

Kramp Customer Magazine

Focus



Commercial Success made in Switzerland

Ernst Baumgartner AG on the My PartsPartner concept

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High standards

Front Loaders are in use worldwide

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Numbers you can count on

Speak directly to one of our experts

No Business without E-Business
Extraordinary services across the whole
spare parts management



Focus: Think global, act local

We would like to introduce you to a new—and for some an updated—publication from Kramp. German speaking readers will already be familiar with Focus, but will now find it with new features and a brand new format. In The Netherlands and Belgium, Focus replaces Kramp Trends, and for French and British customers the magazine is something entirely new. These changes mean that, from now on, all our customers throughout Europe will receive the same magazine every two months.

Why? Kramp has become an increasingly international company and operates in accordance with the 'Think global, act local' principle. This means that we are always thinking about the international picture, and it is therefore very important to us that we remain close to you. As a result, we have set up sales offices in every country and region (16 in total) to ensure that we can provide the support you need on a permanent basis. Our people on the ground are on hand to provide advice and practical assistance; they speak your language and more often than not are familiar with your dialect. They are nearby and always ready to help you — and all these factors mean our slogan rings true: Kramp, it's that easy.

The new 'Focus' magazine will be published six times a year. It will report on a combination of international developments and regional news, in line with our 'Think global, act local' philosophy. We obviously hope that you find the knowledge we are sharing with you enlightening, that the content inspires you and that you get a lot of pleasure from reading Focus — both now and in the future.

If you have any suggestions or tips for us, please mail focus.uk@kramp.com.

Eddie Perdok

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John Deere 2010 market leader in Germany

John Deere won the traditional neck-and-neck race with Fendt for market leadership in 2010: John Deere finished with a market share of 19.7%, Fendt with 16.5%. As a result 'Mannheim' has been in the lead for the entire first decade of the third millennium. 'Marktoberdorf' managed to secure this position throughout the last decade of the last millennium. Fendt leads in the classes above 50 HP although John Deere also sell tractors under 50 HP, but Fendt is not represented in that segment. As a result, John Deere saw its lead increase. In the class in excess of 50 HP the roles are reversed and Fendt is in the lead with 20.5%. John Deere has just under 20% in that segment. In the class above 200 HP Fendt claims to have a share of 33.9%. Taking into account all horsepower classes, Deutz-Fahr finished in third last year with 10.8%, Case IH/Steyr finished fourth with 9.1% and Claas finished fifth with 7.3%. Followed by New Holland with 6.7% and Kubota with 4.5%. Places 8 to 10 were held by Massey Ferguson, Iseki and Same/Lamborghini/Hürlimann. SLH, Massey Ferguson, Claas, Case IH/Steyr and Fendt lost market share compared to 2009. John Deere, New Holland, Kubota and Iseki all managed to increase their shares of the German tractor market. Deutz-Fahr held onto virtually the same share.

Market share expressed as percent in Germany (%)

| | 2010 | 2009 | | 2010 | 2009 |
|-----------------|------|------|-----------------|------|------|
| John Deere | 19.7 | 19.3 | New Holland | 6.7 | 5.8 |
| Fendt | 16.5 | 17.2 | Kubota | 4.5 | 3.3 |
| Deutz-Fahr | 10.8 | 10.6 | Massey Ferguson | 3.7 | 4.0 |
| Case IH / STEYR | 9.1 | 9.6 | Iseki | 3.6 | 2.6 |
| Claas | 7.3 | 7.8 | SLH | 2.5 | 3.0 |

Total sales: 28.587 (2010), 29.464 (2009)

..... • www.Kramp.com.

Saturn Mobile Filtration Unit

Oil Purity is Vital



New to the Kramp range is the Saturn mobile filtration unit (Part No. MFA030A10230), which is designed for the onsite preventative maintenance of hydraulic systems. Applications range from pumping and filtering mineral oils to filling oil tanks and units, through to cleaning tanks and recycling the oil. With a total weight of just 25 kg, the mobile filtration unit is characterised by an extremely robust design, always remaining stable with no danger of tipping. A practical hose bracket, precise fouling display and removable tank are some of the other useful features of this product. The mobile filtration unit technology is impressive, with a flow rate of 30 l/min and a 10-µm filter mesh, it can be used with liquids up to temperatures of 80°C. By using this mobile filtration unit, your tractors, combine harvesters, lorries and other machines that have oil tanks will suffer considerably fewer breakdowns and less wear and tear, resulting in improved performance and a longer lifespan. It will also reduce your costs, due to the possibility of increased oil life and an extension of the gaps between maintenance.

..... Find out more with the keyword "filtration unit" at www.Kramp.com

USA Caterpillar wants to complete the biggest takeover in its history with the takeover of the mining specialist Bucyrus for 8.6 billion dollars.

USA The share price for John Deere rose from 38 dollars at the beginning of last year to 61 dollars by the end of December. The share price for Case New Holland rose from 17 to 35 dollars over the same period. Agco rose from 21 dollars to 36 dollars, with a significant fall in the summer.

F Massey Ferguson celebrated the 50th anniversary of its factory in the French city of Beauvais, where the very first tractor with the name MF rolled off the conveyor belt on 22 November 1960. Since then, Beauvais has manufactured 820,000 tractors.

F Production at Beauvais has now reached 82 tractors a day and the factory employs 2200 people. In the past five years, Agco has invested 65 million euro in the French site. 85% of the production is exported to 140 countries.

F The French tractor market (including special tractors and telescopic handlers) decreased last year, compared to 2009, by 21.2% to 31,312 units. There was a 22.3% decrease in the number of standard tractors down to 22,003 units.

NL In 2010, the Dutch tractor market sold considerably less than 3000 units, just like it did in 2009. In 2007 and 2008, 3801 and 4029 tractors were sold respectively.

I Same Deutz-Fahr sold a significant block of its shares in Deutz AG. In the previous situation, SDF owned 45% of the Cologne-based engine builder; this has now decreased to 25%.

NL New Holland is the favourite tractor brand among Dutch contractors, according to a study conducted by Agridirect: 27.4% of the 1700 people questioned said that NH was their top brand. John Deere came in second position with 21.6%, with Fendt following in third.

D Claas saw its turnover drop by 14.7% last year (2475 milliards euro) compared to 2009. Its result fell by 11% to 580 million euro. There was a decline in the European market, whilst the South American market increased significantly.

NL The Dutch-German Chamber of Commerce expects a positive year for the German economy with a slight decrease with respect to last year. 2010 exceeded expectations with 3.8% growth.

NL Koop van der Wal will celebrate its 75th anniversary on 11 February. The Bant-based company employs 12 people and holds the leading position in Europe for the trade of used tractors.

D Kramp welcomed more than 5000 visitors to its open days in Strullendorf at the end of last year. This central warehouse has a floor area of 30,000 m² and has 1500 m of conveyor belts. Products were displayed by 95 of Kramp's suppliers on their own stands.

D Bernd Scherer, Managing Director of VDMA Landtechnik, expects a number of drastic traffic measures to permanently relieve congestion problems at the next edition of the Demopark to be held in Eisenach from 26 to 28 June.

AT The V2V steering system from **Case IH** has earned them a gold medal. 'Vehicle - to-vehicle' ensures that a combine harvester is able to control the position and speed of the tractor and tipper running alongside it.

AT Case IH also received an award for its continuously variable PTO. The PTO has its own CVT that can vary its speed independently from the engine speed and driving speed.

D Holder's C250 and C270 tool carriers have engine outputs of 37 kW/50 hp and 49 kW/67 hp respectively. They have pivot steering, independent wheel suspension and a high carrying velocity.

D Stihl's catalogue for 2011 has been released and contains 290 pages. New items in the catalogue include battery-powered hedge trimmers, leaf blowers, motor scythes and chainsaws. Another new item is the MS 241 C-M motor-driven chainsaw with electronic motor management.

F Sigma4's platinum front loader is controlled electronically and therefore operates with extreme precision. Sigma4 builds front loaders for all makes and is the own brand of the Same Deutz-Fahr Group in Italy.

D On15/55R17 tyres, Sauerburger's FXScopic measures 1.97 m high and 1.55 m wide and can achieve a maximum height of 5.6 m. This four-wheel drive telescopic loader weighs 3350 kg and can lift two tons. It is powered by a 45 kW/61 hp four-cylinder Perkins.

UK JCB's TM220 telescopic wheel loader has a lift height of up to 4.5 m and a lift capacity of 2.2 tons. The pivot-steered TM220 weighs six tons and has an engine output of 56 kW/75 hp. A speed of 40 km/h is optional.

D The 'hybrid' automatic lubrication system from Beka Lubrication has a single pump that can supply both grease and oil and can carry out both actions one after the other. The price for the basic unit ranges from 600 to 1500 euro.

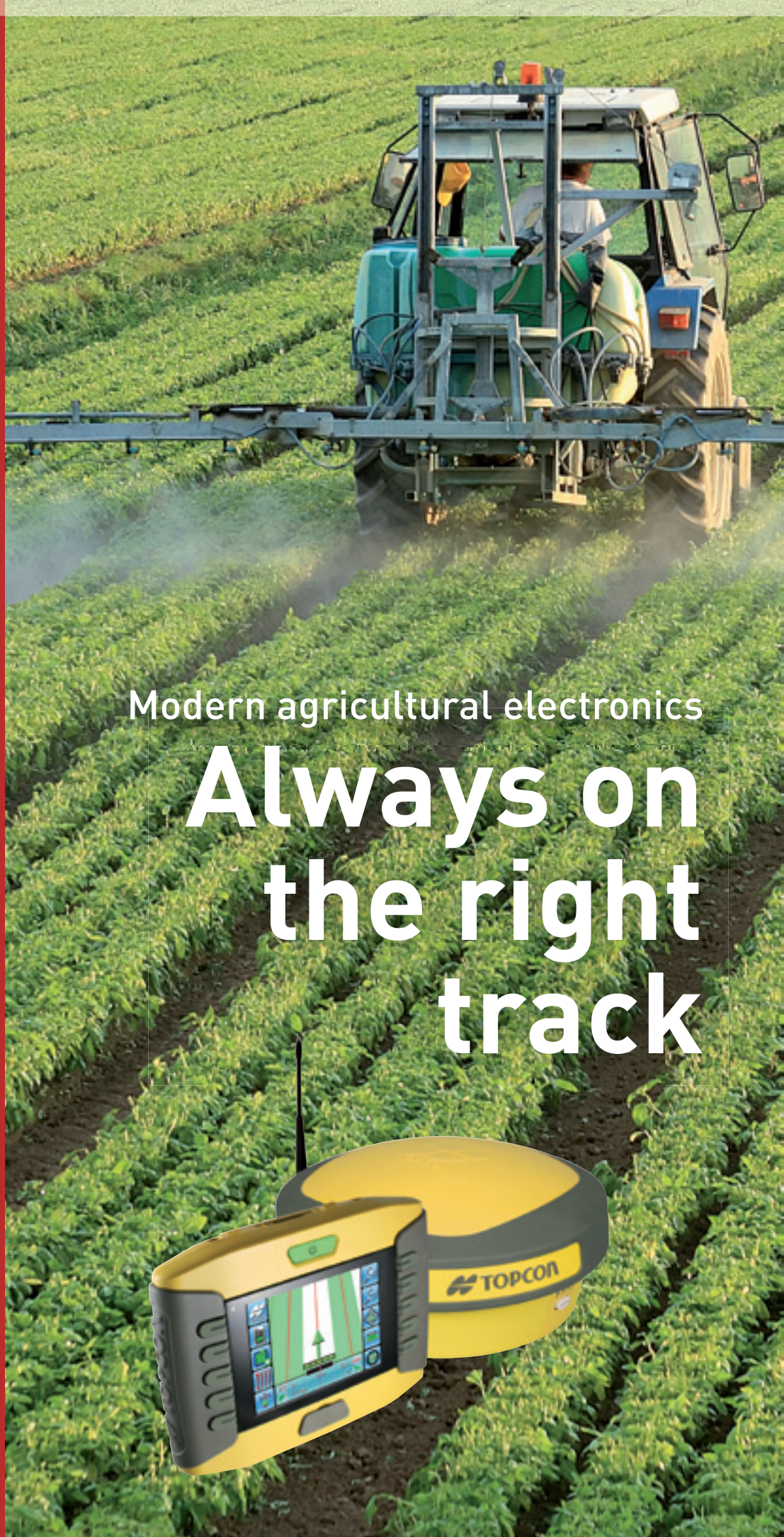
S Huddig's backhoe loader has a 115 kW Cummins engine, pivot steering and a continuously variable hydro-mechanical transmission from ZF. This Swedish backhoe loader can also be operated fully remotely as an option.

D Expensive tyres perform better than inexpensive tyres from the same brand. This was the outcome of a study conducted by the German company DLZ into four different types of tractor tyres from the Michelin brand.

S Trelleborg has developed an extra sturdy version of its TM900 for tractors up to 500 hp. The 900/60R42 High Power is still able to transmit significant power at a lower tyre pressure.

NL Veenhuis will sell its slurry tankers and manure spreaders in Germany and Austria through Kverneland. The name of the Norwegian manufacturer will come under the name of Veenhuis. Kverneland expects to achieve a 10% share with Veenhuis over three years.

I Mascar is launching a baler with a variable chamber on the market under the name of Monster. The 770 model can create bales with a diameter of between 80 and 170 cm. The pick-up width is 195 cm, with 225 cm being an option. A maximum of 15 blades can be fitted.



Modern agricultural electronics

Always on the right track



Saving time and effort, avoiding overlaps and missed spots, spreading pesticides and fertilizers as evenly as possible, farm work, that requires a high degree of precision. With the help of satellite positioning GPS parallel guidance systems provide invaluable assistance with all these tasks. Parallel guidance can support or take over the task of guiding the vehicle, determine the exact position and destination of the tractor within the area and even steer it.

State-of-the-art positioning and steering solutions have many advantages for agricultural operations and minimise the variable costs considerably. Overlaps are greatly reduced when using precision guidance, which allows for greater area capacity, lower fuel consumption and a reduced need for seed, lime and fertilizers. The turning process is also optimised, saving both time and fuel. GPS parallel guidance systems also reduce the load on the driver when controlling the vehicle, thereby allowing increased precision and precision guidance at night or in poor visibility is no longer a problem, therefore extending the available working time.

Track guiding systems to suit every requirement

The products from TOPCON Precision Agriculture are among the best GPS parallel guidance systems in the world. From sowing or planting, through growing to harvest or as part of the planning and documentation process, TOPCON's track-guiding systems can be used throughout the whole agricultural cycle. TOPCON has the right solution to suit every operation. The TOPCON System 100 and TOPCON System 110, are manual track guiding systems, which do not actively influence the steering. Instead a 5.7" monitor and detachable light bar display show the path and requires the driver to correct the steering manually. These



AES-25 Electric Steering automatically keeps the tractor on the right track.

parallel guidance systems with an accuracy of between 10–15 cm using EGNOS correction, are characterised by a simple assembly and a standard configuration with four guidance modes of straight, curve, circle and last path.

Maximum precision with TOPCON System 150

If the need for higher precision then choose an automatic track guiding system such as the TOPCON System 150. The key benefit is that the TOPCON System 150 is fully compatible with the AES-25 electric steering system. This state-of-the-art steering technology automatically keeps the tractor on the right track and has several precision settings, with an accuracy of up to two centimetres. Apart from when turning, the driver no longer needs to be involved in steering the vehicle, and can concentrate fully on the machinery. Not only does the AES-25 offer precision control in the field, it can also be an excellent alternative to conventional hydraulic steering systems. The high-torque motor will win you over with its quiet operation and if the tractor is already fitted with a hydraulic steering system, you can also steer this using the System 150. In addition, the portable lightweight TOPCON System 150 can be transferred from one vehicle to another without any difficulty, and it is also very simple to move the AES-25 to a different tractor. Furthermore, the GPS parallel guidance system offers many more advantages, such as a range of guidance modes, full terrain correction, integrated levels for slopes, reverse operation and maps on the monitor. With the optional ASC-10 part width section control, the TOPCON 150, as with System 110, can also automatically switch one to ten part widths on and off if it revisits an area that it has already worked on. In order to suit a range of applications the TOPCON System 150 also boasts a number of options for all commercial vehicles and spreaders.

Strong reception

When it comes to satellite reception, you can always rely on TOPCON. With fully integrated steering and inertial guidance gyros, the world-leading Paradigm G3 chip allows users to receive signals from existing GPS and GLONASS satellite positioning systems, as well as from GALILEO once it becomes operational. Correction services also help to ensure precise parallel guidance. These services differ in the type of antenna and receiver, the mode of transfer and the degree of precision attainable. TOPCON systems support the satellite based correction service EGNOS, as well as the alternatives of OMNISTAR and RTK.

Agricultural electronics from Kramp

So, are you interested in agricultural electronics and want to offer your customers a broad range of advice on the subject? Kramp Product Specialists, as well as our expert sales advisers, will be happy to help you at any time. Through our partnerships with leading manufacturers we can assist you with all your questions about GPS parallel guidance systems, from cost benefit calculations to initial use on site, right through to technical support. Through arrangement with your Account Manager, we will be happy to supply you with a TOPCON demonstrating package that can be used to showcase parallel guidance systems to your customers in the field.

..... • Find further information at www.kramp.com

Ernst Baumgartner AG in Dieterswil, Switzerland

Commercial success “made in Switzerland”

“Quality is when the customer comes back and not the goods” The people of Ernst Baumgartner AG in the Swiss town of Dieterswil have been working to this philosophy for more than fifty years and with great success. Whether customers are interested in modern, efficient machines and replacement parts from renowned manufacturers, machine engineering and toolmaking or the comprehensive maintenance and repair service available in the company's own workshops, they know they can rely on the company's expertise in all agricultural and municipal technology matters.



At Ernst Baumgartner AG (known affectionately by its customers as "Baumi"), a pioneering and innovative spirit has always been the driving force. It is no wonder that the proprietor Urs Baumgartner has long shown a great deal of interest in the My PartsPartner concept from Kramp. Two years ago, Walter Schatzmann, Kramp Sales Manager for Switzerland, told the enthusiastic entrepreneur about the specialist supplier initiative. Urs Baumgartner's reaction: "If the concept is available in Switzerland, I want it too". In October 2010, his wish was fulfilled.

Impressed by the My PartsPartner concept

When Urs Baumgartner makes a decision, there are no half measures, things are done properly. This approach also applies to the My PartsPartner concept. A shop for customers has been on the company's premises since 1994, selling a selection of forestry items, accessories, small appliances, clothing and much more. The transformation of the Baumi Shop into a My PartsPartner Shop has increased the product lines significantly. In over 120 square metres, customers can now find a large selection of branded articles from the automotive, agricultural and municipal technology markets, as well as the forest and grasscare markets. Ernst Baumgartner AG offers its customers even more service through the My PartsPartner webshop, which replaces the previous Baumi webshop on the company's website www.baumi.com. With 150,000 articles for sale, the My PartsPartner webshop is the largest agricultural engineering spare parts portal in Europe. Registering for the webshop is easy and free of charge. The shop system itself is impressive, combining ease of use with a wide range of intelligent functions.

Urs Baumgartner is thrilled by the My PartsPartner webshop: "It's a great thing for our customers. Seven days a week, they can place their orders from their own PCs in the comfort of their own homes and then collect the goods from us. What's more, thanks to the speedy and reliable Kramp delivery service, the ordered goods arrive very quickly".

"Baumi" company history

Everything began in a 20 metre square space in Dieterswil. Here, in 1957, Ernst Baumgartner opened a mechanical workshop and began to manufacture tools for the industry. Just a year later, the workshop was extended, the first tractor was sold and an apprentice began his training. Since then, a great deal has happened to arrive at the present day Ernst Baumgartner AG. The tooling and machine engineering, trade and the repair service were constantly expanded, and the machinery and facilities routinely updated. In 1977, Ernst's oldest son Hans joined the family business, and his younger brother Urs followed in 1985. The company became a limited company in 1989 and continued to grow through the 90s. In the Lätti industrial estate in Münchenbuchsee, a new building was constructed for the machine engineering division together with a warehouse for agricultural and municipal machines. The Baumi shop was opened in Dieterswil. The new millennium saw Ernst Baumgartner AG reach even more milestones in the company's history, for instance when it opened the subsidiary in Wimmis in 2002, founded Baumgartner Maschinenbau AG in 2006 and commissioned a cutting edge test stand for brakes in 2008. Today, more than 50 people are employed by Ernst Baumgartner AG across the Dieterswil and Wimmis sites and in Baumgartner Maschinenbau AG in Lätti.



**Quality is when
the customer
comes back and
not the goods**

Urs Baumgartner,
Managing Director



..... Further information on this specialist dealer initiative can be found at www.mypartspartner.co.uk

Spare parts logistics

No Business without E-Business



Leading online webshop with it's concepts and numerous intelligent functions

In today's world the use of digital information and communication technologies is becoming increasingly important. From simple online shopping right up to electronic handling of procurement, distribution and logistics, more and more companies are making use of the opportunities offered by E-business. Some examples of the enormous potential E-business offers include the reduction of costs by automated ordering, simplified information exchange with customers and business partners and greater customer satisfaction through up-to-date product presentations on the company's homepage.

Using the advantages of E-business is extremely important to Kramp as well. "With our E-business solutions we provide our dealers, suppliers and business partners with extraordinary services across the whole spare parts management, staying true to our motto: Kramp. it's that easy. explains Gerben Peet, E-Business Manager at Kramp.

Unique: the Kramp online shop

The heart of the Kramp E-Business model is the websites www.kramp.com and for the Russian market, in collaboration with the Grene Group, www.grenekramp.com. Our customers have access not only to the most up-to-date industry and product information, but also to news from Kramp. Above all, it is the leading online webshop, with its concepts and numerous intelligent functions, that clearly sets Kramp apart from the competition. Kramp introduced the online shop in 2001 and has been continuously expanding and improving it ever since. Today, customers from more than 10 European countries can use the convenient online ordering system for spare parts. It contains 300,000 products from recognised manufacturers, with detailed descriptions and technical data. The Kramp website, with its integrated online shop, is currently available in eight different languages.

Attractive self-service tools

Customers can access the Kramp online shop 24 hours a day, 7 days a week. The response is huge with almost 80% of Kramp customer orders placed online. More than 13,000 registered customers log on daily and on average, Kramp receives over 35,000 order lines a day through the webshop. The ordering system is laid out clearly and is easy to use. Customers can order up to 999 items in each order, with up to 20 items shown on each page and can create any number of favourites lists. However, the ease of ordering is not the only reason for the high number of visits to the Kramp webshop. Numerous self-service tools that are unique to Kramp make the product portal very attractive to customers. Customers can view details of gross and net prices, precise information about availability and the estimated delivery time of items, as well as viewing current and previous delivery notes online at any time. Delivery notes and invoices are also available as downloads in PDF format and returns can be set up online. In the user account area, customers can quickly and easily assign individual user names and passwords for their employees enabling several people to log into the same user account simultaneously but with separate user names.



Efficiency thanks to EDI

This applies to Kramps' suppliers when exchanging information about products, prices, item numbers and ordering. The speed is increased and is most efficient when carried out through their own product management systems.

The quality of this information exchange determines the efficiency of the delivery chain. Kramp also provides its customers with the relevant solutions for electronic data interchange (EDI). Qualified IT experts from Kramp have developed interfaces that enable links with many standard operating systems on the market. This is a great advantage for customers as orders such as those made via Scan-to-Order can be scanned both to Kramp and also to a company's own product management system with no duplication of work. "We have also been able to accept orders from our customers' operating systems for years. A confirmation mail is generated for the sender automatically" adds Gerben Peet.

Gerben Peet
E-Business Manager



Successful pioneering achievement: My PartsPartner

The specialist supplier initiative My PartsPartner is impressive evidence of how Kramp repeatedly sets standards in E-business, supporting our customers in increasing their sales and competitive position. Launched in 2009, My PartsPartner is a concept that enables our customers to offer their customers a first rate spare parts service. Many competitors have tried to copy the concept, but the Kramp My PartsPartner is still unrivalled today when it comes to functionality and scope. The key to the system is a separate online shop that is available to specific customers registered with Kramp. It is integrated into the website of the customer, giving end users access to over 150,000 items in the largest agricultural parts webshop in Europe. The end customer can use their computer to order everything from machine parts, drive technology, electrical, harvesting and irrigation technology or items for the farm, such as wellington boots or extension cables from his trusted Supplier. The orders can be collected or the dealer can arrange for Kramp to deliver the orders directly to the end customers. The My PartsPartner online shop is not only practical and easy to use, but the dealer can also maintain their own individual elements, including integration of the company logo, their own texts and images on the front page. It is also possible to add a link to a secondhand machine page so the end user can always see what is available.

Many advantages with Scan-to-Order

In addition to the electronic online shop, customers can also set up a My PartsPartner shop with their choice of products for their company. Kramp supports its partners in doing this, from planning, installation, right through to a follow-up service and extensive marketing activities. For repeat Retail Shop stock orders, our customers can rely on another efficient E-business tool from Kramp. Scan-to-Order is the ideal solution for both My PartsPartner shop customers and customers with a large range of machines.



Every stocked item at the dealer has a barcode at the storage location. The customer receives an easy-to-use scanning device and scans the labels of the required products at the storage location. Then using a standard computer the order is sent to Kramp. If new labels are required, shop owners can download them from the Kramp online shop and print them locally. As well as being easy to operate, Scan-to-Order has other advantages. The efficient ordering system is reliable and safe and errors occurring as a result of manually entering item numbers are a thing of the past. Changes can be made both during scanning and also in the online shop at a later date. Costs for storage are significantly reduced as Scan-to-Order enables standard order quantities to be defined in advance. For customers with a large range of machines, Kramp offers a range of machine spare parts that can be ordered quickly and easily using Scan-to-Order. This keeps machine repairs and maintenance times to a minimum therefore reducing the critical down time costs.

E-Business is being developed further

Kramp's wide range of E-business capabilities is enhanced with additional services. Using dedicated email marketing, customers are always kept up to date about the latest offers and interesting events. The Kramp Academy offers special online shop courses, as well as

product and marketing training courses, and highly trained Kramp employees are available to answer customers' questions about electronic business transactions at any time. "Over the years we have been able to do a lot for our customers with E-business, but we're not going to rest on our laurels", stresses Gerben Peet. Kramp has many plans and ideas to be realised in the short, medium and long term. The implementation of further country specific online shops for sales and distribution areas in Southern and Eastern Europe has a high priority. The online shop for Hungary has recently gone live in Hungarian. Kramp also consistently drives the expansion of the range

of products in its online shop through partnership with an increasing number of suppliers. IT specialists from Kramp are also working on many new online shop functions. Customers will

soon be able to share their favourites lists and shopping baskets with colleagues and new or soon to be discontinued items will be clearly indicated. There will be many new features for the My PartsPartner concept in the future including a revised welcome page, the option of paying by credit card and the EDI integration of the Dealers initiatives, are just three examples. "Of course, that is not all that Kramp is planning for the future for E-business. We will keep our customers and suppliers up-to-date about all projects and innovations", says Gerben Peet.

..... www.Kramp.com

More than 13,000 registered users log in daily to the Kramp web-shop.

STOLL: international providers of front loaders

Raising standards to an all-time high

The name STOLL has been synonymous with agricultural technology for over 130 years. Established in 1878 under the name Wilhelm Stoll Maschinenfabrik GmbH, the company was originally based in Luckenwalde near Berlin in Germany but relocated to Lengede to the south east of Hannover in 1946. The company which is steeped in tradition, was taken over by Freudendahl Invest A/S, based in Sonderborg, Denmark 11 years ago.

Its entry into the Scandinavian market marked STOLL's departure from the production and development of sugar beet and potato harvesting equipment. The haymaking division was transferred to the sister company in Denmark, JF Stoll, and now this site produces not only mowers, tedders and rakes, but also complete diet mixers and forage harvesters, all of which are supplied through the STOLL distribution network.

Highly specialised market leaders

Streamlining the product range proved to be a wise decision for the Lengede site. The extra capacity created allowed employees at the site to concentrate on the construction and development of front loaders which have been part of the product range since 1966. This product segment turned into a best seller, allowing STOLL to maintain and develop its position in the market despite the difficult financial situation over the past two years. The company now enjoys its position as the market leader in Germany and the third largest front loader supplier worldwide.

Modernised sites

2009 saw the modernisation of the main Lengede site as well as the optimisation of its production processes. Three product lines, the ProfiLine, EcoLine und CompactLine, are produced at the site which employs around 300 members of staff. The front loaders are used by tractor manufacturers such as Same Deutz-Fahr, New Holland, John Deere and Claas. Extensive modernisation has now also been completed in Poland at the Slupsk site, which is located between Stralsund and Danzig. This site produces all of the working attachments for the front loaders, including shovels, muck forks, pallet forks and bale forks.

In order to meet the increasing demand for new front loaders and spare parts for feed preparation equipment and machines, the STOLL management board has started looking for another reliable partner in Germany. The perfect match has been found in spare parts specialist Kramp, which stocks a wide range of STOLL products.

..... • For Stoll products visit www.kramp.com



Kramp training at the AL-KO Roadshow 2010

First-class engines for lawn mowers

One distributor and two manufacturers working in harmony. In October 2010, more than 150 participants took advantage of this unique line-up, never seen before in this market. AL-KO Geräte GmbH organised a roadshow for their specialist suppliers in the garden technology sector, stopping in Brehna, near Leipzig, and Marsdorf, Dresden.

A key element of the AL-KO Roadshow was the presentation given by Ralf Neubauer, Sales Manager for Kramp Forest & Grasscare. During the Kramp Academy, Ralf talked about the comprehensive range of services offered by Kramp and also presented the new Direct Overhead Valve (DOV®) technology from BRIGGS & STRATTON. This innovative engine technology is used in the petrol-powered lawn mowers range of AL-KO.

Transferring knowledge with theory and practice

The AL-KO Roadshow proved once again that Kramp does not just offer first-class spare parts logistics. Using the Kramp Academy for training, the company has been supporting their specialist suppliers for many years. The training session on the new BRIGGS & STRATTON engines was a winning combination of theory and practice. Ralf Neubauer gave a detailed explanation of the features from the patented DOV® technology. This engine stand out from its competitors' products with a more acceptable engine sound, lower noise levels and fewer vibrations. Ralf Neubauer said, "In both training sessions, we took a DOV® engine apart completely, right down to the last screw. This meant we could explain the functions and advantages of the new engine technology more clearly, as well

as give tips on troubleshooting and maintenance".

Focus on the Specialist Dealers

With its intelligent concepts and outstanding technical performance, AL-KO sets standards in a wide range of areas that include, ventilation, air conditioning, automotive and plastics technology. In grasscare technology, their products have made AL-KO one of Europe's leading companies, and if customers are looking for lawn mowers, tractors or accessories, they can be sure they are purchasing top-quality products. Their partnership with BRIGGS & STRATTON, the world's largest manufacturer of air-cooled petrol engines for gardening equipment, is a key factor in this success story. Kramp carries a wide range of original parts from both AL-KO and BRIGGS & STRATTON in their product range. For specialist Dealers, the partnership between these three reputable companies ensures excellent support is available for their spare parts management. "Customers no longer need to order separately from AL-KO and BRIGGS & STRATTON, but can get both manufacturers' high-quality components from a single source at Kramp. Just like our motto, 'It's that easy'", says Ralf Neubauer.



..... www.Kramp.com

Jianderfonds

Direct aid

For many years, Kramp and Jianderfonds have been helping people in India and Sri Lanka. Both countries experience enormous humanitarian and social problems. Poverty, hunger, sickness and illiteracy are just some of the challenges facing large sections of the population in their everyday lives.

India: Endless population growth

With a population of 1.2 billion, India (capital: New Delhi) is the second most populated country in the world after the People's Republic of China. More than a quarter of the population is too poor to afford adequate food. According to the World Bank, 44% of Indians must live on less than the equivalent of one euro a day. According to UNICEF, every year 2.1 million children die before their fifth birthday. Child labour is also a serious problem in the country where even the youngest children sometimes have to work for up to 16 hours a day under the harshest of conditions. What's more, the poor living conditions in rural areas drive many people to migrate into the cities, where there are not enough jobs to go around. In cities with a population of over a million, almost a third live in slum areas. India's largest city, Mumbai (population 13 million), is home to Asia's biggest slum, housing over one million people.

Sri Lanka: Civil war and flood disaster

Known as Ceylon until 1972, Sri Lanka lies off the eastern coast of India's southern tip. At the narrowest point, barely 55 kilometres separates the two countries. More than 20 million people live in Sri Lanka, with almost a tenth living in and around the capital city of Colombo. One in four households lives in abject poverty, and a third of children under five suffer from malnutrition. Two events have contributed significantly to Sri Lanka's difficult social situation, the flood disaster of 26 December 2004 and the civil war that lasted from 1983 to 2009. Sri Lanka is one of the countries that suffered particularly badly from the consequences of the tsunami. The flood wave killed some 38,000 people, while hundreds of thousands more were driven away or made homeless. More than

5000 children were orphaned. The aftermath of the decades long civil war will also continue to be felt for many years to come. An estimated 250,000 people in Sri Lanka are still living in overcrowded refugee camps.

Every penny counts

The Jianderfonds is extremely close to our hearts at Kramp. In 1994, Kramp directors Anjo Joldersma and Henk van Braak learnt about the horrifying living conditions in some parts of India. Both could not and would not forget their impressions. They wanted to provide lasting aid in the long term, so they founded the Jianderfonds, which has collected money continuously ever since. As a result, the fund has so far been able to set up, support and develop more than 30 relief projects in India and Sri Lanka. Whether working on children's homes, housing for leprosy sufferers, school buses, support for well construction, aid for tsunami victims or it's many other projects, the Jianderfonds provides direct aid. "Anyone who makes a donation can be sure that every penny goes exclusively and directly into the relief projects. No money is wasted on administration", emphasises Hans Scholten, Managing Director of the Kramp Group and Chairman of the Jianderfonds.

..... You can find out more about the individual projects at www.jianderfonds.nl

Numbers you can count on

Products are becoming increasingly more complex and technical, and with the growth of webshop ordering the reason for calling Kramp is changing. You are now looking for the pieces of information that are hard to find, the technical question that only the experts know.

At Kramp UK, we strongly believe that we are the technical experts when it comes to Agricultural spare parts and accessories. That is a bold statement to make, but during 2011 we are investing more in our people and more in our training to ensure that we can provide you with the information you require at the right time from our team of experts.

We understand that your time is valuable and you need somewhere that you can call to give you the vital information or advice that would otherwise take too long to find. The faster we can respond, the faster you can get back to your task. During 2011, we will gradually develop our "state of the art" telephone system to help save you time and get you straight to the person that can answer your question. Direct line numbers will gradually be introduced that will take you to the expert on the product range you need. You will then be speaking directly to our Product Specialist, the person with the knowledge, the person with the answer.

So over the next few months look out for the new numbers and when your need is for fast accurate information on a particular product call the number and get straight to the expert. Kramp is here to make your life easier. If we know our products we know that you will buy from us with confidence.

Kramp. It's That Easy.

..... www.Kramp.com

**The
Jianderfonds
looks forward
to receiving
your donation**

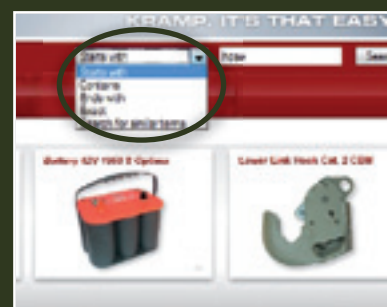
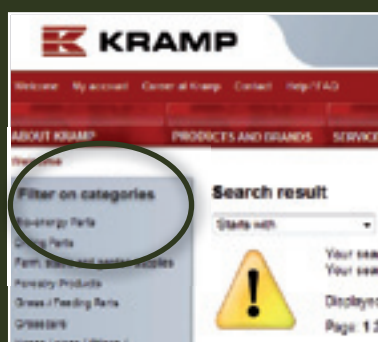
To make a donation, please
contact Sandy Callaghan at
Kramp UK on 01767 602602.
This donation can be gift-aided.

Product search made easy

Kramp. It's that easy: This motto is also true of our webshop. Arranged clearly and bursting with lots of information, the webshop is easy for customers to use. A good example of this is the Search function which allows you to find the desired product quickly and accurately.

Search box or catalogue groups

If a product description or number is recognised in full or in part, you can use the search box in the red bar at the top right of the page. It is also possible to search using the catalogue groups on the left-hand side where you can enter one or more search keywords.



Search keywords

Keywords generate more precise results, for example, by entering "CI 1055 filter", you can find all filters suitable for an Case IH1055

"Auto complete" function

The "auto complete" function is extremely useful providing keyword suggestions for registered users. Simply enter a few letters and all of the keywords will immediately be displayed in a drop-down list. For example, if you enter "com", the drop-down menu will show you a range of corresponding keywords, such as "compressors", "combine harvesters" or "compact cylinders". Important to remember though, if a keyword is suggested, it does not necessarily mean that it will lead to a "hit".



..... New webshop features available for registered customers at www.Kramp.com

Kramp face

Some say he has UJ's in place of elbows that give the ability to answer three phones at once, Some say he has arms of lemon tubing and shear bolts as thumbs, Some say his blood is the yellow of Walterscheid paint, but we know him as **Bill Yeomans – Sales Specialist – PTO.**

What Bill does not know about PTO's can be written on the head of a pin, and Kramp is proud to have his skill, knowledge and experience.

Bill has spent 10 years with Kramp and previous to that spent many years at GKN developing his knowledge of driveline products. Bill has an outstanding wealth of information on probably every shaft that has ever been supplied and is happy to help anyone when the unusual is needed. Always ready to find a solution, Bills' principle is to get that machine working again and will spend time making sure it does.

Away from work Bill has a full life, tending his garden, helping in his local community and taking holidays, Bill enjoys his holidays particularly if they involve trains.



D Allen – Competition winner November 2010



Back in November, Kramp ran a crossword competition, with the prize being a 26" Toshiba HD TV, generously donated by Schaeffler UK. The Lucky winners were Dave and Chris Allen, based in Tongue, Scotland.

So when the snow finally disappeared and the roads were clear, **George Buchan – Account Manager** and myself, **Laura Ponder, Marketing Coordinator** ventured up to visit them to

present them with their prize. Chris was extremely surprised when she received the call from George and said – 'I never win anything!'. She was glad to have entered this time. Tongue is tucked away in the far reaches of Scotland amongst the picturesque view of the highlands, and here live Dave and Chris – one of our agricultural dealers in the north. Their main business being in Tractor & Machinery Sales, Repairs and Spares. Once you have climbed the steep approach to their home and business premises, you are captured by the breathtaking view they wake up to

each day. You can never question why they moved here from the south, when they have all this on their doorstep. Their hospitality is overwhelming and they make you feel at home straight away – it's like visiting an old friend. With only two of them running the business, time is precious, but that didn't stop them from taking time out of their hectic schedule to make us feel welcome.

Days are long, but rewarding and making sure their customers get what they want is a personal challenge. With the support of Kramp and the thousands of parts made available, they know they can meet the demands of their customers daily. Having been in Scotland for nearly 40 years, raising a family, that have flown the nest, the main focus now lies with continuing to grow the business and a complete renovation of the house – 'a work in progress' as Chris admits. They have a stunning view and you can certainly see what makes them stay. They have two adorable German Shepherds dogs Boycie and Khushi (Only Fools and Horses fans) and love nothing better than to walk them on the rare days they are free. Exploring was always on the agenda when they first arrived in Tongue, but the demands of a growing business and young family always made it difficult, but now when the opportunity arises on a quiet Sunday, that's what they enjoy more than anything.

Congratulations Dave and Chris.

Carnival season

Crazy goings on in Europe

Carnival: A time when high spirits, festiveness and an exuberant zest for life reign supreme in the run-up to Ash Wednesday, and every country has its own customs. In Germany, the first things that come to mind at this time of year are the carnival processions in Mainz, Cologne or Düsseldorf, the Women's Carnival Day on the Thursday before Shrove Tuesday, dancing "Funkenmariechen" (majorettes wearing red coats at the Rhineland celebrations), the Triumvirate (the Prince, Peasant and Maiden who take part in the Shrove Monday procession in Cologne) and sweets. The main Dutch carnival celebrations take place in Limburg or Maastricht. Here too, carnival processions with huge papier mâché figures make for a fun-filled atmosphere. "Boerenbruiloft"—the "farmer's wedding"—has been celebrated in the market square in Venlo since 1912. On Shrove Tuesday, a couple are married for a day and take part in a procession through the crowds. The whole celebration takes place in traditional black clothing. What's more, s'Hertogenbosch is known as "Oeteldonk"—the Town of Frogs—during carnival, because many of its inhabitants come out wearing frog costumes.

One of the most famous carnival events in Europe takes place in Italy, namely the Venice carnival, famed for its ostentatious masks and Comedia dell'Arte costumes. In Ivrea, not far from Turin in the mid-19th century, a ritual has existed in which people pelt each other with thousands of oranges. In Limoux in the south of France, a procession takes place every Sunday from January until March, as well as on Shrove Tuesday and Ash Wednesday. A group of clowns dance through the streets, followed by "godils" wearing fantastical costumes. The "Nuit de la Blanquette", on which a carnival puppet is burnt, draws the carnival activities to a close. It is certainly not widespread knowledge that the second largest carnival in the world, after Rio de Janeiro, takes place in Tenerife. However, magnificent costumes of lace and silk, feathers, pearls and sequins, and (like in Rio) a lot of bare skin, are indeed on display here.

Recipe

Austrian Herring Salad

Even carnival has its own typical dishes, and herring salad is a classic. Here is a recipe from the Focus editors.

The ingredients

• 600g potatoes • 6 tablespoons vinegar • 3 pickled gherkins • capers • 400g marinated herrings • ¼l sour cream • 150g white kidney beans • 1 onion • 3 tablespoons oil • salt • Pepper • sugar

And this is how it's made!

Clean and halve the herrings, then cut them into strips 2 cm wide. Boil the potatoes in salty water until soft. Peel them and cut them into slices. Finely chop the pickled gherkins, capers and onions. Drain the beans well. Mix the herrings with the potatoes and beans. For the marinade, stir the sour cream with the onions, pickled gherkins and capers until smooth, and add the salt, sugar, vinegar and oil to taste. Pour the marinade over the salad, mix well and leave in the fridge to steep for at least two hours. Enjoy!

EVENT

SIMA Paris 2011

Rendezvous for the agricultural sector

In a couple of weeks experts from the agricultural machinery trade, as well as interested trade visitors, will once again be heading to Paris. SIMA is being held at the Nord Villepinte exhibition centre from 20 to 24 February 2011. Every two years, the second largest agricultural engineering trade fair in Europe opens its doors in the French capital. Once again organisers are expecting large numbers of visitors to flock to the fair's 74th edition. As a multi specialist fair for the agricultural industry, SIMA offers solutions for all the tasks and

SIMA
SIMAGENA - SIMAVIP

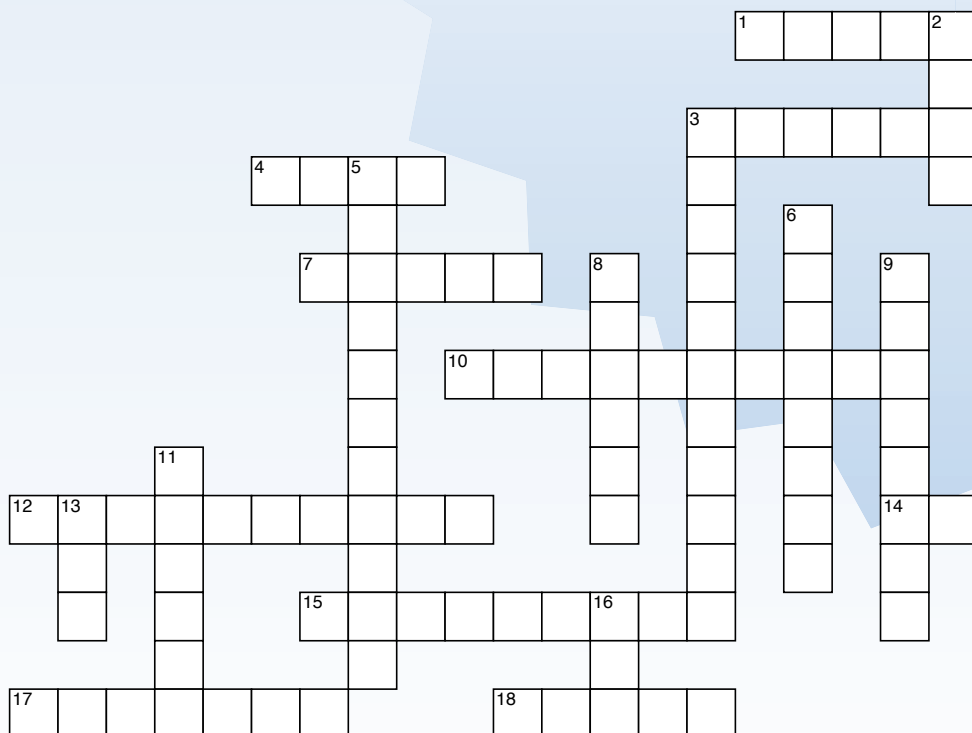
challenges a business may face. The focus is on agricultural machines and equipment for every type of application including livestock breeding and renewable energy. In addition to the exhibition itself, numerous themed

workshops and special lectures, together with the SIMA Innovation Award, make up the event's attractions. And at SIMAGENA held in parallel with SIMA, international cattle breeders will be meeting to present their livestock, exchange experiences and strike up a business relationship.

Crossword time

Enter our crossword competition, and you could win a 18pcs Wera Zyklops 1/4" Socket Set. All you need to do is complete the crossword and fax it back to us on **01767 602620** - what have you got to lose?

Complete the crossword and fax it back to us before 15th March 2011 and you could win an 18pcs Wera Zyklops 1/4" Socket Set.



ACROSS

- 1** Kramp works in partnership with this company to source and purchase products (5)
- 3** and 6 & 13 Down Webshop pre- season offer (6, 3, 8)
- 4** and 14 & 18 Across Value added service where you scan product and we receive order digitally (4, 2, 5)
- 7** Our Company founded in 1951 (5) 10 Original part brand (10) 12 Recent webshop update allowing you to share your _____ list (10)
- 14** see 4 Across
- 15** see 8 Down
- 17** Quarterly flier currently offered on webshop (7)
- 18** See 4 Across

DOWN

- 2** It's That ____ (4)
- 3** Kramp UK distribution centre is here (11)
- 5** One of Kramps' specialism's (11)
- 6** see 3 Across
- 8** and 16 Down and 15 Across Another Kramp specialism (6, 3, 9)
- 9** Another Kramp specialism (8)
- 11** Lower price segment brand (6)
- 13** see 3 Across
- 16** see 8 Down

Closing date is 15th March 2011. No purchase required. 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. The winners' company name will be published in the next edition of the Focus magazine. The competition is only open to Kramp UK dealers.

COLOPHON

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Impressive results

The figures for 2009 confirm that SIMA really is a magnet for visitors, with more than 135,000 professionals attending the fairs', a quarter coming from outside France. A total of 1323 exhibitors from 38 countries showcased their products and solutions. Altogether 1446 different brands were on display. The exhibiting companies could be particularly pleased that 69% of the trade fair visitors were

top buyers, and 95% of visitors to SIMA intended to come back again in 2011. For exhibitors 91% said they would return. The sales team from Kramp France together with colleagues from the Kramp Group, will once again be present at SIMA in 2011. At stand 6 E 126 customers will be able to receive information on every service the company can offer.

..... You can find more information about SIMA at www.planet-agri.com.

