

Kramp Group CEO

## CONTENTS

- |  |  |
|--|--|
| <b>4 News</b><br>Product news                                | <b>22 Sustainability</b><br>Business partnerships      |
| <b>6 Supplier portrait</b><br>CBM Group                      | <b>23 Product Test</b><br>1/2" SD Pear Head Ratchet    |
| <b>8 Cover story</b><br>One stop shop for tractor components | <b>24 Customer Portrait</b><br>Rea Valley Tractors Ltd |
| <b>13 Know How</b><br>Data exchange                          | <b>26 Kramp Faces</b><br>Customer Specialist Team      |
| <b>14 Highlight</b><br>Crops left unpicked                   | <b>27 Kramp Academy</b><br>Consumer law                |
| <b>16 Ask the expert</b><br>Design your own cylinder         | <b>28 Pinboard</b><br>Customer news                    |
| <b>18 Event</b><br>Kramp Open                                | <b>30 Mosaic</b><br>Facebook launch                    |
| <b>20 History</b><br>The logistics process                   |  |

## 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 it's 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.



## Milwaukee Experience the heavy duty difference

**Milwaukee** Milwaukee design high quality, heavy duty tools for the professional user which ensure

the job gets done better, faster, reliably and safely. With its brushless motor, red lithium ion battery packs and advanced system electronics in all cordless power tools, Milwaukee is definitely the high end brand to consider. Why not try one of the new M18 range fuel models – driven to outperform.

Visit the webshop **www.kramp.com** or call one of our Product Specialists on **01767 602602**.



NEW

## HITACHI Inspire the Next



## Hitachi Inspire the next

Hitachi have introduced the latest in leading edge technologies with 5.0Ah lithium-ion batteries which have a considerable larger runtime against that of a 4.0Ah battery. Still with a lightweight design and long battery life, the Hitachi Li-Ion batteries contain no harmful cadmium, making them better for the environment.

For a full range visit **www.kramp.com**.

## Kramp Waterproof Trousers Comfortable and watertight



Kramp provides a wide range of quality jackets, trousers and fleeces for the cold weather. This work wear is extremely resilient, has close lying fibers within the canvas to block out the wind, but still provides you with the comfort you require for every day wear. We also have a range of waterproof trousers for those wet days (**Part No. C65536S**).

For a full range of available sizes, visit the website **www.kramp.com**.

## Claas Tractor Parts Need a specific part?

You can now find the exact part you need for any Claas tractor in the Kramp website. We have a complete range of parts for every model. If you need a fuel pump for that particular tractor model number, just search by part name or original part number and you will be given the original or a suitable alternative. **Kramp. It's that easy.**



Voss

## Leading hydraulics producer

Voss Fluid is a world player in the field of hydraulic couplings. Their modern, spotless facility is completely up-to-date and has high demands for employee safety and surrounding environments. Quality remains consistently high and with over 100 million parts passing through the zinc-plating facility annually, they still pride themselves on achieving 99% on time deliveries.

Visit <http://www.voss.de/en/fluid> for further details.



Winter Essentials

## Ideal time for maintenance

Winter is the ideal time for maintenance on tractors, mowers and other farm machinery. Preventative work is expensive, but crucial and it's worthwhile, as costs for repair once broken can be far more costly than a routine maintenance service. Make sure you plan your servicing and ensure you have all the correct tools for the job. Kramp has a wide range of accessories for all your needs.

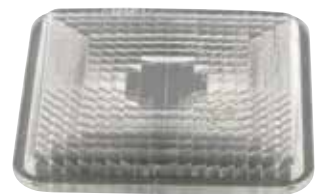
**Kramp, it's that easy.**

Hella Lighting

## A shining example



Hella has been working with Kramp for a number of years developing new products suitable for the agricultural market. Hella invest a significant amount of money into development each year and pride themselves on the quality of the end product. LED is making major advances in the world of lighting and has a lengthy service life compared to that of halogen and xenon.



## New Toy Catalogue



Back in September, Kramp launched its new Toy Catalogue. Packed with loads of fun ideas for boys and girls, it has all the usual favourites, as well as new brands, Dino Cars, Replicagri and Tonkin Replicas. Make sure you have placed your order in time for Christmas. And don't forget, this year we have catalogue displays which will hold up to 20 catalogues for your counter tops.



CBM Group — Specialists in coupling, towing and lifting implements for agricultural tractors.

# CBM Group — A family business set for the future

CBM was founded in 1967 in Modena, Italy, as a manufacturer and designer of parts for coupling tractors to other machinery. Over four decades, the family business has grown to become the number one supplier of coupling parts for all the major tractor manufacturers.

Uniquely, CBM supplies mechanical and hydraulic components for both the front and rear of tractors. Its products range from complete three-point coupling systems to towing hooks for trailers, hydraulic power lifts, cabs and various metal parts.

A key business area for CBM is the supply of products to major manufacturers such as Fendt, Massey Ferguson, John Deere, Claas, Same Deutz-Fahr and CNH. In CBM these manufacturers have always had a loyal, experienced and expert partner that delivers high quality products. It is by operating in various markets, including Europe, the USA and Asia, that CBM has developed its greatest strength: the flexibility to adapt products to local markets while maintaining the high quality standards found in Europe. The experience gleaned from many years of collaboration with tractor manufacturers is evident in the wide range of spare parts supplied by CBM.



## Success with Kramp

The replacement market has always been important for CBM. The company's goal was to become a leading supplier of high quality parts. During the Kramp Open in Strullendorf, Germany, CBM introduced the new generation of automatic lift arm hook: the Opti-Lock. This product is an example of the company's continuous efforts to produce new products. CBM has been a successful business partner of Kramp for more than ten years. "Kramp's strengths lie in its professional way of working, its experience in the sector and the trust customers have in the company", explains CBM spokesperson Giulio Muratori. "Kramp's extensive sales network and knowledge of the parts marketplace are the foundations of this successful working partnership. We can work with Kramp to supply our products to the European market. The range of products we sell via Kramp is continually increasing, and varies from stabilisers and nuts to lift arm hooks and tension springs. Our partnership with Kramp will enable us to offer an even wider range of products to our customers in the future". ■

*The Opti-Lock was presented at the Kramp Open.*



**The name CBM is based on the surnames of the founder Omero Cornia and his wife, Paola Bergamini, and the city of Modena where the company is located. The business is still owned by the Cornia family, and son and daughter Enrico Cornia and Monica Cornia now also hold senior positions in the company.**

*CBM is a family business founded by Omero Cornia. His wife, Paola, and his son and daughter, Enrico and Monica, all work at CBM.*



Find the right part quickly and easily

# A one-stop shop for all tractor components

Kramp has been working extremely hard over recent months to ensure that parts for tractors can be quickly and easily ordered using the webshop. In the future, customers will not have to go to several suppliers; Kramp will have all common parts available at just one location.

**M**achinery companies will of course obtain dealer brand parts directly from the manufacturer. However, when a repair is carried out on another brand, all common wear parts will now be available from our one-stop shop. Via a simple search in the webshop, the customer can quickly find the parts he needs and verify that these parts are correct.

For a number of years, we have been working behind the scenes to build up a clearly structured and complete range of tractor parts. The key product groups in this range are filters, pressure plates, brakes, electrics and lighting, starter motors and alternators and fuel system and cab parts. In fact, the range includes all common wear parts for all brands and types of tractor.

## A complete range

For Case, New Holland and John Deere tractors, the parts are already available via a new structure. For these brands alone, this step has involved adding hundreds of thousands of new product links to the webshop — roughly equivalent to a five-fold increase in the number of tractor parts available. We are aiming to include all other major tractor brands by 2016.

## No searching, just finding

Finding the correct part has never been easier. Gerrit Cazemier, Category Manager at Kramp, explains: "One method is to search for the original part number, which will take you straight to the right part or a suitable alternative. A second method is to select according to the brand and model of a tractor, which, again, will always take you to the right part step-by-step". But the web shop is more

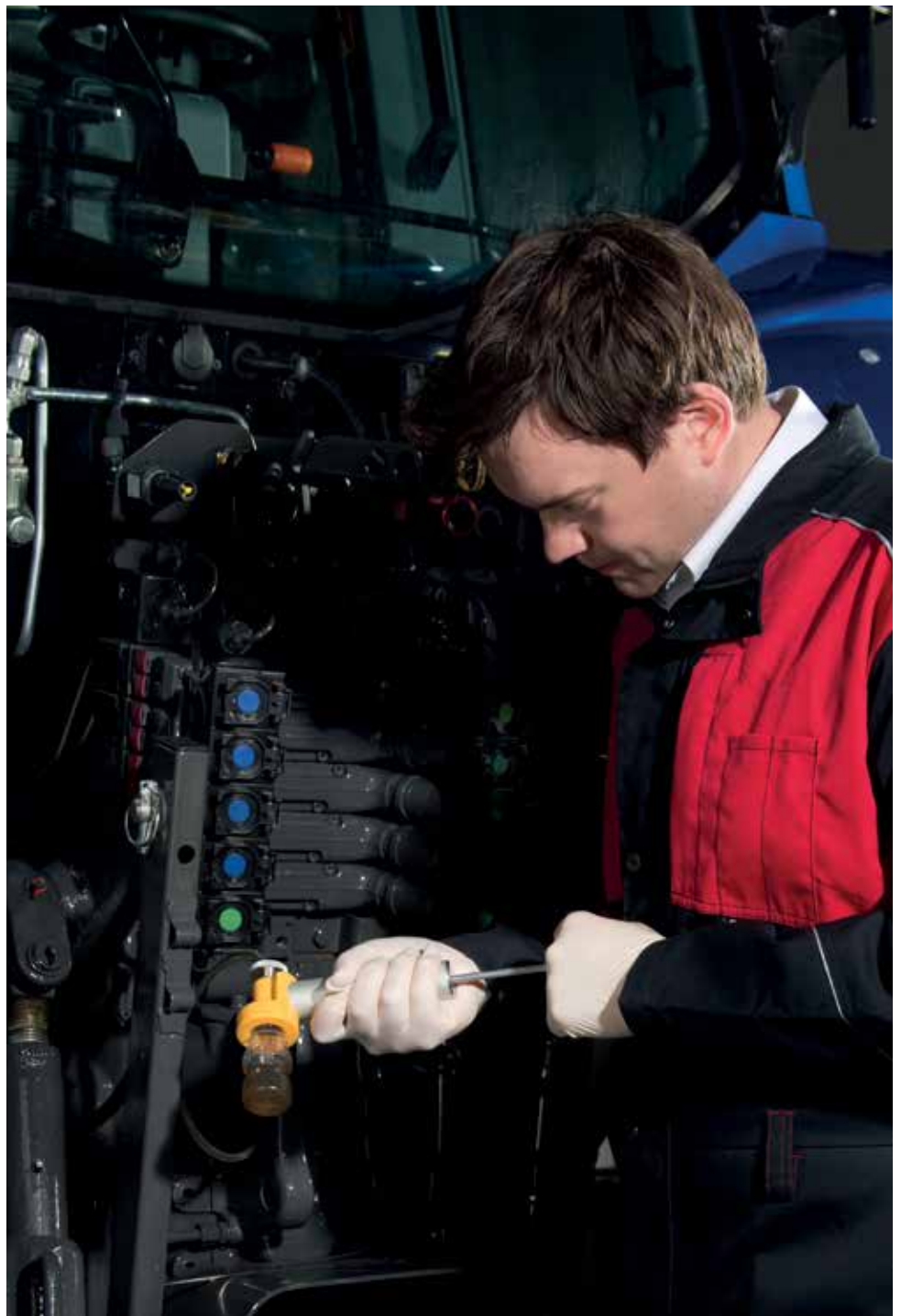


than just a place to order parts; it also allows you to consult all the relevant documentation for those parts. "We focus on tractors that are between 3 and 20 years old."

There's more on offer than just tractor parts too. Gerrit: "We are also working on offering parts for other agricultural machinery, such as combine harvesters, in the webshop".



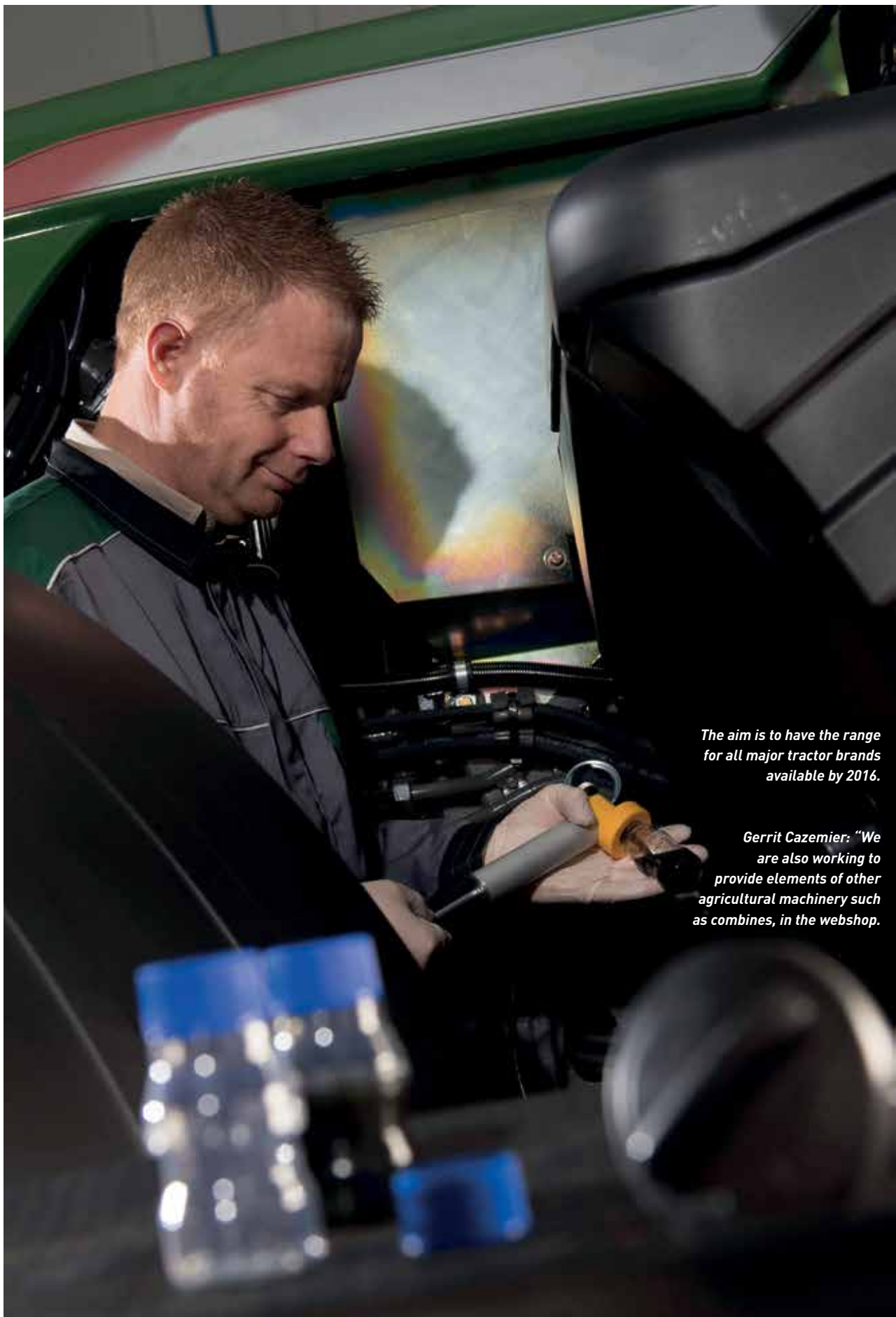




*Thousands of tractor spare parts have been added to the assortment offered by Kramp.*

*For different tractor brands all wearing parts are fast and easy to order in the webshop.*





*The aim is to have the range for all major tractor brands available by 2016.*

*Gerrit Cazemier: "We are also working to provide elements of other agricultural machinery such as combines, in the webshop."*





*Kramp is a one stop shop for tractor parts.*

Kramp customers are experts in tractors and parts which was evident by all those who took part in the Tractor Parts game. Matthias Bach Huber from Germany, Bernhard Sallegger from Austria, Richard Hall from the UK and Arnold Dekker of the Netherlands were the strongest in their country and were guests at the Kramp Open at the German office in Strullendorf. Matthias Bach was confident he would win: "I did not give in, I was determined to win the prize", he says with a smile.



*Richard Hall and his wife, Helen at the Kramp Open, after receiving his certificate and flowers.*



products on offer, but also because I can trust Kramp to deliver the goods quickly".

### "The parts are always just what we need"

Stuart Baker from P & SM Johnson is also happy with the extra options. "We buy various tractor parts from Kramp. We know that the quality of the parts is very good. The parts we order are always just what we need. In addition, Kramp always has a broad range in stock and delivers extremely quickly, which saves us time".

### Prize winner

A special website was set up recently to showcase Kramp as a specialist supplier of tractor parts. Visitors to [www.firstchoicetractorparts.com](http://www.firstchoicetractorparts.com) were able to take part in the PartsPicker game and Traxpert quiz to test their knowledge of tractor parts. The main prize was a visit to the Kramp Open in Strullendorf, Germany. ■

### Extra service

Josef Drücke of Drücke Dienst in Borchen is one satisfied customer who orders tractor parts from the Kramp webshop. "Ordering from Kramp enables me to offer my customers a better service", he explains. "When I order replacement parts for my customers, I very often use the Kramp webshop, especially for tractor parts. The shop stocks a very wide range of products, and since the refurbishment of the webshop last year it's even easier to place an order. Naturally I think it's great that the tractor parts range is being expanded. It's even easier to buy parts when you can choose from almost the entire range of every major brand. Not only because of the wide selection of

SHARE YOUR THOUGHTS 

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# RELIABILITY BUILT FROM QUALITY



Don't get caught out during the cold winter months – opt for the reliability of a Kramp product. The Calcium Kramp Power Battery stands for quality. The batteries are maintenance-free, have a long life and are the perfect choice for the professional.

- From 38 to 225Ah
- High starting current
- Modern closed Calcium batteries
- OE quality with OEM specifications
- Very extensive program
- Good vibration resistance
- Long life
- Low self-discharge
- Maintenance-free according to DIN
- 30 months warranty

*It's that easy.*

Product information always up to date

# Quick, safe and reliable

Information is primarily exchanged digitally — this is true both for data coming to Kramp and sent out by Kramp. The digital age makes many tasks, such as updating current stock levels, much easier.

**E**lectronic information exchange has become an integral part of modern business, enabling us to complete tasks faster and in a more reliable way. In our sector, Kramp has been a pioneer of this technology. Via Electronic Data Interchange (EDI), we have been exchanging information digitally for many years. Kramp can accept orders directly from customer systems, and customers have direct access to price and stock information and all product information held by Kramp. Generally, the systems are updated quarterly in order to keep the information current and complete.

In order to exchange information with each other, both sides need to speak the same 'language', but Kramp can take care of this too. "We make life as easy as possible for our customers. We offer the software in various file formats so that customers can install it on their own systems", explains Michael Austgen, Manager of IT Business Solutions at Kramp.

In order to provide innovative solutions, Kramp IT experts work closely with software suppliers. Customers who use software packages from Kramp partners such as COS, Ibcos, Sewiga, Orbis and Estermann benefit from an exceptional level of service while costs are kept low. "Our partners prepare all the data and load it directly into the customer's systems. The customer pays a subscription for this service. Customers have no work to do and they never need to worry about whether or not the software is suitable for their systems", says Austgen. "Our experts have designed interfaces that allow all systems to communicate perfectly with each other — which makes the dealers' work much easier". ■

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THOUGHTS



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Labour shortages could mean higher food prices

# Crops left unpicked

SAWS, the Seasonal Agricultural Workers Scheme, closed for good at the end of 2013. That's when the transitional employment restrictions on Bulgarians and Romanians, so-called A2 nationals, were lifted and workers from both countries gained full access to the UK labour market.

The Migration Advisory Committee, or MAC, a non-statutory public body which advises the government on migration issues, was asked to review the likely impact that this was going to have on horticultural businesses, which have depended on SAWS for over sixty years to meet the need for seasonal labour.

Horticulture is a significant industry. It contributes £3 billion to the UK's economy and employs around 37,000 people in England on a permanent basis and a further 60,000 seasonal workers every year.

The NFU estimates that for every four seasonal workers employed, one full-time British job is created. So if growers can't source the migrant workers they need, they could be forced to move their operations to the continent, where seasonal workers are based, with the loss of thousands of permanent British jobs.

## **Any labour shortage in the horticultural sector could lead to higher food prices**

Hayley Campbell-Gibbons  
NFU Chief Horticulture Adviser

The final report, published in May 2013, concluded that any labour shortage in the horticulture sector could lead to higher food prices, a rise in imported fruit and vegetables and a loss of full time jobs.

The alternatives according to MAC are bleak - we either accept that there will be a contraction of the horticulture industry in the UK or wait for technological advances that might, in future, reduce our reliance on migrant workers. This will never be feasible for certain crops and, where the technology does exist, is likely to be inaccessible because of the huge levels of investment required.

It's not as if growers haven't tried to find workers closer to home, either. Yet disappointingly, local adverts are all too often met by a poor, or even no, response. Seasonal harvest work can be physically demanding, involving early starts and long hours in relatively remote locations - not everyone's idea of the perfect job.

Growers have experienced the consequences of a labour shortage before. In 2008, when the quota of A8 nationals fell short of what the industry needed, businesses lost an average of £140,000 as crops were left unpicked in fields, and retailers were left to try and fill their shelves with produce from abroad.

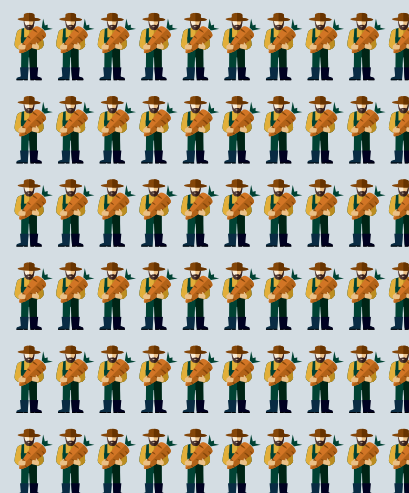
If government waits until a labour shortage appears on the horizon before taking action it will be too late to instigate a new scheme from scratch, which could again lead to crops rotting in the fields and sparse offerings of British fruit and vegetables on supermarket shelves. A gamble on seasonal labour supply is a gamble on food security. At a time when consumer awareness of the importance of traceable, British food has never been greater seems like an unnecessary risk to take.

### permanent employees



37,000

### seasonal workers



60,000

### contribution to the UK's economy





Design your cylinder in just a few clicks

# Configure cylinders quickly and easily



Anybody wanting a specific or customised cylinder can phone a specialist at Kramp and explain his requirements. The Kramp specialist then makes a few calculations and creates a drawing, and sends this information to the customer for checking. But in the future, this entire process will become much quicker thanks to the Cylinder Configurator. In this edition of 'Ask the expert', Marcel Walvoort, manager of Hydraulic Cylinder Solutions, explains the process of designing and ordering a cylinder using the Cylinder Configurator.





*Marcel Walvoort is the manager of Hydraulic Cylinder Solutions and has been closely involved with the development of the new Cylinder Configurator.*

### What is the Cylinder Configurator?

**Marcel:** The Cylinder Configurator will be an online tool that allows customers to design and order customised cylinders quickly and easily. A customer will need to complete just four steps to fully configure a cylinder. All common cylinders are loaded in the configurator and the range is constantly being expanded. The tool was developed based on twenty years of Kramp experience.

### Is it difficult to configure a cylinder?

**Marcel:** "No, absolutely not. As I said before, the customer is guided through the process in just four steps. During this process the Configurator monitors the order and ensures that no errors are made. It takes just a few clicks of the mouse to configure a cylinder, get the price and order the cylinder from the webshop.

### What about drawings and technical data?

**Marcel:** Drawings and technical data are automatically generated. Once the cylinder has been configured, the customer has access to a 2D and 3D drawing in various file formats, including PDF and STP. The STP file can be directly loaded into a CAD program so that the customer can undertake further design work. A customer-specific data sheet is also created containing all the technical data.

### Does this new tool involve higher costs for the customer?

**Marcel:** No, quite the opposite. The final cost is essentially down to the person ordering the cylinder. The price falls if larger numbers of a configured cylinder are ordered. The delivery time also affects the price. Customers can choose from express, standard and economy delivery. Opt for economy delivery if you do not need the cylinders immediately. Opt for express if you need the cylinders urgently, but remember the price will be higher for this service.

### What happens if the customer has any questions?

**Marcel:** Answers to FAQs can be found on the website but we can also of course be contacted by phone or e-mail — nothing is changing there. ■



*During the process the configurator monitors the order and ensures that no errors are made.*



# Eventful exhibition days set standards

**KRAMP**  
**OPEN**  
*Partnerschaft erleben!*



## 10.00am | Innovative and creative

Product specialists greet visitors at the market. An ideal opportunity for customers to meet with specialists in areas such as hydraulics and earthmoving.



## 8.45am | Reception

Kramp employees are thrilled to receive the first guests.



## 19.00pm | Achieve more together

The Kramp Open motto - Partnership experienced - emphasised in the speech of CEO Eddie Perdok.

The German town of Bamberg, Strullendorf was the setting for the 2014 Kramp Open. This popular event attracted more than a hundred suppliers who took time to get to know guests and demonstrated new products. There was also time to party. As many as 5,000 customers from all over Europe came to the event, which was a huge success. Let's take a look back. ■



## 11.30am | Looking for the future

More than 50 students accepted the invitation for the Trainee Day to find out more about the training opportunities at Kramp.



## 15.00pm | Dizzy heights

Special transport to a height of 17 metres. The result: a very nice view.



## 16.30pm | Lights off, spotlight on

Employees from Kramp experience the catwalk to show the range of workwear.



## 20.30pm | Party till you drop

With a great band, visitors literally stood on the banks. A perfect end to a very successful Kramp Open



Busy on the stand. Visitors update themselves about the products and services that Kramp Italy can offer.



Consultation between customers and Kramp specialists. The fair helps to strengthen existing relationships and initiate new partnerships.



On the stand, visitors can not only discover the Kramp assortment, but also the red Kramp delivery crate which is being introduced in the Italian market.

# EIMA 2014 is great success

EIMA is becoming an increasingly popular event.

This year, the event took place in the Italian city of Bologna and attracted

no fewer than 235,614 visitors, an increase of 20%.

The 41st fair hit a new record. There were 1,800 manufacturers present, of which 650 came from outside

Italy. During the 5 day event, 150 conferences took place attended by 700 people from the media representing 40 different countries.

Kramp were also present in Bologna, and were host to twice as many visitors compared to the previous show – a new record. ■



## TOP COAT

### STRONGER THAN EVER

Thanks to the exclusive Alfagomma TOP COAT - Galvanic Coating - proprietary technology, our complete range of adapters, fittings, ferrules and quick release couplings can boast an extraordinary wear and corrosion resistance, so as to guarantee a longer lifespan to your system.

Alfagomma TOP COAT is based on a system of trivalent passivation which reaches outstanding rusting and corrosion resistance levels. Tested in accordance with ASTM B117-03 and UNI ISO 9227 standards, Alfagomma TOP COAT ensures over 500 hours corrosion prevention in salt spray fog to white rust and over 1000 hours to red rust.

advertisement



Logistics process radically changed

# Product specialists are now

Logistics can be defined as "getting the right things to the right place at the right time and in the right quantities for the lowest price". Or, in other words: optimum customer satisfaction at minimum cost.

The word logistics comes from Napoleonic times and has a military origin. Napoleon introduced the role of 'Maréchal de Logis'. This man was tasked with finding shelter for the troops, and the word 'logistics' came from this role. Many people believe logistics is just transporting goods from A to B, but in reality it does not stop there. Logistics also covers:

- The management of stocks
- Delivering orders as quickly as possible
- Using people and machinery as efficiently as possible

In addition, a distinction can be made between purchasing logistics, production logistics, distribution logistics and return logistics.

Kramp deals with all these forms of logistics. You are used to us delivering products to you as quickly as possible (distribution), but in order to do so we have to have those products in stock (purchasing). You can also order customised products such as cylinders (production) and we also have to deal with parts that are returned to us (returns).

So it will come as no surprise to learn that logistics processes are under continual review at Kramp. New developments are constantly monitored and applied to processes. Anybody who was last in a warehouse fifty years ago would be amazed at how different it is today.



2014



*Kramp are constantly investing in new technologies which enables us to deliver your parts quickly, often on a next day delivery.*

# rapid pickers

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#kramphistory



## Warehouse employees were product specialists

In the past, anybody starting work in a Kramp warehouse had to build up the necessary product knowledge. Back then, parts had no location number and were arranged by brand and type. An experienced warehouse employee was therefore also a product specialist. Over the course of time, processes in the warehouse have changed significantly. The introduction of location numbers meant that order pickers needed less product knowledge to quickly find the right parts. In 2003 the decision was taken to centralise the stock for Benelux in Varsseveld. At the same time, a new computer system was introduced and the conveyor made its entrance. The next step was taken in 2009 at the

Strullendorf site in Germany, with the introduction of bar codes and scanners. The error percentage fell even further as a result, and this system is now used in all Kramp's distribution centres. The site in Varsseveld now uses a shuttle. The shuttle is a fully automatic system which ensures that parts get to the order picker, who no longer has to actually enter the warehouse. And the shuttle system is a great time saver: instead of sixty order lines per hour, an order picker can process up to 350 order lines per hour using the shuttle. Moving with the times and constantly investing in new technologies enables us to deliver your parts quickly, often within a day. Our warehouse staff have gradually changed from product specialists into streamlined, rapid order pickers. ■

**4,000** packages arrive daily at Kramp Varsseveld

**28,500** order pick lines are processed

The number of order lines processed per day in the European warehouses is approaching **100,000**

In the UK, we receive on average **572** lines daily

We pick on average **2,650** lines per day at Kramp UK

Facts & figures

"This is about evolution rather than revolution"

# Successful and sustainable business partnerships

Doing business in a socially responsible way is a high priority at Kramp. We take measures we need to take internally, but we also actively ask our suppliers to work with us and provide their input on sustainable business practices.

A few months ago, we started sending out our Supplier Code of Conduct. This Code of Conduct asks our suppliers to adhere to specific rules on matters such as the working environment, protection of the environment and dealing with information confidentially. At the moment the Supplier Code of Conduct is voluntary and suppliers can decide whether or not they want to sign up to the code. Project leader Gerrit Cazemier has had an enthusiastic response. "We have already received several hundred signed agreements. This is a very promising start. Suppliers even sent us copies of their own agreements that they already adhere to, some of which contained even stricter requirements. It's clear that this is a topic that is really important to businesses".



**There is great enthusiasm for corporate responsibility. We have already received several hundred signed agreements".**

Gerrit Cazemier

**We also have our own Code of Conduct, so it goes without saying that we support this initiative".**

Jan Heuvelman

from the Schaeffler Group



## More than being 'green'

It's a common misconception that corporate responsibility is about nothing more than being 'green'. Corporate responsibility covers the three Ps: People, Planet and Profit. "These three Ps or dimensions must reinforce each other; that is where the real strength comes from. We want to achieve all of these objectives collectively. This is about evolution rather than revolution", says Gerrit, describing Kramp's approach. However, this



approach does not mean that there are no controls at present. Kramp has its own international sourcing teams in China, India and Turkey who always visit potential new suppliers. These audits check the quality of the products as well as the company itself, the work environment and the work conditions.

## Schaeffler a willing signatory



Schaeffler is one of Kramp's suppliers who did not hesitate to sign and return the Code of Conduct. "The Schaeffler Group also has its own Code of Conduct", explains Jan Heuvelman from Schaeffler. "It covers working conditions for staff, environmental matters and how financial gifts and other tokens must be handled. We are pleased when our suppliers share these principles, so if a customer like Kramp expects the same of its suppliers then we will willingly work with them".

# E113708B 1/2" SD Pear Head Ratchet

E113708B 1/2" SD

- 72 tooth mechanism
- 5° increment
- Socket safety lock
- Lever reverse: rotation direction displayed
- High chrome finish
- Ergonomic bi-material handle
- Unit: Each
- Length (mm): 250
- Square drive: 1/2"



	Ben Brown <small>(end user)</small> <b>T Brown and Son, Covington, Kimbolton</b>	Andrew Griffiths <small>(dealer)</small> <b>L Evans &amp; Son</b>	David Lang <small>(employee at krapm)</small> <b>Workshop Technician</b>
<b>1. How do you rate the Pear Head Ratchet Tool?</b>	6/10	8/10	10/10
<b>2. Which Britool tools do you use regularly?</b>	Socket Set	Socket Set	Spanners, sockets and ratchets
<b>3. For what purpose did you use the Ratchet?</b>	Farm workshop tasks	Undoing bolts on Harvester Guard	Disassembling a vacuum pump
<b>4. Is it of high quality?</b>	Medium	Yes	Yes
<b>5. Is it robust and able to perform the task adequately?</b>	Yes	Yes	Yes
<b>6. Have you had any problems with Britool tools?</b>	No	No	No
<b>Would you recommend this product?</b>	Yes – dependant on price	Yes	Yes
<b>Would you be happy to provide a testimonial on this product?</b>		“Very pleased with ratchet and it did everything that was asked of it”	“The ratchet tool I tested seems very durable, I had no issues with the ratchet”
			

Rea Valley Tractors Ltd

# Fully trained, experienced staff and a first class service



Rea Valley Tractors Ltd are a John Deere dealership serving the Midlands and mid Wales. The company has been in business for over 25 years and currently has over 80 staff working from depots in Shrewsbury, Newport, Welshpool and Sudbury. They are a major regional distributor of new and used tractors, agricultural machinery and powered garden equipment and can offer a servicing facility for all these types of machinery. Main premium brands other than John Deere include JCB, Vaderstad, Joskin and Kverneland.

In 2010, local businessman Simon Clarke of Dunstall Holdings Ltd purchased RVT. Dunstall Holdings also had the agricultural machinery dealer AIS (Agricultural Industrial Services Ltd) in their portfolio and in 2012 both brands were consolidated under the RVT name.

The business is continuing to grow from strength to strength and further expansion is certain. They have taken on more staff for the ever expanding workshops and are currently looking for new members at each location. They have a team of 50 experienced, factory trained technicians across the depots and use the latest specialist tools to ensure a quick response to your machine in the event of a breakdown. They carry a comprehensive stock of spare parts available for a next day delivery.

George Astley, Parts Manager at Newport has been with Rea Valley for 18 months and is responsible for sourcing parts at the right price as well as making sure budgets are adhered to. "When approached for a new part, it is our job to





**1** James Wilcox, Parts Technician, George Astley, Parts Manager and David Pascall, Parts Technician - Rea Valley (Newport) with Rob Skipp (Account Manager - Kramp)

**2** A wide range of Agricultural and Forest and Grasscare products

**3** Supporting the John Deere brand



ensure we get a quality part at the right price for us and the customer, along with quick delivery which is where Kramp comes into play. We can call Rob Skipp, our Account Manager and discuss the right pricing and volumes. With Kramp you have the flexibility of talking to someone who knows your business and will do everything they can to help, plus the added bonus of next day delivery.”

For RVT service is a key component of their brand strategy. Customers remain loyal because of concepts such as 24/7 service support. Kramp’s next day delivery on many items contributes to RVT maintaining this service even during harvest.

Rea Valley Tractors pride themselves on the first class customer service and will always deliver if they can. The Shop is a busy and thriving environment and you are always met with a friendly smile and local banter. Their motto - Committed to Service, is apparent.

### Why are RVT successful?

- A strong brand, linked to a number of successful franchises
- Multiple depots offering high level service concepts
- Drive, commitment and 30 years trading experience
- Committed to servicing their customer’s needs
- Well trained experienced technicians with a high level of product knowledge
- Put their customers first.

■ [www.reavalleytractors.com](http://www.reavalleytractors.com)  
[sales@reavalleytractors.com](mailto:sales@reavalleytractors.com)



# Meet the Customer Specialists...

The internal sales team is an important function at Kramp and we are very proud of the first class service we offer our customers. We take responsibility for the quality and efficiency of our service ensuring that we always treat our customers respectfully while striving to archive the highest standards in service.

**James Buchanan**  
Field Sales Manager,  
formerly Internal Sales Manager



*Kris Corcoran.*

**Account Managers: Chris Linford, Steve Medcroft & Malcolm Mullender.**

"Being at Kramp for 13 years I feel I can use my experience within the Company to help build a trusting and efficient partnership with my customers while finding new ways to work together."

**The strength of the team is each individual member. The strength of each member is the team"**

Phil Jackson



*Joleen Mason*

**Account Managers: Andy Ward & Janine Evans**

"I am looking forward to building a good relationship with the customers in my care. I hope that my existing knowledge of Kramp and its values will help me to achieve this."



*Emma Bailey*

**Account Managers: Steve Falcus & Fraser Durno**

"I enjoy all aspects of working with the customers and I like the challenge of resolving their day to day concerns."



*Chase Watts*



*Martin Davey*

**Account Managers: Alwyn Roach**

"Knowing the customers and what they want helps in the day to day challenges at Kramp. I always make sure the customer can rely on me to get a resolution."

**Account Managers: Rob Skipp**

"I enjoy working with our customers and get a great deal of satisfaction from helping them with any concerns or queries they may have."

# Kramp Academy helps Ernest Doe Ltd understand consumer law



Kramp Academy, the training programme created by Kramp dealers for Kramp dealers, is well known for being able to provide training that is difficult to source elsewhere. Part of the Kramp Academy service is creating bespoke training for our dealers. Following a successful retail training programme in 2013, Ernest Doe Ltd were looking for training on consumer law and fair trading. Andy Bloomfield approached Kramp to source this training through Kramp Academy.

**W** Having sound knowledge of Trading Standards is essential in any business, so when booking, Ernest Doe and Sons Ltd were keen to find a course that provided useful information. The day was well organised and the trainer was professional and kept the course interesting throughout the day. The course content was very informative and we received great feedback from our staff. We have all benefitted from the course and can now confidently deal with various issues that arise. We



**A full range of Kramp Academy training courses are available. For information visit [www.kramp.com](http://www.kramp.com).**

already have a staff waiting list for the next Trading Standards course booked! We find working with Kramp Academy is always a pleasant, effortless experience thanks to the friendly, helpful staff."

#### **The objectives for this course are:**

- Protect your business by helping staff to understand the rights of the customer and how to respond to challenges
- Provide knowledge of Civil Law to ensure you are fulfilling both your business and customer statutory rights
- An outline of criminal law to help ensure compliance.

By the end of the course candidates will understand, in principal, the sale of goods act and unfair trading regulations. This is an excellent way to train your staff to offer your customers another level of service and resolve disputes in a way that retains business

If you think your business would benefit from this training then please contact Richard Kendrick ([Kendrick.richard@kramp.com](mailto:Kendrick.richard@kramp.com)). Also contact us if you have other bespoke training needs that can be sourced through Kramp Academy. Kramp – it's that easy.

SHARE YOUR  
THOUGHTS



STAY  
INFORMED



### Advent 2014

Make sure you open the Kramp advent calendar each day to find out what offers we have for you. Once the doors have been open, that offer is available for the duration of December. Kramp, It's that easy.



### Beer Promotion

The ever popular beer promotion is taking place again this Christmas. Make sure you order to benefit from the free beer and don't forget on a Friday, you can get free Walkers crisps too if you spend over £600.



### November 2014

During the month of November, moustaches are grown to raise funds and awareness of men's health. The team at Kramp UK, have once again taken part this year, look out for our efforts on Facebook and Twitter.



### Rickerbys 2015 Show

On the 4th and 5th of March 2015, the Rickerby Show takes place again at the Carlisle depot. there will be a huge range of tractors and machinery on display along with a wide selection of other products and services. Come and visit us!



### Six Nations 2015

The Six Nations tournament opens in Cardiff with Wales host to England on Friday the 6th February 2015 and Ireland and Scotland playing on Saturday the 7th February.





## Opening times and Delivery dates – Christmas 2014

Wishing everyone a very Happy Christmas!

Date	Open Times	Delivered
Thurs 18th December	08.00am – 6.00pm	19th
Fri 19th December	08.00am – 1.00pm**	22nd
Mon 22nd December	08.30am – 5.00pm*	23rd
Tues 23rd December	08.30am – 5.00pm*	24th
Weds 24th December	08.30am – 1.00pm (last orders 12)	30th
Thurs 25th December	<b>Closed</b>	<b>Closed</b>
Fri 26th December	<b>Closed</b>	<b>Closed</b>
Mon 29th December*	08.30am – 5.00pm*	30th
Tues 30th December*	08.30am – 5.00pm*	31st
Weds 31st December*	08.30am – 1.00pm (last orders 12)	2nd (England & Wales) 5th (Scotland)
Thurs 1st January 2015	<b>Closed</b>	<b>Closed</b>
Fri 2nd January 2015	Business as usual	5th

\*Last orders at 4pm

\*\* Last orders 1.00pm



## Tractor Parts Competition Winner – Richard Hall

Richard Hall celebrates winning the Kramp UK tractor parts competition at the Kramp Open in Strullendorf. Congratulations from all of us at Kramp in the UK.



## Precision Farming 2015

Precision Farming is an event for farmers which showcases the best and most practical solutions to implement precision farming. Next years event take place on the 4th March 2015 at The East of England Showground in Peterborough. For more information call 0845 4900 142.



## LAMMA 2015

Make sure you have LAMMA pencilled in your diary again next year. This popular UK leading farm machinery equipment and service show takes place on the 21st and 22nd January 2015 at the East of England Showground, Peterborough. Entry and parking is FREE.



## Doe Show 2015 Show

Does show dates: 3rd -5th Feb 2015

The 55th annual Doe Show will be held at Ulting, Maldon in Essex. It's a great opportunity to see all the new products by all the leading suppliers.



The Kramp UK Facebook page is now live

# Find us on Facebook



Launch date: 10th November 2014

Link: <https://www.facebook.com/KrampUK>

**K**ramp UK launched their new Facebook page on the 10th November this year with the aim of supporting dealers in reaching the farming community through social media.

The Facebook page will be managed by the Social Media Team, so you will be able to interact, discuss relevant topics and ask questions. They will be happy to help. Why not share some of your favourite photos or discuss products and projects you are currently working on? You may find others have similar questions.

To get all the relevant and exciting news from the Kramp Group and the industry, login and like the KrampUK Facebook page.

- Kramp news/Market news
- Exchanges between like-minded professionals
- Games, quizzes and everyday interaction
- Tip and tricks
- Company events

Since its launch in November, the Kramp UK Facebook page has already attracted 215 followers. Are you one of them? If not, why not like the page today? Visit our Facebook page now and join in with live discussions and have a little fun. You can also join us on Twitter and Google+.

If you have anything exciting to share with us, please get in contact with one of the Social Media Team. ■

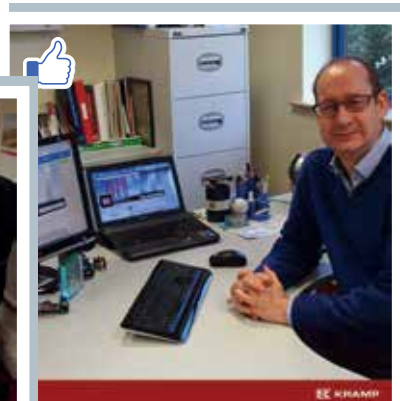
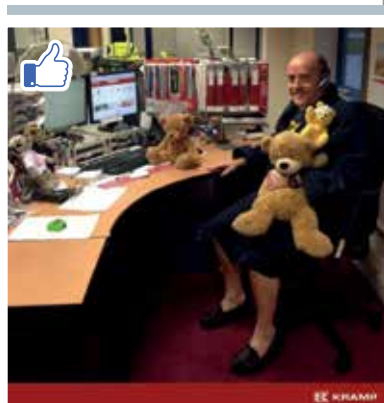
## The Social Media Team

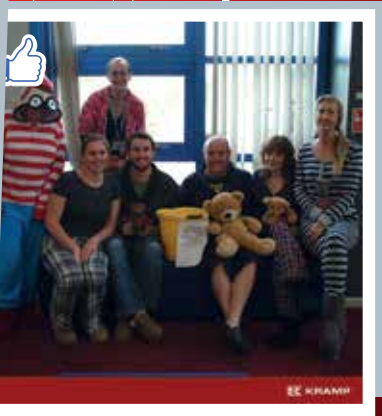


**Richard Kendrick**  
**Laura Ponder**  
**Kris Corcoran**  
**Emma Bailey**  
**Adam Elphick**  
**Martin Davey**



**Have you liked our page yet? Have you got your own Facebook page for your business? Then like our page and work in partnership to build your brand across social media.**





# “Wear a Woolly” Christmas Competition

As part of our Facebook launch, we would like to offer everyone the opportunity of winning a great entertainment package, courtesy of Kramp UK. On the 12th of December, Kramp took part in Save the Children’s Christmas Jumper Day and raised some money for this worthwhile cause, whilst having loads of fun. Take this opportunity to submit your Christmas Jumper pictures on our Facebook page and see how many likes you get for your company, but make sure you tell us which company/depot you are. For the depot/company who get the most likes, we will send you an entertainment package which will consist of **6 bottles of red / white wine, a case of beer PLUS 5 x £25 Red letter Day vouchers**, to help beat the winter blues. So what are you waiting for, get those Christmas Jumpers and Reindeer antlers out and share your Christmas spirit with us.

Don't forget to "like" our page! <https://www.facebook.com/KrampUK>

Closing date for the Christmas Jumper competition is the **30th January 2015**. No purchase necessary. The winner will be chosen by the number of likes for their Christmas picture posted on the Kramp UK Facebook page. 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 if necessary. The winner’s company name will be published in the next edition of FOCUS. The competition is open to Kramp customers only.

**Winner**  
**FOCUS no. 3**

Congratulations to Richard Black of Lloyd Ltd who wins an iPad mini courtesy of CTEK.

## COLOPHON

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