

Kramp Customer Magazine

Focus

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A top brand with a long tradition

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Well established business

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Employees in portrait

**Only the best for
forestry and garden**

Read from page 8



High quality spare parts for forestry and gardening

At Kramp we offer a wide variety of products as standard — across all product ranges. Our far-reaching and Europe wide product portfolio therefore also includes a wide selection of spare parts for garden machinery and forestry technology. Kramp first launched this division in 1996, when it acquired the Dutch firm Central Spares, and since that time it has continued to build up this business area with great success. As with the sale of spare parts for agricultural and construction machinery, when it comes to forestry and gardening we can rely on effective collaboration with our large pool of leading manufacturers, such as AL-KO, Castelgarden, Briggs & Stratton, Stiga and Etesia. Our specialist suppliers benefit from the trust that we are able to place in our suppliers, who know that they can rely on top brand quality — from the smallest fastener to high quality engines.

In this edition of Focus, we would like to introduce you to the Kramp spare parts service for the forestry and gardening division in more detail. From page eight onwards you can read about how this division has developed, why industrial engines now play a key role in Kramp's activities and what direction we are heading in moving forward.

Eddie Perdok,
Director of the Kramp Group

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Crossword time





Vogel & Noot

Kramp UK hosts the first Vogel and Noot dealer conference

Kramp UK played host to the first Vogel and Noot dealer conference at their Biggleswade distribution centre on March 30th and 31st. Thirty two delegates from eighteen dealers attended the two day event and were presented with technical, sales and parts information on the full range of Vogel and Noot machinery, including ploughs, power harrows, cultivators and drilling equipment.

A selection of the Austrian made machinery range had been delivered to Biggleswade for the dealers to get a close up view of the high quality available from Vogel and Noot.

The Vogel and Noot days hosted by Kramp were very well presented

Julian Thompson, Managing Director of Kramp UK opened proceedings and welcomed all to the Kramp UK distribution centre. Presentations on all aspects of Vogel and Noot machinery from Marketing Manager Josef Hertler proved to be the cornerstone of the product training sessions. Dealers were separated into small groups to make a comprehensive tour of the Kramp warehouse where they were allowed to see a selection of the 55,000 stock items and introductions were made to key staff members.

In the evening, dinner was served at the Stratton House Hotel, where Thomas Bidel, Vogel & Noots' Sales Director thanked all those that



↑ **The Vogel and Noot day** at Kramp UK were well presented and informative, and the hospitality was first class. We found it particularly useful to learn more about the numerous other products available in the range.

attended and travelled some distance. This included the UK's V & N team - Paul and Finlay Basset and the Kramp UK team for hosting this first UK dealer gathering with special thanks for delivering Vogel and Noot parts to the dealer network on a next day service.

"Kramp UK is very pleased to have hosted this event in partnership with Vogel and Noot. This was a tremendous opportunity for both companies to meet their dealers as a group and for us to showcase our products and demonstrate first hand the Kramp 'value added' and the services that we can provide for our customers. The very positive impression that all of the dealers got from their visit is very pleasing and hopefully the increased business from this group of dealers reflects the hard work put in by the Kramp UK team" added Craig Marsh, Product Manager, Kramp UK.

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PRODUCTS

FIN Sisu is developing a 12 cylinder engine for agriculture. The Finnish subsidiary of Agco had already previously surprised the world with its seven cylinder in-line engine. This new V engine will produce around 700 hp (515 kW). It is not yet known when the engines will be introduced.

D The new Fendt 700, which appeared in the spotlight at the Agritechnica, is already circulating on the internet. The series starts with power from 147 to 176 kW (200 to 240 hp) and stands out with its windscreen which extends to the cab roof. The tractors have the same nose and engine cover as the heavy duty tractors in the 800 series.

S The Swede Loader from the Swedish manufacturer of the same name can be attached to 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 2.5m, lift weights of up to 1400kg and costs €2700 for the basic model.

F The 9306, 9407 and 9407S are three new telescopic loaders from Massey Ferguson, replacing the 8900 Xtra series. The models are available with 75 or 97 kW (100 or 130 hp) engines. The 9306 is able to lift three tons and can reach a height of 6m; for the 9407 (S) these figures are four tons and 7m respectively.

N Kverneland's Starguide III has section control that minimises overlap, thereby saving on sprays. The Starguide III has a 5.7 inch touch screen and is fitted with an LED bar for navigation without autopilot.

I Maschio's Jumbo rotary harrow is now available as a folding model suitable for tractors up to 450 hp. Just like the Orso, which is suitable for seed drill combinations, the Jumbo has heavy duty bearings and a heavy duty gearbox.

D Amazone's Cirrus 02 is available in working widths of 3, 4 and 6m. The seed drill is fitted with the RoTeC+ disc coupler which is able to cope with high pressures. The guide rollers are 25mm wide and ensure smooth sowing at a constant depth; they also clean the discs. The sowing distance is 12.5 or 16.6 cm.

UK More than 900 new combine harvesters were sold on the British market in 2009 despite the economic crisis. As a result, 2009 ended in second place this millennium in terms of sales, with 2008 being the best year so far. As far as self propelled forage harvesters are concerned, 150 units were sold on the British market in 2009.

D BvL's MegaStar silage block cutter cuts blocks that are 1.8m wide, 1.0m long and up to 1.8m in height. This brings the maximum content of each block to 3.24 m³. The MegaStar requires a powerful tractor with a strong hitch.

F Kuhn is fitting its new hay rakes with teeth and rotors made from aluminium. This makes the GA 15031 340kg lighter than its predecessor, the GA 15021. According to Kuhn, a lower weight results in a lower impact on moving parts (i.e. less wear and tear).

A Komptech's Chippro 5010 C mounted wood chipper now has a new cooling system with a larger intercooler and reversible fan. This significantly reduces the chance of the 484 hp MAN engine overheating in summer.



Ako: compliant with the electrical fence standard



AKO's new Power Profi power supply units, used in the NDI and NI model ranges, conform to the current European standard on electric fencing (EN60335-2-76 A 12). Due to the high fence voltage of the

Power Profi devices they are significantly more reliable than conventional power supply units and create a more secure environment when controlling animals in areas with extensive plant cover. In addition these new units make a significant contribution towards protecting the environment as the energy level is increased or reduced as required depending on the load, and therefore reducing overall power consumption. Another new feature is the impact force intelligence that increases the safety of a person or animal when the wire is touched. A special alarm function permanently monitors the fence and triggers an alarm if the fence is touched for a prolonged period; this then slows the pulse sequence, giving the animal or person sufficient time to move away from the fence.

.....Further AKO products are available from our webshop at www.kramp.com

Sales partnership strengthened



The high quality Forest and Grasscare products produced by SOLO are used extensively throughout Europe. Kramp is one of SOLO partners and markets SOLO equipment and accessories in Germany, the Benelux and France. The partnership has recently been strengthened, and SOLO now depends on Kramp's expertise in the UK as well. Kramp's comprehensive range of SOLO products includes manual and motorised power sprayers, knapsack sprayers and granulate spreaders plus accessories and spares.



.....Order SOLO products online from our webshop at www.kramp.com

European tractor market shrinks by 9.4%

Last year, the number of tractors sold in Western Europe fell by almost 15,000 units to a total of 145,223, corresponding to a 9.4% drop compared to 2009. The greatest percentage decrease was in Greece (-29.5%), Ireland (-24.8%), Slovenia (-22.3%) and France (-21.2%). With the exception of Denmark (-4.6%), sales rose in the Scandinavian countries: the Norwegian tractor market rose by 22.8%, the Swedish market by 13.5% and the Finnish market by 6.3%. Iceland also experienced a significant rise with 6.9%. Another noticeable climber was Portugal (+20.1%), while its neighbour Spain suffered a considerable setback (-10.5%). The Greek market also fell significantly by almost 30%.

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Labelled tines

Labelled tines for tedders and swathers are the latest innovation brought to the market by Kramp. Advanced laser technology is used to mark the tines with the Kramp logo and product code such that even if the tine

breaks, ordering a replacement is always quick and easy. More than 200 different types of tine in the Kramp range will always be identifiable as a result of this development.

..... www.kramp.com

Rotary mower blades in new packaging



All rotary mower blades in the Kramp range are now available in original Kramp packaging. Kramp supplies 150 different types of blade for almost all mower applications from the leading OE manufacturers. The red Kramp original packaging (each pack containing 25 blades) guarantees Kramp customers that the blades meet the highest quality standards in the rotary mower blade market.

..... Further products are available from our webshop at www.kramp.com

Wile Moisture Tester with Kramp

wile

Kramp UK offers customers a pre-season re-calibration service on the range of Wile moisture testers. The basic cost is £45.00, which includes a new battery and return carriage charges.

Checking the conformity of the grain meter is an essential part of preparing for the harvesting season. We recommend that the readings are verified by one of our experts and are checked to be within the tolerances set by a sample of the oven dried grain from the local grain merchant. The number of deliveries that are rejected could be reduced with a Wile moisture tester. Making the small investment of £45.00 for a pre-season check over, very good value.

How to make a correct measurement:

- Fill the measuring cup to 25% full.
- Gently shake the meter (grains will settle tighter in the cup)
- Fill the measuring cup to the brim.
- Wipe of excess grain.
- Twist and tighten the cap until the centre of the cap is on the same level with the caps surface.
- Take the reading

The full range of meters and replacement parts are available from Kramp UK.



..... www.kramp.com

F The Kuhn Group has bought the American Krause Corporation. Krause dates back to 1916 and manufactures seed drills and cultivators suitable for tractors up to 550 hp. The company is based in Hutchinson (Kansas), employs 230 people and achieved a turnover last year of 61 million dollars.

USA Krause helps Kuhn in the USA with R&D and a factory for large scale drilling technology. According to Kuhn, Krause provides good access to grain companies, particularly in Eastern Europe. Kuhn has its own site in the USA which employs approximately 500 people.

NL The excise tax credit on diesel may be abolished for Dutch farmers as the European Commission wants to harmonise its energy policy. The 17 euro cent per litre increase in the price of red diesel may well be offset with a hectare premium.

D Fendt started work at the end of March on the foundations for a new final assembly hall in Marktobendorf, which is expected to produce up to 20,000 tractors per year. The new hall is the largest individual project in Agco's history and requires an investment of 172 million euro.

D Last year, Grammer increased its turnover to 930 million euro, which is 28% up on 2009. Its turnover for seating systems rose by 38% and for automotive by 23%. Its earnings before interest and taxes (EBIT) amounted to 32.9 million euro. At the end of last year, Grammer had 7955 employees.

UK According to AEA figures, the British market for agricultural vehicles and tractors was worth approximately one billion pounds in the first half of 2009. In spite of the economic crisis, this amount was almost identical to the same period in 2008.

A Claas was the market leader in Austria last year for forage harvesters and combine harvesters, selling 98 units. John Deere came second with 30 units and New Holland third with 24 units. The total market for large self-propelled machines (incl. potato and beet harvesters) dropped from 239 in 2009 to 193 last year.

D Holmer sold 154 new beet harvesters last year and 144 used ones. The largest market was Germany, although China, Russia and the Ukraine also showed a keen interest in technology from this manufacturer situated in Eggmühl. Holmer sells its used machines with a guarantee.

D Terra Horsch is the name of the new customer magazine published by Horsch in Schwandorf. All of Horsch's familiar faces (including Michael, Cornelia and Horst Keller) will feature in the first 52-page edition. Terra Horsch will be published two to three times a year in German, English, French and Polish.

D Fendt sold 844 tractors in Germany during the first two months, corresponding to a market share of 23.8%. John Deere came second with 581 tractors (16.4%) and Deutz-Fahr third with 291 (8.2%).

D In the German tractor market, positions four to ten were occupied during the first two months by Case IH/Steyr (7.8%), New Holland (5.6%), Kubota (4.3%), Massey Ferguson (4.1%), Iseki (4.0%), Claas (3.6%) and Valtra (2.8%) respectively.



↑ Efficiency on the production line is essential at Stiga



Stiga products

Our product range comprises of high quality spare parts for all Stiga devices, such as:

- Front mowers
- Ride-on mowers
- Lawn mowers
- Snow blowers
- String cutters, brushcutters, hedge shears etc.

Stiga

A top brand with a long tradition

The extensive range of the Global Garden Products Group (GGP) includes their flagship premium brand Stiga. Stig Hjelmquist founded Stiga over 75 years ago, in the town of Tranås, located between Stockholm and Göteborg in Sweden. From the outset, the brand impressed the market with a number of innovative solutions that achieved valuable progress for Stiga range. Today Stiga is synonymous with Scandinavian quality in the garden machinery market.

The continual development of products still focuses on optimising the reliability of the machine's operation, the efficiency and ergonomics, and the environment. An example of this is the fact that all devices are fitted with Stiga/GGP 4-cycle petrol engines that are suitable for use with E10 fuel. Another product of this philosophy is the CO2-neutral, battery operated front mower "Park Mirage 5.0", which will be available in the market from June 2011.



Stiga Garden machinery is not only for the domestic user. Landscapers and local authorities also place their trust in the quality of Stiga's durable and resilient products to achieve well tended green open spaces.

Products that are of global demand

Stiga, along with brands such as Castelgarden, Alpina and Mountfield, is part of the leading European manufacturer of garden machinery, the GGP Group. GGP, which is active in over 80 countries, has its headquarters in the Italian town of Castelfranco not far from Venice. The company supplies both specialised trade customers and building and garden centres across Europe. GGP has production facilities that are steeped in

**Stiga products:
reliable, efficient,
ergonomic, ecological**

tradition, at locations in Sweden, Italy, Slovakia and China. The Stiga and Castelgarden brands are sold solely through Forest & Grasscare dealers.

GGP estimates that around 24 million consumers around the world choose GGP products each year including lawn mowers, ride-on mowers, front mowers, chainsaws, hedge shears, brushcutters, leaf blowers, snow blowers and choppers. Sales of these products generate an annual turnover of around EUR 400 million. In Kramp, the GGP Group has found a strong, internationally experienced sales partner that supports the premium brand of Stiga.

..... www.kramp.com

Webshop tips

New and discontinued products

Customers can now find more product information on the Kramp webshop about New or Discontinued products. Once in a product group these items are clearly indicated on the screen



indicates New products, and



identifies any Discontinued products.

These information buttons are located directly under the name of the product group. The quantity of corresponding items are also shown.



Clicking on the "New items" or "Discontinued items" link will take you straight to the corresponding products.





Spare parts service for garden machinery and forestry technology

Top marks for every application

Lawn mowers, chain saws, motorised equipment, leaf blowers, brushcutters, hedge shears, spraying technology and much more: numerous machines and tools are needed to be able to work in gardens and forests in an effective and professional manner. When it comes to premium, brand name equipment, a wide variety of top quality spare parts are required. Kramp offers an increasingly wide range of garden machinery and forestry technology products.

K ramp launched this division back in 1996, acquiring Central Spares — one of the leading spare parts wholesalers for gardening and forestry equipment in the Netherlands — at that time. This decision quickly proved itself to be the right one. The short delivery times and close co-operation between Kramp and leading brand manufacturers convinced local specialist dealers in the long term.

The success in the Dutch market led Kramp to make its range of spare parts for garden machinery and forestry technology available in other countries. In 2002, the company acquired Mowrite, paving the way into the British market. Kramp also launched the spare parts service for garden machinery and forestry technology in Belgium in the same year, followed by France, Germany, Austria and Switzerland in 2004. Kramp also acquired the French company PBL Distribution. "Across Europe, Kramp's customer base today totals some 15,000 specialist dealers, who value our diverse product range in the forest and garden sector — and this number is growing," explains Jeroen van Zalm, Forest and Garden Product Manager at the Kramp Group.

Leading manufacturer as a partner

The key to the quality system on which our spare parts service is based at Kramp is the wide range of original parts and premium brands. Kramp works in partnership with 35 leading OEMs in the forest and garden sector, including distinguished manufacturers such as AL-KO, Castelgarden, Etesia, M.T.D. and Stiga in the gardening segment. Specialist dealers have access to branded products for a wide variety of applications, for example, knives, drive belts, electronic and brake parts and batteries. Customers in need of spare parts for use in forestry technology, such as chain saws, guide bars or sprockets, benefit from top quality, premium brands.

One segment that is becoming more and more important for Kramp is engines and related spare parts, and Kramp is also working in partnership with leading manufacturers →



↑ Kramp supports over 15,000 specialist suppliers with its comprehensive range of spare parts for use in forestry and gardening technology.



↑ When it comes to engines, Kramp also supports customers from the building sector as well as the manufacturers of small industrial appliances.



↑ Specialist dealers also use the forestry and garden range from Kramp for public facilities.

here, including the well known brands Briggs & Stratton, Honda and Kawasaki. "The engine sector is becoming increasingly interesting, as demand for individual engines in particular is on the rise. General purpose engines are not only used in gardening equipment, but are also suitable for use in the building sector and in small appliances in the industrial sector. We can also provide customers in these sectors with comprehensive support thanks to our range of spare parts and our specialist knowledge", says Jeroen van Zalm.

Passing on knowledge

More than 20 product specialists work specifically in the forest and garden and industrial engines sectors, including spare parts. Kramp employees regularly attend product training sessions run by the manufacturers, so that they are able to provide specialist dealers with advice on all queries regarding the diverse and sometimes complex products.

What's more, Kramp is also happy to pass on its knowledge to specialist dealers. AL-KO Roadshow 2010 was a particularly good example of this. As part of this event, Kramp showcased the new Direct Overhead Valve technology by Briggs & Stratton.

Trustworthy sales partnerships

"Regardless of which type of machine or application, we want to be number one for our European customers when it comes to the supply of high quality, original spare parts. We know that quality is a priority for specialist dealers, and it is the most important prerequisite for a long term co-operation. For this reason, we are working tirelessly to forge more partnerships with OEMs and build on existing co-operations," emphasises Jeroen van Zalm.

Kramp sets great store by the high level of trust that it has with its suppliers. In some sectors, the wholesaler is actually the sole sales partner for many companies. The best examples of this are Etesia and Stiga. In 2010, Etesia restructured its sales services in Switzerland and commissioned Kramp as the sole supplier for original parts in the Alpine country. For Stiga, too, Kramp has taken on the role of sole supplier in the Netherlands and Germany for the sales of spare parts for Titan professional front mowers.

Concrete plans for the future

Kramp is extremely satisfied with the development of the spare parts business in the forest and garden sector since its launch in 1997. The largest market share in this segment is still in the Netherlands, but co-operation with suppliers and specialist dealers in Germany, Austria and Switzerland is still going strong and there is plenty of potential for growth. In Great Britain and France, where until now imitation products sold by the acquired companies have been the products of choice, Kramp is well placed to build on sales of original spare parts and is working in partnership with more and more OEMs. But that is not enough: Jeroen van Zalm knows that Kramp already has new goals on the horizon. He explains: "In the future, Eastern European countries will be important for us, as will Spain and Italy. We want to support specialist dealers in these areas with our first class spare parts logistics as well as our expert technical support service. We stand a very good chance of achieving this, as well as being able to provide spare parts for the farming and construction machinery segment and for products in the forest and garden sector." ■

Many manufacturers rely on Kramp as an exclusive partner to sell their high quality spare parts.

Kramp and SOLO expand their partnership

The high quality forestry and gardening products produced by SOLO are in demand across Europe. Kramp is one of the company's partners and it has already been marketing SOLO spraying equipment and accessories in Germany, the Benelux states and France for some time. The partnership has recently been strengthened, and SOLO now depends on Kramp's expertise in Great Britain too. Kramp's comprehensive range of SOLO products includes manual sprayers, backpack sprayers, motorised power sprayers, spraying devices and granulate spreaders. Kramp is also one of the most important distributors of original spare parts in the British market for Briggs & Stratton and Etesia.

solo[®]

KRAMP



Kramp relies on FSC® paper

Protecting the environment

Despite all of the modern communication methods we now have at our disposal, paper still leads the way for distributing information. According to statistics from the World Wildlife Funds (WWF), paper consumption has increased seven fold since 1950 and currently stands at around 367 million tonnes per year. A large amount of paper products are still being made from virgin fibres obtained by chopping down valuable forests, primarily in North America, Brazil and Scandinavia.



1951

The one-stop-shopping principle



The Forest Stewardship Council (FSC®) campaigns for the sustainable use of wood, an important natural resource. The FSC® is a non profit organisation active all over the world and is represented in more than 80 countries by national working groups. Its mission is to “promote environmentally appropriate, socially beneficial and economically viable management of the world’s forests”.

High standards, strict guidelines

The FSC® bases its work on three principles: reduce paper consumption, increase the use of recycled paper and use virgin fibres from sustainable forestry. The FSC® has developed stringent, internationally applicable standards for sustainable forest management that conserves resources. By recognising this criteria, forest holdings and the subsequent

products from the sustainable timber industry and mark them with the FSC® logo.

FSC® logo for sustainability

Kramp is fully aware of its responsibility to the environment. “The Internet is now one of the most important sources of information, but we still have to produce a wide range of printed products in order to ensure that we



can regularly provide our customers and suppliers with the most detailed information on our product range and services”, explains Laura Ponder



companies involved in wood processing, such as paper manufacturers and printing companies, can become part of a certification system that checks the company complies with FSC® rules for material flow throughout the company, from procurement and storage to processing and distribution. Following successful certification, the company is issued a declaration with a certification number, allowing it to manufacture

from Kramp’s marketing department in the UK. Kramp works solely with printing companies that are certified in accordance with the stringent FSC® guidelines and use paper from sustainably managed forests. Focus is also printed on this type of paper, as the FSC® logo proves.

..... More to Forest Stewardship Council unter www.FSC.org

Ideas ahead for 60 years.

Kramp started as a revolutionary company. Selling spare parts to the agricultural trade from different manufacturers under one roof, and cleared the way for one-stop-shopping.

www.kramp.com





Farmstar Ltd

Well established business based in Yorkshire

Farmstar Ltd was established back in 1988 and originally run by Ian Hustler on his own. The business was primarily buying and selling used tractors and combine harvesters. By 1990 the business had grown enough to become a Case dealership and still is today but now as one of the leading Case dealers in the UK. Alongside Case they have other leading brands that include Kverneland, Vicon, Kubota and Manitou amongst others.



Business has grown substantially from 1990 and they now employ 75 staff across East and South Yorkshire with branches in Marr near Doncaster, the market towns of Brigg, Market Weighton and Long Bennington at the southern tip of Yorkshire. The service they now provide includes the core business of selling tractors, a busy and comprehensive Spare Parts department and a strong onsite servicing and repairs team, which has become equally important to their customers.

The team of workshop staff are highly trained technicians and the service staff travel in fully equipped vans with the latest diagnostic technology that enables them to service customers more efficiently and effectively. Managing Director Andrew Waddington, has been with Farmstar for 19 years, a testament in itself.

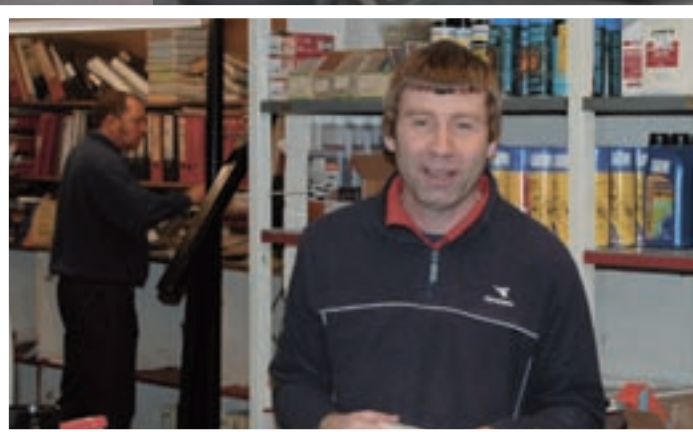
Kramp is Farmstars leading supplier of spare parts and over the 20+ years of association with Kramp the product range has grown from initially just Plough metal, to now include Cultivation equipment, Shop & Workshop items, Hydraulic products, Fasteners, Toys, in fact probably something from all of the Kramp range categories. Farmstar know they can always get from Kramp that specific part they need, when they need it. Supported by Des Butterfield the local Kramp Account Manager, Farmstar feel comfortable dealing with someone that is local and understands their demands.

Mark Benn, Farmstars Group Parts Manager says: "I enjoy working with Kramp UK, they provide a wide range of products which they can deliver next day. The support staff in



↑ First class delivery options

→ Help available at their trade counter



the office are great and very helpful. The service is definitely better than our other suppliers. Kramp have recently supported us at our 2011 show and they always have plenty of available staff on hand to answer questions and provide invaluable support and expertise". He also added "Customers want parts straight away and at the right price. We get this level of service from Kramp. Kramp meets that expectation".

Kramp meets that expectation

Kramp are supporting Farmstar further this year, with specific product days to be held at Marr, near Doncaster. Focus will be on products that are relevant to their market place and these will include Wile Grain Moisture Meters for which Kramp and Farmstar together calibrate at the show, Fuel protection products to assist with the changes in fuel composition and the legislations surrounding these changes and the fast growing Farm Alert vehicle protection system. Expert staff with the correct technical knowledge will be on hand to advise customers of the right product for their needs.

Farmstar believe in ongoing training, not only internally with their staff but also externally where they can do onsite training for the end user. This provides valuable expertise and helps to eradicate future queries with specific products and challenges, like PTOs, and Hydraulics. Further training on Guidance Systems is due to take place shortly and should be a popular event.

At the beginning of 2011, Farmstar were introduced to the My PartsPartner concept, they believe in this great initiative and totally understand the idea and value. It's the right thing for their business to expand into and although only in the initial stages, Mark feels that this will make all the difference and really take the business forward when managed well. He is confident that it will increase business and introduce new customers to them. Why wouldn't it?

..... For more information on Farmstar Ltd, visit their website www.farmstar.co.uk

Agriculture in Britain

Stockbreeding and agriculture

The current Kramp UK business has evolved over the last 20 years from an initial partnership with a local family business, through gradual expansion and investment to now being a strong part of The Kramp Group and a leading supplier of spare parts in the UK agricultural market.

Situated in a 8,000sqm sales and distribution centre on the edge of the main arterial A1 road in the town of Biggleswade, Kramp UK employs 80 people and supplies the complete range of Kramp products to the Agricultural dealership, the Forest & Garden dealer network along with supplying as first fit products to a large number of UK based OEM's. As Julian Thompson UK MD explains, a clear advantage for Kramp in the UK is the ability to deliver nationwide. There is a guaranteed next day delivery using the 55,000 different parts that are stocked in our UK warehouse and backed up by a further 100,000 parts from our 3 other European locations, in Vassrseveld - the Headquarters of The Kramp Group - Strulendorff in the Bavarian region of Germany, and Civeray in central France.

Service to the customer is a central theme for Kramp at Biggleswade and through the distribution partner of TNT deliveries are made throughout the UK on the day following the customer's order. It is important that we add something extra for our customers says Julian, and so through the season, starting at the end of April, we are open on Saturday mornings to take orders and dispatch ready for a Monday morning delivery. In addition to this we understand the need at the height of the season the pressure is on for a dealer to supply the right part as soon as he can get it.

To service this the hours of work are extended to 8pm where an emergency order will be picked and despatched, and be with the customer the next morning.

A Kramp philosophy is that at all times we "think Global, Act local" and this is clearly demonstrated in the UK. The emphasise of the products is on UK based machines and through this we can service the diversity of needs found in the different methods of cultivation and harvest, and the changing weather patterns, from the far north of Scotland to the tip of Cornwall, a distance of 874 miles (1,407 km). The UK is split when it comes to the types of agriculture, with the east of the country - where is it generally flatter and with larger farms - is dominated by arable farms, and as the west - where the terrain is more undulating and with smaller farms - there is mainly stock farming with sheep and cattle dominating. Dairy farming, still forms a large part of the UK's farming output but has seen a steady and decline over the past 10 years driven by the price of milk at the supermarket.

Servicing over 2,000 dealers Kramp UK covers the entire area of Great Britain taking in the countries of Scotland, Wales and England. The dealer network is the foundation stone of the market for Kramp, and every opportunity and innovation is taken to enhance this. Recently in the UK, Kramp has launched the already successful My PartsPartner, a concept that enables the large Kramp product selection to be available to end users through the dealer. As a gradual introduction My PartsPartner will give strength to the growth of Kramp in the UK and give dealers a tool to service their customers with an extensive range of products. It's that Easy.

Biggleswade

Biggleswade is a traditional market town where in years gone by farmers from around the area would go to sell their produce and to buy stock and supplies for their farms. The town grew as it was a place to rest and get fresh horses - known as a staging post - for horse drawn coaches travelling from London to the north. This was then at least 2 days ride from the centre of London, but thankfully times have changed as now by train London is only 40 minutes away and many of today's population of 20,000 take advantage of this for their work.

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Product Manager Shop & Workshop

Garth Marsh - a new challenge



Garth took a decision to change his career path and also the country he was working in to start a new challenge with Kramp back in April. He was born in Malawi, raised in Zimbabwe and has settled in South Africa for the last 20 years, where he has a son, Devon, now an independent 18 year old. His previous roles have included management in a mining exploration company for the past 3 years and prior to that he had his own garden and landscaping maintenance business.

He sees Kramp very much as a company with great potential for international growth, so it wasn't a difficult decision to take on this new personal challenge and grow along with the company. His first impressions of Kramp were that there was a lot of diversity within the company and lots of forward thinking individuals that would make it happen. He has settled in well amongst his fellow colleagues and finds them all very helpful, friendly and easy to work with.

When asked what he felt he would contribute to Kramp, he was confident that with his new fresh approach, originating from an entirely different culture, that he would be able to look at things very differently and give a diverse interpretation of ideas and concepts.

Diverse interpretation of ideas and concepts

As a newcomer to Kramp and also to the UK, Garth has adjusted to his new environment extremely well. Whether it's the warmth of the current climate here at the moment, or the new challenge that he is undertaking, he is still smiling.

Outside of Kramp, Garth enjoys many activities, he is the first to admit, the list is endless, but amongst his favourites have to be fishing, golf and gardening. Lets hope the UK can supply him with long summers for him to continue his passion.

We wish Garth the very best of luck in his new career here at Kramp.

PVG training from Sauer-Danfoss

Even better service for Kramp customers

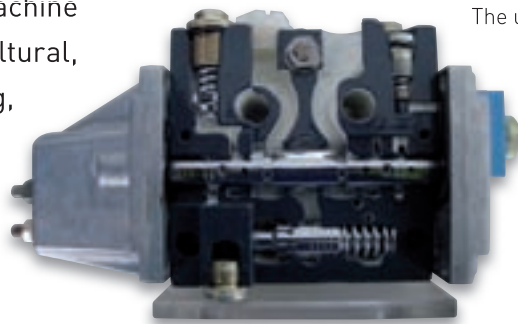
As a developer, producer and supplier of hydraulic and electronic systems and components for mobile equipment, Sauer-Danfoss is internationally regarded as one of the leading companies in its field. All over the world, machine manufacturers in the agricultural, construction, road building, material handling and forestry sectors rely on the expertise of this global player.

The Kramp Group has formed a close partnership with Sauer-Danfoss, a key component of which is the intensive product training that Sauer-Danfoss provides for Kramp employees. In April 2011, a PVG training session took place in Offenbach, Germany for Hydraulic Product Specialists where they were able to broaden their knowledge of "efficient and innovative value systems" and learn more about Sauer-Danfoss products, particularly those that extend beyond the company's traditional range.

Tailor-made engineering products and services

The use of efficient proportional valves is becoming increasingly common in modern agricultural machinery. A wide range of customers benefit from the product knowledge that the Kramp group can offer, not least in the agricultural field.

In order to provide our customers with the best service with a comprehensive range of products, The Kramp group employs trained product specialists and engineers.



1960

The individual service



↑ **The Kramp Experts**

Great expertise with complex products

Regular and ongoing training is given to ensure that they are always up to date with the latest technologies. Thanks to this training, such as the PVG session held by Sauer-Danfoss in Germany, Kramp group specialists are able to guarantee greater efficiency for our customers throughout entire projects, for example by optimising procurement costs, machine energy consumption and usability. By enhancing their knowledge of new, innovative products, these specialists are able to provide the right solution, whatever the requirements.

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Ideas ahead for 60 years.


Kramp were the first to customise products to their customers' needs. By modifying spare parts in the Kramp service centre every customer becomes an individual.

www.kramp.com



Click emails

At the end of May, **Kramp** introduced our CLICK email, the new way of sending you future promotions. If you haven't yet received an email from us, call us on 01767 602602 and let us update your contact information, so you don't miss out. If you want any further details on these special offers or specifications on any of the highlighted products, just visit the webshop - www.kramp.com for further information.



Summer Opening 2011

From the 7th May - 15th October 2011 we are open on Saturday Mornings, 8.30am - 12.30pm. *Call Kramp on 01767 602602 and speak to one of our Product Experts now and place that crucial order - we can help.

Kramp - It's that easy.

* Final orders taken at 12pm

KRAMP



Royal Wedding

Congratulations to Prince William and Kate Middleton - The Duke and Duchess of Cambridge on their recent marriage. What a wonderful day, watched by millions across the world - we wish them both every happiness in their new life together.

Wimbledon Fever

Whether its relaxing in front of the TV, watching from Centre Court, or on Henman Hill, the whole of the UK has been gripped again this year, to see if Great Britain can produce a winner in this infamous Tennis tournament. The action started at the end of June, and the rain managed to stay away mostly for this two week championship.



Wimbledon 2011

KRAMP

Vogel and Noot Day

Kramp recently hosted the first Vogel and Noot dealer day at their Biggleswade office. The event was a huge success and Kramp hopes that this will be the first of many that they can support in the future.



Cereals 2011 the leading Arable event

Boothby Heath, in Lincolnshire was host once again to this big Arable event. Cereals is held each year and attracts thousands of visitors who come to see leading suppliers displaying and demonstrating their latest products and innovations.

Strawberries and Cream – the perfect combination



Its summer – and a time for enjoying the long hot, sunny days. The perfect time for strawberries – a fruit which is in season in the UK between May and September. The Strawberry or *Fragaria* is known for its edible fruit, and there are over 20 different species worldwide. Strawberries are most famously eaten during the Wimbledon Tennis tournament, when they are eaten in vast quantities. During this time, just two weeks, a total of 27,000 kilos of strawberries are consumed along with 7,000 litres of cream.

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Game, set, match!

The Wimbledon tournament itself is part of the Grand Slam, and one of the major tennis tournaments in the world. The Australian and US Open tournaments are played on hard courts, the French on clay and Wimbledon is on grass. The clubs first tennis championships were held back in 1877 only attended by a few hundred people, but now attract over 500,000 people a year.

Wimbledon is located in South West London, an attractive and wealthy part of the capital, which is the location of the all England Lawn Tennis and Croquet club.

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Recipe

Vanilla Ice Cream

Ingredients

- 2 vanilla pods
- 500ml/16fl oz double cream
- 70g/3oz sugar
- 3 egg yolks

Preparation method

1. Halve the vanilla pods lengthways and scrape out the seeds. Add the pods to the cream and bring to the boil, then add the sugar and stir until the sugar has dissolved.
2. Meanwhile, whisk the egg yolks in a large bowl then slowly whisk in the hot cream mixture.
3. Pour the mixture through a fine sieve into another bowl and whisk in the vanilla seeds. Pour the mixture into a freezer-proof container and freeze for 2-3 hours, or until set.



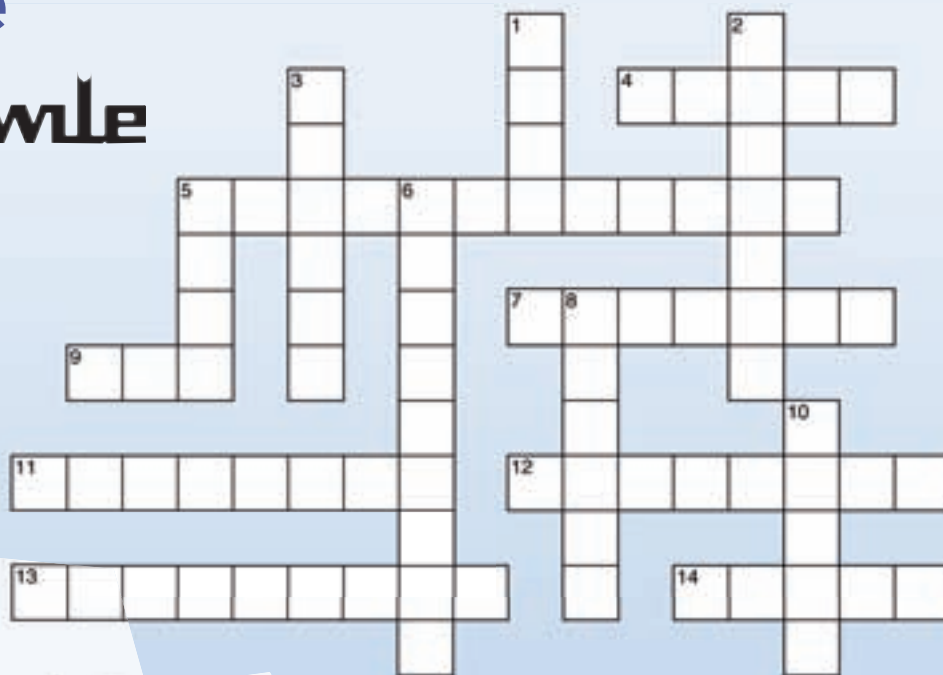
Crossword time

Enter our crossword competition, and you could win an **XBOX 360 and the Halo Reach game, courtesy of Farmcomp (Wile)**. 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 30st September 2011 and you could win an XBOX 360 and Halo Reach game.



wile



ACROSS

- 4 Our new promotions! (5)
- 5 Served at Wimbledon (12)
- 7 This country has a -24.8% decrease in tractor market (7)
- 9 Supplier of Electric fencing (3)
- 11 Garth was raised here! (8)
- 12 Focus on UK dealer (8)
- 13 Kate's maiden name (9)
- 14 Half the partnership at the UK dealer conference (5)

DOWN

- 1 Moisture Meters (4)
- 2 European location in central France (7)
- 3 The F in FSC® (6)
- 5 **Forest and Grasscare new partnership - not joint!** (4)
- 6 Anyone for Tennis? (9)
- 8 Type of mower blade (6)
- 10 Owned by GGP Group and distributor of ride on Lawnmowers (5)

Closing date is 30st September 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.

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Congratulations

Competition Winner from FOCUS 2/11 who wins an Hitachi Chainsaw

Congratulations to:

RB Tractor Spares
15B Hillside
East Barsham
Fakenham
Norfolk
NR21 0LE

COLOPHON

Editorial Address:
Stratton Business Park
London Road
Biggleswade
Bedfordshire
SG18 8QB

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

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