

# Kramp Customer Magazine **FOCUS**



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## Magnet for visitors SIMA Paris 2011

Kramp presented to the public

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## Local Focus

In the UK



**Focus**  
The right part  
delivered when  
you need it  
Genuine Parts - A Brands



## One-stop shop; it's that easy

Kramp likes to make things easy for you, and we start with the wide range of products that you can easily browse through and order from our webshop. Developments with our webshop have catapulted the growth of our product range into the fast lane. In just ten years, our range has become nearly five times larger and the electronic shop now offers almost 300,000 different products and services. The webshop really is a place full of possibilities and leading brands, and Kramp is a true multi-brand store. It goes without saying that we stock products from OEMs and well known brands, as well as a wide range of Kramp and GoPart own brand products. This means we can meet customer requirements no matter what the application or budget. We have been stocking a wide range of well known brands for many years and will continue to do so, but we are also adding many new leading brands and significantly increasing the number of products. The hundreds of thousands of products available today will increase to millions in the coming years. All of this is at your fingertips 24 hours a day, easily accessible via one simple address: [www.kramp.com](http://www.kramp.com). In this edition, you can read about the possibilities the webshop offers and how it works. We also cover many other topics, talk about opportunities and provide other useful pointers. We hope that you enjoy reading this second edition of Focus and that it inspires you just as much as the first one. If you have any comments or suggestions for us, we would be happy to hear from you, especially if they fit in with our philosophy: it's that easy. Because that's what this is all about — we like to make things easy for you.

Eddie Perdok

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Dunlop® protective footwear

## Innovative Purofort® technology

**Dunlop® protective footwear**

Whether you are working in the yard, out in the fields, in the stable or in the greenhouse, farming footwear must be as comfortable, protective and long-lasting as possible. The wide range of Dunlop® Protective Footwear includes boots boasting innovative Purofort® technology. The boots are up to 35% lighter than conventional designs.



and they feature impressive characteristics in terms of shock resistance, optimal thermal insulation (to temperatures as low as -20°C), flexibility and suppleness (even at low temperatures). The perfect fit, particularly well-formed footbed and soft material ensure that boots are comfortable as well as functional. Many of the designs come with a steel toe cap and sturdy midsole for added protection.

\*\*\*\*\* Browse the product range by entering the keyword "Dunlop" at [www.kramp.com](http://www.kramp.com)

Kramp Varsseveld

## Certified service centre for Black Bruin

With its Black Bruin brand, the Finnish company Sampo Hydraulics is one of the leading manufacturers of radial piston motors, and the company is now forming a stronger partnership with Kramp. Kramp, which has already been a sales partner of Black Bruin in the Netherlands, Germany and Belgium for a considerable time, is now also taking over the role of certified service centre. Customers from central and western Europe can now have their engines repaired and serviced by highly qualified technicians in Varsseveld, the Netherlands. In addition, Kramp's sophisticated logistics network ensures that the engines can be easily transported between the customer and the service centre locations.



## New Holland flies the flag

**NEW HOLLAND AGRICULTURE**

New Holland has come up with an ingenious idea to celebrate the Royal Wedding this year. During the month of April, if you purchase a new tractor from their current New Holland range, you will be offered a complimentary Union flag bonnet. New Holland's Marketing Manager – Richard Spencer says the Royal Wedding is an occasion to be celebrated and acknowledged. "British Royal Weddings are always a really special occasion, not just for Great Britain, but for millions of people across the world. This is a truly historic event and New Holland – a manufacturer that is proud to build in Britain – recognises its significance. We want to be there waving the Union flag in April as we watch British history in the making." Having won the 'Highly Commended' award for its World Class Manufacturing plant in Basildon, at the prestigious Manufacturer of the Year Awards 2010, New Holland already have a feel for flying the flag. Richard concludes: "The New Holland Union flag decal has already proved a popular choice with our customers who can request this enhancement when they purchase a T6000 Range and Power Command or a T7 standard wheelbase tractor." "The Royal Wedding gives us all a chance to show how proud we are to be British"

\*\*\*\*\* For the complete Technical Specifications on all New Holland products, please visit [www.newholland.com](http://www.newholland.com)

**NL Kioti's European Parts Centre** can be found at Van der Pols in Zuidland (NL); Van der Pols is a park, garden and recycling specialist and operates as an importer of the Korean tractor brand for 11 European countries. By its own account, the company achieved an 18% market share of the 22 to 90 hp segment with Kioti in the Netherlands in 2009.

**EU Van der Pols** is responsible for Kioti not only in the Netherlands but also in Austria, Belgium, Denmark, Finland, France, Germany, Norway, Romania, Sweden and Switzerland.

**D Holder GmbH**, located in Metzingen, Germany, can look back on a successful 2010 with a turnover of 30 million euro. Its number of employees rose from 90 to 137 over a two year period. Last year's highlight was the delivery of 110 tool carriers to the Russian city of St Petersburg.

**NL Van Werven in Oldebroek** celebrated its 65th anniversary at the end of last year. This contracting firm, which employs 260 people, is chiefly active in groundwork, road and hydraulic engineering, recycling and transport. The company owns around 80 wheeled and caterpillar cranes, around 80 wheel loaders, 50 trucks and 30 tractors.

**CH In its January issue, Schweizer Landtechnik** will publish the fees that farmers can charge one another for sharing the use of tractors and tools. According to the Swiss monthly magazine, fees range from 14 francs per hour for a 65 hp tractor to more than 56 francs for a 275 hp tractor (1 Franc = 0.77 euro).

**UK LAMMA 2011** sees a record number of trade stands and visitors. Now, in its 30th year, the LAMMA show is a huge success.

**A Martin Steinbichler** is Pöttinger's new sales manager for the 'domestic markets' of Germany and Austria. He succeeds Michael Bruckmüller. Steinbichler is 35 years old and, until recently, managed both the Hofkirchen and Kirchdorf Technikcenters of the RWA (Raiffeisen Ware Austria).

**F Via its Swiss parent company, Bucher Industries, Kuhn** is acquiring a 24% stake in the German company Rauch that manufactures fertiliserspreaders and seed drills for farming and grit sprinklers for winter services. In the 2009/2010 financial year, Rauch had a turnover of 42 million euro. Kuhn's participation is yet to be approved.

**A The Austrian ranking** for tractor sales sees New Holland in fourth position with a share of 12.7% and Fendt in fifth with 11.9%. This is followed by Deutz-Fahr (5.8%), Massey Ferguson (4.8%), Case IH (3.4%), Same (3.2%) and McCormick (2.7%).

**D BayWa**, which has its head office in Munich, will, if approved by the competition authority, take over 80% of the shares of the eight dealer companies of Claas Württemberg with 85 employees and a turnover of 40 million euro. In addition to Claas, the eight locations also sell products by Lemken, Trima, Schuitemaker and Rauch.

**FIN Valtra's concept for the future** is called ANTS as, due to a modular structure and rounded cab, these four or six-wheel tractors have a lot in common with the appearance of these tiny insects. Valtra expects its 'Fututrac', which will have one or two 100 KW engines, to come onto the market in around 2050.

**BR Massey Ferguson** is the market leader in Brazil, holding a market share of 30%, with Valtra in second with 23%. This gives Agco control of more than half of the tractor market in this South American country. Last year, this market comprised more than 56,000 units.

**CH The Rigitrac SKH 95** is the successor to the SKH 90 and its improvements on its predecessor include a Sisu Stage IIIB engine and a 'facelift' with a slanted, modern looking engine cover.

**D The Fendt 820** was the best selling agricultural tractor in Germany last year with 760 units, placing this 205 hp tractor at the top of the league for the third year in a row. The Vario 820 was introduced to the market in 2006 and a total of 8630 of these tractors had been sold by the end of last year.

**S The Swede Loader** from the Swedish manufacturer of the same name can be attached to both the three-point hitch at the rear of the tractor as well as to the front hitch. This special loader from Scandinavia can reach heights of up to 2.5 m, lift weights of up to 1400 kg and costs €2680 for the basic model.

**D The self-propelled Panterra 4001** has been developed by Amazone itself and is based on the chassis by Agrifac. The cab is from Claas, the six-cylinder 200 hp engine from Deutz and the hydraulics from Lindner. This sprayer has a tank capacity of 4000 litres and a boom width of up to 40 m.

**I Mazotti** recently sold, via its Dutch importer Wout Hogervorst in Noordwijkerhout, an Ibis 2000 LP tool carrier with a superstructure by Rau-Kverneland that is fitted with a 33 m wide spray boom. The combination weighs 4500 kg and has a tank capacity of 2500 litres.

**NL MoveRTK** is the new correction signal for GPS systems from LTO, Cumela and COM. The signal operates via the UMTS network for mobile phones. The costs are around 500 euro per year, which, according to Cumela, the Dutch union for rural contractors, is around half of the current costs.

**NL Veenhuis Machines** is bringing onto the market a mobile manure separator based on Finnish technology. The separator is fitted to the hitch and is driven by the PTO shaft. Depending on the type of slurry, its capacity is between 50 and 80 cubic metres an hour.

**F Kuhn's BKE Super mulching mower** has eight rows of flails and is available in a working width of 2.80 or 3.05 m. The BKE Super is attached to the tractor's hitch and can be hydraulically shifted 45 cm to the right via the mounting frame. The track roller has a 22 cm diameter.

Handsaw systems from Bahco

## Everything under control



The new ERGO™ saw handle from Bahco (Part No. EXRL, EXRM, EXLL) offers maximum flexibility and comfort and can be combined with a number of interchangeable, superior TM saw blades (Part No. EX14, 16, 19, 20 and 22). These include the foxtail woodcutting saw blades, universal saw blades, back saw blades or veneer saw blades, as well as saw blades for laminate, parquet or plaster. The locking system without play enables simple locking and unlocking of the saw blade.

A high quality aluminium housing also protects the locking system and ensures stability. The asymmetric design of the ERGO™ saw handle prevents pressure marks and hand slippage. The extended forefinger attachment ensures better sawing precision. Soft contours and materials, such as thermoplastic elastomer, ensure a comfortable, warm grip and less friction. The angles and position of the handle in comparison to the toothing are also ergonomic. This reduces the sawing force and increases work efficiency. The ERGO™ saw handle is available in both right and left-handed models, and the right-handed model is available in two different sizes.

\*\*\*\*\* Further BAHCO products can be found at [www.kramp.com](http://www.kramp.com).

More stringent DüV regulations

## New slurry sprinkler required

The application of more stringent guidelines under the terms of the DEFRA document 'A code of good agricultural practice for farmers' indicates that machinery used for spreading of liquid slurries must meet certain requirements: Paragraph 78 states: 'You should spread organic manures as accurately as practically possible. You should use spreading equipment with a low spreading trajectory when spreading slurries to avoid causing atomisation (small droplets) and subsequent drift'. In summary, when spreading liquid manure, especially near watercourses and residential areas, greater control is required. Kramp has several solutions to help with this new directive. We have an extensive range of sprinklers to fit as Bauer or Bazzoli. The Kramp range of parts for trailed shoe and injection systems is always increasing.



Kramp recently expanded its product range to include the original repair set from Battioni Pagani (Part No. ME7SPKIT) for carrying out standard repairs to high quality vacuum pumps. The set contains vanes, seals, oil seals and O-rings, a standard and a high temperature version are both available to order. The high temperature vanes enable the average running time of the vacuum pumps to be extended from 8 to 15 minutes before they need to cool down again.

## John Deere reorganises Dutch dealer network

John Deere has used its split from its Dutch importer, Louis Nagel in Nijmegen, to embark on a major reorganisation of its dealer network. It wants to go back to a maximum of eight main dealers for the Netherlands. The subdealers must be at least 51% owned by a main dealer or be willing to enter into a merger

with them in order to create a single company. It seems that the main outlines of John Deere's plans will be successful in seven of the eight dealer regions. In the province of North Holland, specifically in the area north of Amsterdam, three of John Deere's support centres are not open to negotiation on a takeover or merger. Kroon-Zeeman, Van der Sluis and Vlaming are willing to collaborate with Kraakman in Zuidoostbeemster, which will act as the main dealer for the provinces of North and South Holland, but are not willing to form a merger. If the parties do not change their position, then Kroon-Zeeman, Van der Sluis and Vlaming will be dropped and Kraakman will need to set up new support centres in the areas served by these dealers. It could do so with its own company or by taking over a dealer that currently sells a brand other than John Deere. The three large dealers in the North-East, Boersma, Popken and Jansen-Meppelink, will be entering into a merger to become the new main dealer for the provinces of Groningen and Drenthe. In the province of Friesland and in the IJsselmeer polders, Greve, which already has sites in Emmeloord, Dronten and Zeewolde, will become the main dealer. In the province of Overijssel and in the neighbouring parts of Gelderland, Jan de Winkel will become John Deere's main dealer. The greater part of Gelderland and the province of Utrecht will have Van Westrenen as their main dealer. The southern part of South Holland, the western part of North Brabant and the province of Zeeland will be served by Vervaet and Stehouwer, who will be forming a merger. The centre of North Brabant will be looked after by Geert-Jan de Kok, which currently has sites in Bladel and Esbeek, while the eastern area of North Brabant and the province of Limburg will be served by Staadgaard, which has locations in Haelen and Lieshout.

..... The Kramp web-shop has thousands Kramp matching items available for John Deere tractors

## Headland management illogical at times

In its February edition, Top Agrar, a German monthly magazine, published the results of an extensive test into the operation and effectiveness of headland management programmes on tractors. Systems from Case IH, Deutz-Fahr, Fendt, JCB, John Deere, Massey Ferguson and New Holland were compared. The systems of the Case IH Puma (HMC) and the New Holland T7000 (HTS) are identical, which is why Top Agrar describes them together. According to the German magazine, the main advantages of HMC/HTS are the activation buttons on the joystick and the good auto functions outside of the headland management system. The disadvantages were the limited number of integrated functions and the fact that it is very difficult to make corrections. Comfortip Management from Deutz-Fahr has many, easy-to-programme functions, also outside the system. The disadvantage of Comfortip is that it only undertakes one action for each tap of the joystick and therefore does not perform a fully automatic sequence. This does, however, make it an extra safe system. Fendt's Variotronic TI has several functions and options and carefully guides the user through the programme. The inability to link names to the four separate 'memories' is viewed as a disadvantage by Top Agrar; another is that the auto functions are immediately activated when the TI is chosen. JCB's headland system is simple and clearly organised and features all the important functions. It cannot be programmed whilst driving and the programmes for various tools cannot be given names. John Deere has a standard iTec system and an optional iTec Pro with touch screen. The technology used by John Deere is clearly organised and easy to programme. Lifting out and redeployment are actions that can be activated separately, but the disadvantages of the John Deere system are the absence of programmable speeds and the fact that tracks can only be recorded on the system if they have already been executed.



..... More at [www.kramp.com](http://www.kramp.com)

DAB Water Technology

## Professional pumps from a single source

DAB has been synonymous with high-tech pump technology since the company was founded in 1975 in Mestrino, in the northern Italian province of Padua. Since its inception, DAB has succeeded in bringing together a number of specialist SMEs from the water pump technology sector under the umbrella of DAB Water Technology (DWT Group).



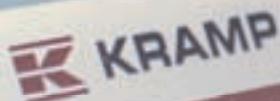
**A**mong the manufacturers operating as part of the consolidated group are "Leader", "Tesla", "WACS", "Alma" and "Brisan turbo", a selection of businesses offering skills and specialist areas that complement each other perfectly. The DWT Group's representative in the UK is DAB Pumps Ltd, based in Bishops Stortford. The DWT Group operates in the fields of rainwater and surface irrigation technology, dirt and wastewater pumps, submerged pumps and water pumps for cooling motors; in the agricultural sector, the Group is a one-stop shop for customised irrigation solutions. In addition, various models are also available in an ATEX configuration [pumps with explosion-protected housings, designed primarily for faecal pumps]. The Group's product portfolio also includes systems designed to boost pressure and reliable switchgears for pump control. A number of OEMs (such as companies that produce septic tanks) call upon the DWT Group's considerable technical expertise.

### High-quality products and systems

The DWT Group's ten production sites around the globe employ a total of 1300 staff, who produce some two million pumps each year — including both the standardised model and special customised projects. At least 85% of the pump parts required for production are manufactured within the Group itself, and any external purchases are subject to stringent quality standards. "Our consolidated group of companies offers customers from the pump technology sector a strong, skilled partner that can deliver high quality products and systems to meet any technological requirement", states Hans van Lieshout, General Manager at the DWT Group. Kramp has access to the complete range of products that today's DWT Group has been offering on the German market for some 30 years, including innovative products such as Active Driver — a switching unit with integrated speed control for electric pumps. All products come with a two-year warranty and a ten-year spare parts availability guarantee.

..... More at [www.kramp.com](http://www.kramp.com)





Kramp Webshop

## Range of leading brand products extended

Kramp strives to provide its customers with the best possible service in all aspects of the spare parts ordering process, and one of the key tools that allows us to do this is the Kramp webshop. "Customers can choose from a range of over 110.000 products, all of which are quick and easy to order online. The range of goods available through our webshop is gradually being extended", explains Christoph Serini, Kramp Germany's Northern Sales Manager

**F**irst in line for expansion are the range of products from Optibelt, a well-known and leading manufacturer of high quality drive belts, and LuK, which produces products such as first rate single and double clutches, clutch discs, hydraulic clutch cylinders, dampers and tractor components.

Visitors to the Kramp website can currently order over 17,700 new Optibelt products and more than 1800 new LuK products.

### Product search function

"Optibelt and LuK provide the perfect example of the direction we are taking with our webshop. The new range of products includes standard items as well as a large number of spare parts for which there is a lesser demand but to which Kramp still has access. Our customers can therefore rely on the system finding the right product from the webshop search function when they enter the manufacturers' part number for one of these products", says Serini, explaining why Kramp has been systematically expanding its range of products. If the search function returns a product from the extended range, the customer will be shown the manufacturer's product description, prices, discounts, the lead time and an information section containing technical specifications.

### Additional manufacturers to follow

Kramp's goal is to ensure that the webshop message "Your search did not return any results" will soon be a thing of the past. Following the expansion of the Optibelt and LuK ranges, Kramp customers can now look forward to an extended webshop range of Hella, Stiga, Castelgarden, Briggs & Stratton, Lemken and Donaldson products. "This approach will allow us to gradually expand our offering on the website until we arrive at a scenario whereby customers will be able to order from a choice of well over 100,000 additional products", says Serini.



Part 2

## Product search made easy

In the previous Focus we gave you some tips on how to search for an item in the webshop. We continue with Part 2. The Kramp team works constantly to improve the functionality of the webshop. We will keep you up-to-date on all developments through our Focus magazine.

### Search results

The search results show the number of hits and the catalogue groups in which they were found. You can click to restrict the search results to one catalogue group. Manufacturers can also be selected as search criteria.



### Additional functions

To limit the search and therefore speed up the process, a drop-down menu on the left next to the search box offers additional search options:

- Using the general prompt "Starts with" when searching for the keyword "rubber" produces results on "rubber dampers, rubber antennas, rubber tracks" etc.
- Using the "Ends with" function for the same keyword produces items including "sealing rubber".
- The "Contains" option searches for the keyword in any position. For example, searching for "insu" would find "insulator band" and "strain insulator".
- "Exact" searches for the characters in their exact sequence and the length of the sequence. For example, "coo" returns exactly six hits.
- Using the "Search for similar terms" function and entering the term "shoes" displays items including "safety shoes" or "shoe plate".

SIMA Paris 2011

# A Trade Fair Set against a Backdrop of Optimism and Growth

With more than 200,000 visitors, the SIMA 2011 trade fair attracted professionals from the world of agriculture who came to trade and present their latest creations. After two difficult years, there was a real sense of optimism at the Parc des expositions at Paris Nord Villepinte. The Kramp stand was a real success, attracting almost 1000 customers, eager to find out more about the product ranges, hydraulics services and tractor parts. A preview of Kramp France's new logistics platform was unveiled in the form of a new building model.

**L**ocated in Hall 6 between Case IH and Agco, the Kramp stand, which was 31% larger than in 2009, drew a lot of attention from customers and suppliers. In fact, the stand remained busy all week thanks to a combination of friendliness and the two demonstration spaces: the hydraulics workshop and tractor parts area. The international nature of SIMA allowed the team at Kramp to receive customers from neighbouring countries, including Belgium and Switzerland. This demonstrated perfectly to customers the advantages of working with the only industry player with bases throughout Europe.

#### Praise for hydraulics service and tractor parts

This year, two main integral product ranges were showcased in two demonstration spaces. There was a hydraulics workshop equipped with all the requisite machines: a crimper, skiver machine, cutter and marker. In addition, a stock management solution was presented for hoses, nozzles and crimp skirts, complete with a Scan-to-Order system, which enables stock replenishment and inventories to be carried out via a barcode reader. "I was particularly impressed by Kramp's turnkey solution with the practical storage cupboard system as well as the winder for hose reels and the functional quality of the crimper. As a result, I decided to use the trade fair as an opportunity to update my hydraulics workshop, which was out-of-date and hardly even functional," said Mr. Jean-Luc Vigroux, from Garage Vigroux in Aveyron. "What's more, I was made to feel very welcome by those working on the Kramp stand!" he added. Customers also had access to a second space, dedicated to tractor parts. This stand stood out thanks to the tractor displayed there and it also featured a giant poster showcasing the entire Kramp range. SIMA provided the perfect opportunity to officially present the entire range, including the mechanical motor

#### An exhibition highlight is the building model of the new logistics platform Kramp France

parts added in 2010, such as clutches, filters, water and diesel pumps, alternators and starters that complete the "universal" range made up of products such as rotating beacons, coupling components, seats, batteries etc. "With regard to tractor parts, and motor parts in particular, the technical expertise demonstrated by us at SIMA, as well as our speed of delivery are what make the difference,"

explains Vincent Lenoble, product specialist for tractor parts, who attended the trade fair to offer advise to customers.

#### Innovation with GPS solutions

The GPS range was also presented at the stand alongside the Teejet and Topcon ranges — the perfect opportunity for customers to watch demonstrations and, above all, to trade with the Kramp specialists. What's more, customers were also able to catch a sneak preview of a new four camera video surveillance system (Part No. CAS66740KR) presented at the fair.

#### Friendliness and professionalism

And the innovation did not end there! Kramp went the extra mile this year by offering a restaurant service at the stand and a cocktail at the end of the afternoon on the Tuesday. Almost 500 meals were served over the five days! "The customers really appreciated this attention to detail," enthuses Sylvain Massardier, a Kramp salesperson in South-East France. "The effectiveness of the welcome and the service allowed us to concentrate on the needs of the customer and the demonstration spaces manned by product specialists exhibited our expertise." And to crown it all, the model of the new Kramp France logistics platform was presented on the stand — a project that demonstrates the ambitions of Kramp France to act in the best interest of its customers.

..... www.kramp.com



Recipe for success: creating an effective product philosophy

# Ingredients: original parts, premium brands and our own brands



Whatever the machine, whatever the application as Europe's leading wholesaler for specialised agricultural and motorised equipment, Kramp aims to be able to provide its customers with the right spare part at any time. In order to achieve this challenging goal, we at Kramp live by a product philosophy that delivers the perfect combination of original parts, premium brands and our own brands.

The key to the quality system on which our spare parts service is based is the wide range of original replacement parts that Kramp is able to offer to specialist dealers. "That is why we work in close partnership with a number of leading machine, engine and equipment manufacturers such as Lemken, Kverneland, Rabe, Stiga, Vogel & Noot and Briggs & Stratton, to name but a few examples", explains Mario Babic, a Managing Director at Kramp. All in all, Kramp works in partnership with over 100 manufacturers of original parts and premium brands. New manufacturers are added to this list on a regular basis, ensuring that the range of branded products on offer is expanding all the time. Our experiences in the Benelux states and in Germany have played a large part in our success in other European countries. In 2010, for example Kramp became an official partner of Briggs & Stratton and Etesia in France too. The good working relationship between Kramp and our partners is also based on the shared view that we should always work together to provide the best services for our customers. "Many manufacturers of original parts work exclusively with us because they value our high level of expertise in logistics and know that distribution of their high quality replacement parts will extend to a larger area as a result. In addition, they know that they can trust Kramp implicitly. We deliver exclusively to specialist dealers, ruling out the possibility of any price battles with the manufacturers", emphasises Mario.

#### Security for specialist dealers

Original parts guarantee the best possible performance, offer safety during operation and have a long service life. In addition, when exchanging individual parts, a perfect fit is guaranteed every time. Manfred Wruck, regional sales manager at Briggs & Stratton, the world's largest manufacturer of air-cooled petrol engines for gardening equipment, also highlights the fact that: "Using original parts gives specialist dealers security. This is important because it means they can secure the trust of their customers and convey solid expertise." Wruck uses an example to demonstrate the fact that imitation parts always pose a certain degree of risk: "All original replacement parts from Briggs & Stratton display the same level of quality and the same properties as the parts

## Kramp work exclusively with many original equipment manufacturers

that were originally used in the construction of the engine. Using non-original air filters in our petrol engines can lead to changes in the emission values and air filtration performance. If the exhaust emission characteristics of the engine are altered as a result, it is possible that the engine may no longer be approved for operational use. And if the non-original air filter that is used has a wider-mesh filter area or a poor-quality seal, more particles of dirt may penetrate the engine and damage it. "Wruck is also keen to emphasise another important benefit of using original parts: "If an imitation





↑ **Mario Babic**, Managing Director Kramp



↑ **Manfred Wruck**, Region Sales Manager by  
Briggs & Stratton



↑ **Axel Krämer**, Head of Parts  
Department at JF-Stoll



↑ **Ronald Engel**, Area Representative for  
NGK

part is installed in the engine instead of an original part within the warranty period, the manufacturer's warranty may be invalidated. In such cases, the responsibility then lies in the first instance with whoever installed the non-original part, normally the specialist dealer." Axel Krämer, head of the replacement parts department at JF-Stoll, the market leader in Germany and one of the world's leading front loader manufacturers in the world, puts forward some convincing arguments in favour of the use of original replacement parts: "They ensure that the entire machine retains its value in the long term. At JF-Stoll we stock replacement parts for all models, and not just for a limited period of time, but over a number of years. This is another reason why our original parts are particularly popular with specialist dealers." While suppliers of imitation products must stand out from the competition by slashing their prices, at Briggs & Stratton as well as JF-Stoll, things look a lot more relaxed because both companies know that: "An original part does not necessarily need to be more expensive than an imitation part".

Company-specific campaigns also help to make this the case. For example, Briggs & Stratton has developed programmes, such as those for the early procurement of products. Programmes such as this enable specialist dealers to keep original parts in stock cost-effectively, with special conditions and terms and extended payment plans. The fact that this kind of programme is not only offered directly through Briggs & Stratton but also through Kramp, the company's logistics partner, once again underlines the good working relationship between the two companies. At JF-Stoll, opinion on Kramp, the wholesaler, is also overwhelmingly positive. "The factors that determine success in the distribution of spare parts are acceptable levels of quality, good delivery performance, fast logistics systems and competitive prices. These goals are 100% achievable with Kramp", explains Krämer. Original equipment quality thanks to premium brands Alongside the wide range of original replacement parts, Kramp also offers various well known premium brands, such as INA-FAG, Rexnord, Comer, Optibelt, Walterscheid, Gedore, LuK and NGK in its delivery programme. "We are also gradually expanding our range of premium brands. Just recently, for example, we were able to extend our webshop product range by a further 17,700 Optibelt products and more than

## Kramp supply over one million parts

1800 LuK products", says Mario. The high quality premium products offered by suppliers of premium brands are used by the leading manufacturers in the agriculture, forestry and gardening sectors. This ensures that all components in their machines are of the highest original equipment quality. For example, well known producers of tractors rely on LuK products for the development and manufacture of their tractors. LuK is an internationally recognised brand that is known for the production of high quality clutches. Among the products used by manufacturers of gardening equipment for their original equipment are high performance spark plugs from NGK, the world's largest supplier of spark plugs and lambda sensors. Ronald Engel, regional representative for NGK, describes how the company stays ahead of the competition as a supplier of a premium brand: "In order to establish yourself in the market, you have to constantly prove your innovative capabilities in terms of original equipment. For this reason, NGK repeatedly invests quite deliberately in research and development. In order to bring out new alloys for electrodes or new ceramics for insulators, for example. The leading engine

manufacturers value this capacity for innovation and trust in our solutions. We have been working closely with them for many years." Engel also truly values working with Kramp: "Kramp is just as innovative as us and has a very similar corporate philosophy to us. The close co-operation between us is the ideal foundation for the successful growth of both companies."

#### **Quality own brands**

With such a wide range of original parts and premium brands, Kramp is perfectly poised to meet strong demand from the market. But the company's product philosophy goes even further than this. There is also a number of products marketed under the Kramp brand. The range comprises of innovative products that have never before been seen on the market and have been developed by Kramp in-house, and parts that are equal to original parts in terms of quality. "We only produce the latter products ourselves if we have no direct access to a product from a particular machine manufacturer but we know that there is a great deal of demand for it. Our manufacturing partners are totally reliable and have a great deal of expertise at their disposal, ensuring that the products marketed under the Kramp brand deliver the high level of quality our customers have come to expect. With these products we always offer a full range of spare parts for the corresponding machines too", explains Mario. Finally, Kramp offers a limited selection of

products in the lower price band with its second brand Gopart®. These products serve as an alternative to premium brands. With Gopart®, Kramp can meet the market demand for certain high volume parts that wear out faster and therefore also need to be replaced more regularly. These products stand out not only because they are well made, but above all because they are extremely cost effective.

#### **Good partnerships as a basis**

The range of replacement parts Kramp offers consists of no less than one million products in total. More than 300,000 of these products can already be ordered from the Kramp webshop, with more being added every day. Around 155,000 products, ranging from machine and tractor parts, drive technology and hydraulics, forestry and garden technology all the way to shop and workshop products, can be delivered from stock at any time. The basis for this range of products, which is one of kind in the industry, is formed by the partnerships that Kramp has fostered with manufacturers and customers and that are based on more than purely orders, purchasing and payment. Working with manufacturers also offers further possibilities in relation to maintenance and technical support. Kramp product specialists, for example, are in regular contact with the suppliers of high quality replacement parts, in order to improve and expand on current technical support services.

..... [www.kramp.com](http://www.kramp.com)

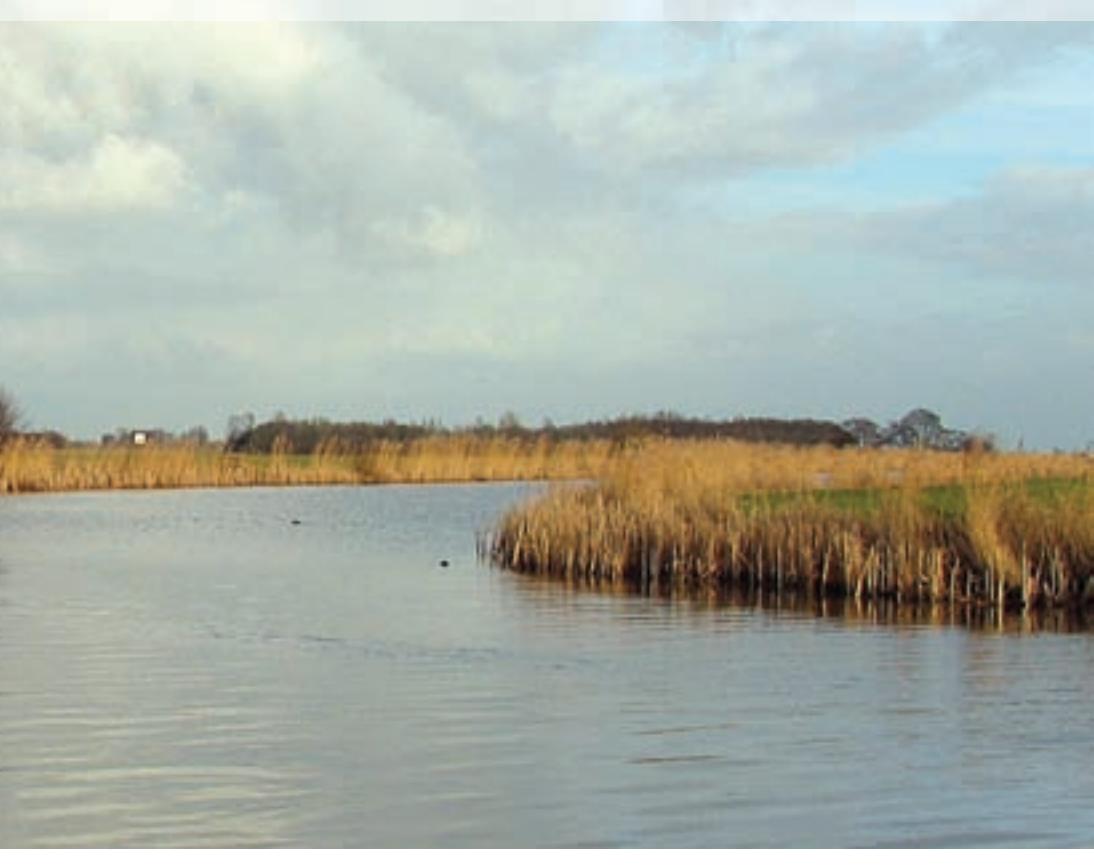


# Portrait of a Kramp country – the Netherlands

The Netherlands has two Kramp sites: one in the east of the country, in Varsseveld, and one in Leek, in the north. Varsseveld's population of 6000 makes it a relatively small town, but it has big ambitions. It is the birthplace of world-famous sports personalities such as football coach Guus Hiddink and cyclist Robert Gesink, who laid the foundations for their participation in the World Cup and Tour de France in the humble town of Varsseveld.

**K**r G. J. Kramp was undoubtedly one of Varsseveld's important business talents. In 1951, based in the shed next to his house, he created the beginnings of the Kramp company, working according to the motto "actions speak louder than words", and this is a principal we still apply today. The Kramp Group employs 1200 people worldwide, and turns over 340 million euro a year, with one and a half million products in stock. Varsseveld is the "beating heart" of the organisation, carrying out central functions such as IT, HR and Finance, so it works with all Kramp countries. 60% of the commercial activities for Kramp in the Netherlands take place in Varsseveld, with the other 40% carried out in Leek. Varsseveld is also home to the distribution centre that supplies customers in the Netherlands and Belgium with the parts they need. Alongside its commercial function, Leek has a 300 m<sup>2</sup> My PartsPartner shop as a permanent "attraction", which clearly highlights the broad spectrum of products that Kramp supplies across 45 shop areas.

The premises in Leek were newly built in 2008 and are clearly visible from the A7 motorway, occupying a prime location next to the junction for Groningen and Leek. "Our target market is machinery dealers in the agricultural, horticultural and grasscare sectors", says Reinier Sloetjes, Commercial Manager in Varsseveld, explaining how influential Kramp is in the Dutch market. "We cover almost 100% of the market in this area and have seen some clear trends developing with our dealers in the last few years. On the one hand, the scale is increasing through expansion and takeovers, but we are also seeing that companies are starting to specialise, for example by concentrating on tractors or specific brands. Kramp knows that it is important to develop in line with these changes, so we are, for example, introducing and optimising the My PartsPartner concept across the board. At the AgroTechniek trade fair in September last year we introduced My PartsPartner to our end users on behalf of our dealers. We explained the concept to contractors, landscapers, horticulturalists, earth-moving contractors and businesses in the agricultural and horticultural sectors and we encouraged potential customers to register with the Partner shops. Our dealers highly appreciated this initiative and it resulted in My PartsPartner becoming more well-known. This is one of the ways in which we help dealers to offer a professional service to the end user, which is important to Kramp and strengthens the company. The dealers benefit from our strength and expertise, and this service can be passed on directly to the customer. That's what I call clever collaboration."



## The Netherlands

The Netherlands covers an area of 41,500 square kilometres, roughly 200 km x 200 km. To put this in perspective, Germany is nine times larger. Of this surface area, about half is under sea level and a little less than half (around 19,200 km<sup>2</sup>, or 1.9 million hectares) is used as agricultural and horticultural land, the largest proportion of which, 10,200 km<sup>2</sup>, is designated grassland for dairy and sheep farming. Arable land accounts for a further 8000 km<sup>2</sup> while horticulture takes up about 1000 km<sup>2</sup>. There are around 750 machinery dealers in the agricultural and horticultural sector in the Netherlands, which had total tractor sales last year of about 3000 units, and 3500 in 2009.

↓ Reinier Slötjes: "We like to work with our customers in an advisory role. Good internal and external communication is the key word"



As well as providing products and services, we know that people are important too. We are proud of our knowledgeable and committed employees who are highly motivated to work together with our clients and each other. We keep our promises, give clear information and provide solutions for the customer. That third element is becoming increasingly important. Thanks to our size and various disciplines, we are in a good position to help if a customer has a problem, right from the initial concept stage to getting the machines running."

### Personal and close by

For Kramp in the Netherlands, it goes without saying that our customers should have one contact for each specialist area as far as possible, and that this contact should be easy to get hold of. This is why we work with customer teams consisting of an Account Manager, a Relationship Manager and Product Specialists. The customer can go to the Relationship Manager with most of their questions, but if the issue is more technical, a specialist is ready and waiting to answer. We also use a Customer Relationship Management (CRM) system, which contains a record of all customer details, so if there are subsequent questions we immediately know what it is about and the customer does not have to explain everything again. This is what we call being "customer-friendly". An additional element is that the customer determines what is on the agenda when one of our Account Managers visits. The Account Manager collects points for discussion during the visit in advance from the customer team and then feeds back to the team after the meeting, making sure everyone knows what the situation is with that customer. There is, however, always room for improvement, so we carry out research to find out where our customers' priorities are. After all, you only find out if you ask. One of our methods for doing this is our sounding board group, 'Megaphone'. Eight of the market's top customers are a part of this group and they come together every two years to reflect and feed back on Kramp and their own performance. We also get feedback from our customer satisfaction surveys. A few years ago, our telephone contact system was not up to scratch, so we invested in a new telephone exchange and, as already explained, in customer teams. We have all worked hard to improve this and now it is much easier to reach us by phone. We want to make conducting business with Kramp even easier, because that fits with our slogan 'It's that easy'.

Jan de Winkel in Goor:

# 'New' support centre for John Deere and My PartsPartner

Jan de Winkel's site in the town of Goor in Overijssel, the Netherlands, which opened at the end of last year, is a prestigious and truly impressive new construction. With its 5600 m<sup>2</sup> of indoor space and well thought out interior design, these premises offer a glimpse of what the future could be like. De Winkel will become one of the eight main dealers in John Deere's new structure.

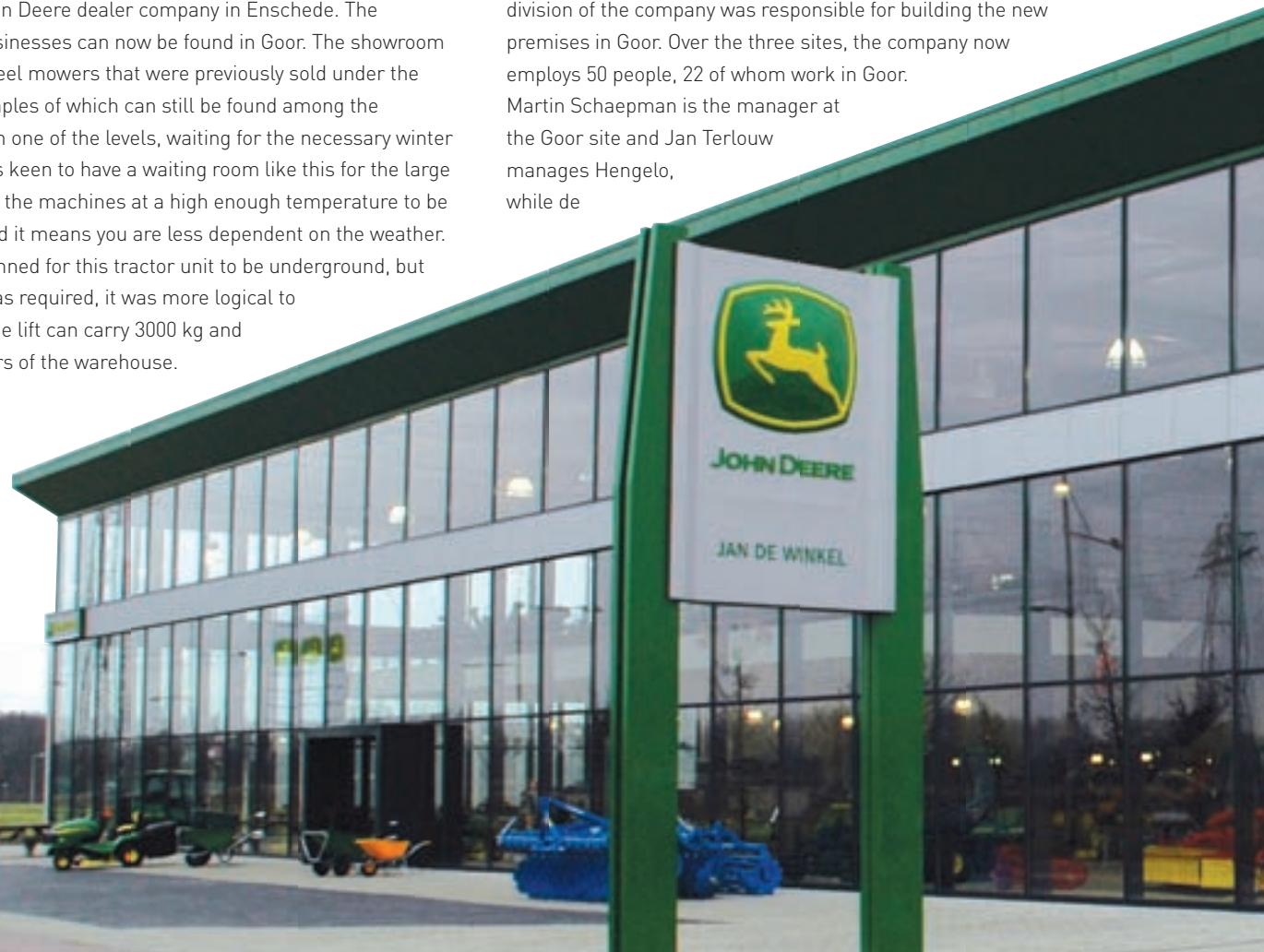


**J**an de Winkel's company has been through some significant changes. Jan (now aged 49), took over the Brummen based company from his father 25 years ago, when he turned 65 — at that time there was only one member of staff. In 1995, Jan built new premises, and in 2004 he took over the

agricultural machinery dealer Henk Arends in Hengelo, Gelderland. The agricultural machinery dealer AMS in Hengevelde, Overijssel, followed in 2006 and then the John Deere dealer company in Enschede. The latter two of these businesses can now be found in Goor. The showroom houses the large JD reel mowers that were previously sold under the Roberine brand, examples of which can still be found among the hose-cleaned stock on one of the levels, waiting for the necessary winter maintenance. Jan was keen to have a waiting room like this for the large machinery as it keeps the machines at a high enough temperature to be able to start a task and it means you are less dependent on the weather. De Winkel initially planned for this tractor unit to be underground, but as a height of 12 m was required, it was more logical to create a level for it. The lift can carry 3000 kg and travel to all three floors of the warehouse.

## Two distinct parts

This dealer is unusual in that it comprises of two distinct parts (agriculture and horticulture), without there actually being a division, as the shared areas for hydraulics, welding and special tools connect the two. From the canteen at the top of the building, there is a view over both workshops. The training room looks out over the showroom, with a surface area of 1200 m<sup>2</sup> on the ground floor, including the My PartsPartner Shop. The mezzanine provides a further 500 m<sup>2</sup> of extra space, primarily used for Stihl. In Hengelo and Brummen, de Winkel combines agriculture with grasscare for the private individual market. Steel construction is another business area in Brummen, and this division of the company was responsible for building the new premises in Goor. Over the three sites, the company now employs 50 people, 22 of whom work in Goor. Martin Schaepman is the manager at the Goor site and Jan Terlouw manages Hengelo, while de





Winkel himself is in charge in Brummen. Jan views the combination of business and rallysport (he has been the Dutch champion 8 times) as more of a logical one than you might think. "In motor sports you have to be passionate", he explains. "You have to prepare thoroughly and sometimes dare to push yourself to the limits."

**You have to prepare thoroughly  
and sometimes dare to push  
yourself to the limits**

## Organised

To ensure that the work is carried out efficiently, the warehouse foreman in Goor lays out all of the parts required for large scale maintenance in boxes in advance. De Winkel is very keen to emphasise this type of organised working method to customers. This large scale approach allows an optical overview of the task and this means that the repair or maintenance can be carried out quickly and in a focused way, which reduces the cost to the customer. This links in to John Deere's reasoning that only large dealers can have a good level of in-house experience due to the volumes they work with. A small dealer will carry out many repairs only once, so there is a high chance that the customer is paying for time spent working out how to proceed with the job.

My PartsPartner

With regard to My PartsPartner, Jan has noted that electronic ordering (for non-agricultural machinery dealers) is particularly popular among councils and contracting companies that are used to working with computers. It is also more common for non urgent orders, because a phone call is quicker when something is needed fast. The de Winkel warehouse is designed in such a way that the bestsellers are positioned close to the counter. Tractor parts are located alongside lawnmower parts as a result, but also near products from the manufacturers Keenan, Pöttinger, Strautmann and Veenhuis (the other brands that de Winkel stocks). The other brands, Giant, Major, Stihl and Trilo, are in the grasscare area. Jan de Winkel is also a Deere Power Systems (DPS) engine specialist.

**Kramp has been our supplier ever since Gerrit Johan Kramp himself came with plough points in the boot of his car. Kramp deliveries are fast and therefore we need less stock. They are a reliable partner with a high delivery rate to our three branches every night. We are now working with the full My PartsPartner concept from Kramp.**





Support for SOS Kinderdorf

## This campaign was a great success

The Oberpfalz arm of the SOS Children's Villages social development organisation was the lucky recipient of a €1300 donation. This impressive sum was raised during a campaign that was without doubt a great success. The Kramp Open event in November 2010 saw almost 100 well-known manufacturers gather in an immense trade fair marquee to showcase their products and services, and among them was Gedore Tool Center KG.

Anyone visiting this company's stand had the opportunity to pay just €5 for the privilege of creating a 300g hammer with a forged safety hull and a hickory handle that they were then able to take home with them. A total of €650 euro was raised through this activity, and the amount was then doubled by Kramp.

### Pulling together for a worthy cause

Georg Frankemolle (Kramp Germany Southern Sales Manager) and Elmar Pickert (Sales Manager at GEDORE) presented Alfred Schuster, director of the Oberpfalz arm of SOS Children's Villages, with a cheque on 17 February 2011. "We were delighted with the success of the hammer campaign at the Kramp Open Day. Lots of the visitors to the trade fair were able to make their own hammer there and then, and at the same time support a good cause. It goes without saying that we at Kramp are thrilled that our joint campaign with GEDORE has allowed us to support such an important social development project as SOS Children's Villages", says Georg Frankemölle. The Oberpfalz SOS Children's Villages site is close to Bayreuth on the edges of the Fichtelgebirge mountain range. A total of 60 children are cared for in the 12 family environments.

[www.kramp.com](http://www.kramp.com)



Customer communication at Kramp

# Up to date with Focus and Expert

At Kramp, we like to set the standard and provide regular discussions and valuable knowledge sharing with our customers. Ulrich Assing, Marketing Manager, the Kramp Group, really appreciates the value of this approach: "We want to be perceived not only as a professional partner for logistics but also as an all-round service partner.

To achieve this goal we must provide our customers with valuable information about products and the markets on a regular basis, using a variety of communication methods." The new corporate publications Focus and Expert are the perfect illustration of this approach.

## Developments with Focus

"Our aim in producing Focus is to create genuine added value for our customers", says Ulrich. In addition to discovering all the latest information about the Kramp Group, readers of the magazine can enjoy a whole host of interesting articles about innovations and developments from the entire agricultural industry, including the forestry and grasscare sector. Also among the regular features of Focus magazine are articles about current market trends, detailed corporate and country profiles and entertainment sections. Focus magazine was first published in German speaking countries in 2009. It was redesigned last year and now features a modern look. "The magazine has been incredibly well received by our customers, so we decided to make it available to a wider international readership. Focus is now available in English, Dutch and French too. This customer magazine

showcases special topics from the various local markets, and is now more extensive", explains Ulrich.

## Furthering product knowledge

Kramp uses its product magazine Expert to demonstrate the technical expertise. Products from a range of areas are described in great detail, and the various applications and benefits are clearly set out. In addition, specialists from Kramp and experts from other companies share their experiences with new products and provide information about developments in the market. It is a four page magazine and there are two issues each month. One of the issues focuses on the agricultural machinery business and covers topics such as spraying technology and hydraulics. The second issue tackles the motorised equipment business, with a special focus on areas such as garden equipment and brush cutters. "Expert is an extension to Vizier — a publication previously issued solely in the Netherlands and is now also available in English, German and French", says Ulrich.

www.kramp.com



# Easter Traditions

**One of the many celebrations in Springtime is Easter. This is of course a Christian festival, but today its more widely known for the giving of Easter Eggs and Children's Easter Egg hunts.**

The giving of Easter Eggs symbolises new life, as in the resurrection. In some countries, children are told that the "Easter Bunny" has hidden chocolate eggs in the house or garden and they have to find them. Some children decorate hard-boiled eggs at Easter time by painting or dyeing them. In other countries, such as the United States, egg rolling is popular. This is usually done with multi-coloured eggs and the most well known event is held on the White House lawn. Children and their parents push the eggs along with wooden spoons, and, in New York, the big fifth Avenue Parade see many with their Easter costumes and head dresses celebrate in the street. In Bulgaria, people do not hide their eggs - they have egg fights! Whoever comes out of the game with an unbroken egg is the winner and assumed to be the most successful member of the family in the coming year. In Mexico, Easter and related holidays are colorful and lively, where children actually smash eggs over each other's heads in the week before Lent. Luckily, these eggs are filled with small pieces of paper rather than raw egg. Traditionally, Easter is a Christian celebration, and as we can see, one which is recognised in many countries. It is the commemoration of the death and re-birth of Jesus, when he rose from the dead after his crucifixion. This day is known as Easter Sunday or Resurrection Day.

Jesus Christ is the central figure in Christianity and his life and messages are detailed within the four gospels of the New Testament (Matthew, Mark, Luke and John). Over two thousand years ago Jesus Christ died on a roman cross - a significant symbol in Christianity, this type of death was known as a Crucifixion. Today this day is more recognised as Good Friday.

Christians believe that three days later, Jesus rose from the dead to pass on an important message to the disciples. In 2011, Easter falls on April 24th.

During the same week, another important celebration will take place in British history, with the wedding of **Prince William to Kate Middleton** at 11am on Friday 29th April in Westminster Abbey.

William proposed to Kate whilst on holiday in Kenya during 2010 and she now wears his mothers, the late Princess Diana's engagement ring. Huge excitement has been growing in relation to the impending Royal wedding and much speculation on what Kate will be wearing, and who will design it. Rumours have also already started on where she will be staying the night before. In a bizarre twist, William and Kate have decided to invite members of the public to join them in their celebrations on their big day. They are re-creating the classic "Charlie and the Chocolate Factory", Golden Ticket idea and will be inviting 100 members of the public to join them on the 29th. However, unlike the traditional story, the invites will not be found in chocolate bars, they will be posted to randomly selected members of the public, and once selected, will be subject to rigorous security checks.

**We wish William and Kate all the best in their married life together.**



**MALCOLM MULLENDER**

**Job Title:** Account Manager – Forest and Grasscare • **Hobbies & Interests:** Horse (unpaid groom, trainer and driver for daughter who competes in dressage competitions) / Jazz music / Reading / Formula 1

**PETER BRADSHAW**

**Job Title:** Account Manager – Forest and Grasscare • **Hobbies & Interests:** Spending time with the family which also means dealing with teenage mood swings and toddler tantrums / TA – training troop of 30 soldiers / Motorbikes / Golf

## Kramp Faces

Over the last few months, Kramp has seen many changes. Well here's just a bit about our new additions:

**CHRIS LINFORD**

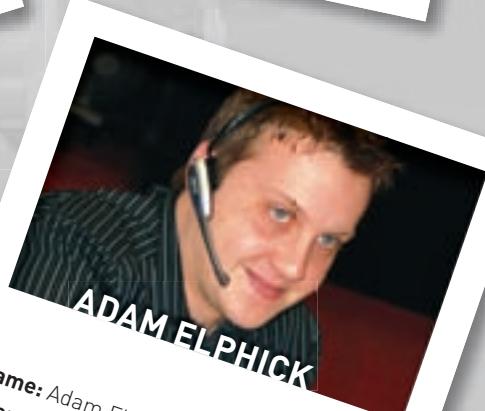
**Job Title:** OE Sales Specialist • **Hobbies & Interests:** Pool / Snooker / Gym / Restoring classic tractors / Clay Pigeon shooting

**GREG BENJAMIN**

**Job Title:** OE Sales Specialist • **Hobbies & Interests:** Reading / travelling / motorbikes and walking

**PAWEŁ TOMCZAK**

**Job Title:** Operations Manager • **Hobbies & Interests:** Music, Movies, Reading and Photography

**ADAM ELPHICK**

**Name:** Adam Elphick • **Hobbies & Interests:** Arsenal FC, Stevenage FC, Darts and playing Golf badly

## Andy Sapwell – Running Man!

As some of you will be aware, London will be hosting the infamous Virgin London Marathon on 17th April 2011. As one of the most well-known running events in the world, it's a popular choice with many amateurs and celebrities alike – with many raising thousands of pounds for charities of their choice.

This year, we are proud to announce that Andy Sapwell, Product Manager, from Kramp UK has been accepted into the 2011 race and has been training hard in order to complete this arduous challenge for the 3rd time. Having first ran the London Marathon in 2000 and again in 2006, he has actually completed an amazing 6 marathons and will be proud to say 7, once he finally reaches the finish line.

Now 46 years of age, Andy has always been a keen runner and even Joss, his wife caught the running bug last year and began running alongside him. With his children grown up and not needing so much of his time - maybe he will find more time for running and go for the 8th?



Andy will be running in aid of the Breast Cancer CAMPAIGN – a charity close to his heart, having lost his mother in law some years ago and an aunt recently being diagnosed. This is a worthwhile charity for Andy and his family, so he is keen to raise a lot of money and increase awareness.

If you want to help Andy on his way, you can donate at <http://uk.virginmoneygiving.com/Andysapwell>. We wish Andy all the best on the 17th.

### Facts:

**1 in 8 women will develop breast cancer and 1 in 3 people will be affected by it during their lives.**

# Open Days in 2011

We know how important your Open Days are to you. Not only does it raise your profile amongst your customers, it highlights what a wealth of support and knowledge you have in us at Kramp as one of your suppliers. We can provide you with quality stock when you need it.

We recognise that having Kramp present at your show is very important. That is why we invest in our time to support you. During 2011, a number of Open Days have already been planned with Kramp. These are just some of the ones that have been booked or taken place so far. If you have not yet talked to us about the possibility of supporting you at your next Open Day, make sure you get in contact with your Account Manager and book it in. We would be pleased to assist. Not only can we support you and join you on your Open Day, if you prefer, Kramp can come with stock and run an Open Day on your behalf. Alternatively, if you have something else in mind, why not talk to us and we will see how Kramp can help.

#### **Farmstar Ltd (Doncaster)**

We always have our Open Day in the 2nd week of January, when it is generally quieter in farming, and we know attendance will be good. Its always a good start to the year and an ideal way of showing our customers all the products we currently stock and sell. We also take this opportunity to promote new stock and with our suppliers on hand to answer any difficult questions, this is the perfect time. The Open Day has a huge impact in respect of sales but we also notice customers coming back throughout the year wanting to buy something they saw at the show and that is very encouraging. At this years Open Day, we had 1006 customers through the door, compared with last years 800, so a significant improvement. As one of our main suppliers, Kramp do an excellent job at our Open Day with many different displays, for example, Wile, Hitachi, Talbot and Oko, to name but a few and with the expertise of the staff on hand to help, this certainly helps to sell the products. **Mark Benn – Parts Director**

#### **Ernest Doe & Son (Ulting)**

The Doe Show took place at the beginning of February and as usual there was plenty of new equipment on display. Graham Parker was optimistic that the turnout and interest in this years show would be positive. "Many customers nowadays are looking for machinery and technology that makes their lives easier and offers optimum output. Our show provides them with this opportunity to review what's on offer and helps them make that executive decision". The show is supported by many suppliers and Kramp, as one of these suppliers were on hand to answer questions.

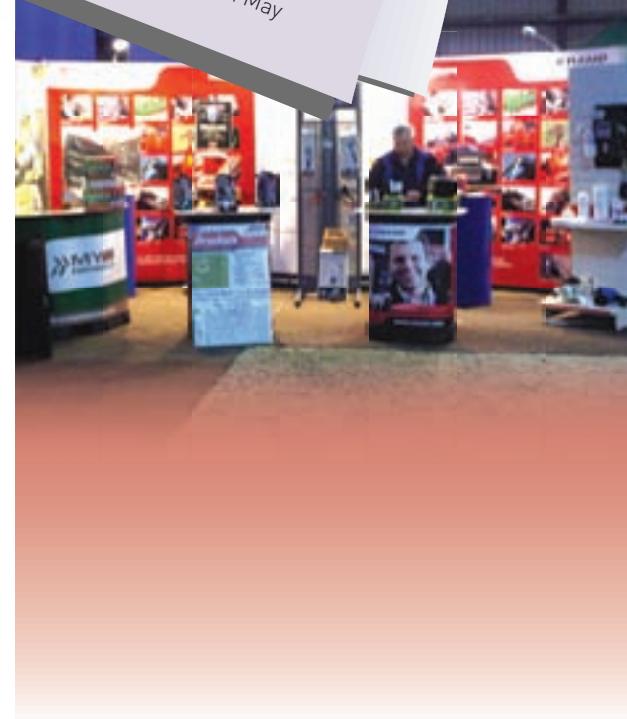
Sales following the show were positive and we hope that this continues throughout 2011. We are looking forward to working with Kramp and all our suppliers this year.

#### **Lodgeway Tractors (Shefford, Chicksands)**

Dealer Principle Chris Rook comments – "The Lodgeway Show is now an annual event for customers old and new. It is supported by representatives from our main machinery

## 2011 Shows

Show	Date
Farmstar	January
Bredy Agricultural	February
Doe	1/2/3 February
Lodgeway	8 February
Stalham Engineering	10th March
Rickerbys	9/10th March
Carpenter Goodwin	March
RL Miller	March
Bigwoods	March
Wardmans	March
AIS	March
Collins Brothers (Abbotsley)	March
Collins Brothers (Chatteris)	29th March
Farmstar (Doncaster)	20th April
Farmstar (Brigg)	25th May
Farmstar (Market Weighton)	17th May
	18th May
	19th May



franchises and parts suppliers, like Kramp. The turnout this year was good and there was plenty of interest on the Kramp stand for fuel products and Britool tools. We feel the 2011 show was a complete success and sales from the Kramp stand were encouraging with many potential leads to follow up on. We look forward to working with Kramp at the 2012 show."

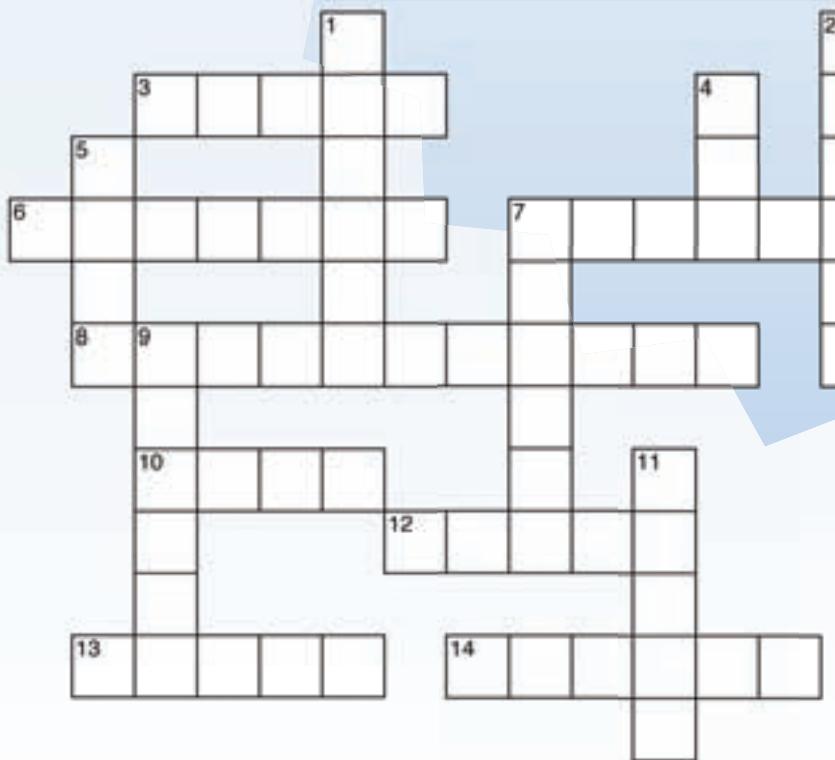
Contact your Account Manager and find out how we can help with your Open Day. Kramp, it's that easy.

# Crossword time

Enter our crossword competition, and you could win an Hitachi Chainsaw. 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 May 2011 and you could win an Hitachi Chainsaw.**

**HITACHI**  
Inspire the Next



## ACROSS

- 2 They provide us with high tech pump technology [3]
- 3 See 5 Down
- 6 See 4 Down
- 7 Our runner Andy's surname [7]
- 8 Focus on this country [11]
- 10 Paris Exhibition [4]
- 12 Handsaw system manufacturer [5]
- 13 Us! [5]
- 14 A volume of space that is empty of matter [6]

## DOWN

- 1 What country is SIMA [6]
- 2 Protective footwear! [6]
- 4 and 6 Across. Manufacturer providing Union Flag bonnets [3,7]
- 5 and 3 Across. Their company slogan is "Nothing runs like a Deere" [4,5]
- 7 Find a product [6]
- 9 24th April 2011 [6]
- 11 New magazine [5]

**Closing date is 15th May 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.

**CHOPPION**

## Kramp

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[www.kramp.com](http://www.kramp.com)

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