

Kramp Customer Magazine

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**A SERVICE THAT GROWS  
AND GROWS**

Kramp Service Center

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## Versatile workshop service



Ever since its foundation, Kramp has been pursuing the same goal: To blaze a trail in the market time and again through its innovative ideas. This approach is epitomised by our professional workshop service, which has been operating since 1960 and allows our customers to have products modified on an individual basis to suit specific requirements. For example, in mechanical processing, we carry out professional turning, milling and drilling work to individual specifications, and we are also ideally positioned in the fields of hydraulic manufacturing and drive and control technology. The versatility of our workshop service is further demonstrated by the attractive services it offers, such as reworking PTO shafts, checking overload couplings and air conditioners, testing batteries and filling aerosols.

You can read a detailed report on the technical services available from Kramp from page 8 in this issue of Focus. Once again, we have gathered all kinds of interesting information from the rest of the Kramp world, from selected items in our product range and an attractive supplier profile to useful webshop tips.

I hope you enjoy reading this issue.

**Eddie Perdok,**  
CEO of the Kramp Group

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Crossword time



Scan-to-Order

# Intelligent ordering system

Kramp has been gaining experience in operating the scan-to-order intelligent ordering system for e-business for several years. Customers and companies with a large range of products rely on this attractive service.

In your company, each item is assigned a bar code at its storage location. You use a portable, easy-to-use scanning device to directly scan the products required and then transmit them via the local computer to Kramp. The Scan-to-Order system offers other benefits besides easy handling. Errors that can occur when entering item numbers manually are a thing of the past and changes can be made during the scanning process or later in the webshop, costs for warehouse storage are also kept to a minimum.

Kramp demonstrated the Scan-to-Order system at Agritechnica, and customers were able to use the e-business tool by placing orders themselves using the scanning device within a shop concept set up on the exhibition stand.



Scan-to-Order: It's that easy.

### 1. Scan the item

Position the scanner in front of the relevant bar code. The stored item data is automatically recorded. You can make changes on the scanner, for example to the item order quantity,

or you can delete items you have already scanned. The convenient keypad and clear display means the scanner is extremely easy to use.

### 2. Import into the web shop

Once you have scanned all the items you require for your order, position the scanner in the associated docking station. A special program automatically exports the data from the scanner and stores it on your computer. Use your access data to log onto the KRAMP webshop — the data can now be transferred here.

### 3. Checks in the webshop

Check the availability of the items you have imported into the KRAMP shopping cart. You can make any necessary changes to the quantities here, and add or remove items. As soon as you send the shopping cart, we will process your order.

### All round service

Our Support team are on hand with help and advice in implementing and running the Scan-to-Order system. We will provide you with local support when setting up the warehouse and



provide training on how to use the ordering system. We also offer shop customers support when setting up an intelligent shelving system and demonstrate the benefits when placing orders using the Scan-to-Order system. Our product specialists provide telephone support to help with any queries you may have and offer personalised advice.



**UK Amazone** have released the Fertiliser Service App for Android phones. This app allows users to monitor and change the settings for their fertiliser spreaders from their mobile phone.

**UK New 200 hp Deutz-Fahr** aims to challenge the big boys. The new Deutz-Fahr Agrotion L730 aims to take on the might of the New Holland T7 series and John Deere 7200R.

**NL Pick Up** is a compact 2000 kg ballast weight that the St. Jansteen based company Pateer recently launched onto the market. The weight is placed in the hitch between the tractor and the machine and is primarily aimed at large semi-carried or towed machines.

**NL Pateer's weight** is 209 cm wide, 22 cm deep and 86 cm high. It is made of magnetite, a mineral with high iron content. Magnetite is about 25% cheaper than cast iron, and with a density of 4.1 kg per litre, it is significantly heavier than concrete.

**F Franquet** has launched 'Le Grand', a new line of seedbed cultivators with a working width of 8, 10 or 12 metres. The French manufacturer has only previously built machines with a maximum width of 6 metres. The transporting width of 'The Big' is 3.4 metres, and it uses 560/60R22.5 tyres.

**D The Maestro 24.70 SW single-grain seed drill from Horsch** has set the maize sowing world record in Russia. Towed by a 524 HP tractor, the 24-row machine with 70 cm spacing sowed 448 ha in 24 hours at a speed of 14.7 km/h and with fuel consumption of 3.17 litres per hectare.

**UK Claydon**, the English direct seed drill manufacturer that has already achieved considerable success in its home market, is looking to make inroads into continental Europe. Claydon builds around 200 machines with widths ranging from 3 to 6 metres every year. Last year, its turnover was 4.8 million euro.

**D Lemken** is replacing its Sirius 7 and Sirius 9 carried crop sprayers with the new 8 and 10 versions. The Sirius 8 is a more basic model, while the high-tech Sirius 10 is able to regulate dosage depending on driving speed. Boom widths up to 30 m are available.

**D Amazone** has designed its DoubleTrail wheel steering on the UX 11200 sprayer in such a way that, when turning, the wheels on the front axle of the tandem run through the tracks of the rear tyres of the tractor, with the wheels of the rear axle following the tracks of the front tyres.

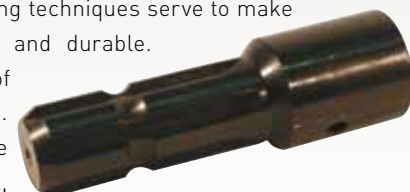
**NL Miedema** introduced its 6 and 8 row potato planters on the North American market this spring. The machines have a bunker capacity of 7 and 9 tonnes respectively, and feature hydraulically powered planting elements and steerable rear wheels.

Optimised profile connection pieces

## Improved performance

**KRAMP** Demands for performance within the agricultural industry are now high, with tractors producing and machines requiring additional power. The load placed on PTO shafts has grown in line with this increase and they need to be able to withstand extreme forces. As a result, the technical specifications of reducers, bushes, splined shafts and extensions have been improved. New materials such as 41CrMo and optimised welding techniques serve to make the profile connection pieces even more robust and durable.

A special blackening process obliterates the risk of corrosion. All reducers comply with the DIN9611A standard. The new profile connection pieces replace the older versions and their code carries the suffix **KR**, e.g. **671008KR**. . . . . [www.kramp.com](http://www.kramp.com)



New wheel brake cylinder

## An effective combination



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

.....For more information on wheel brake cylinders, please visit [www.kramp.com](http://www.kramp.com)



## Tronico metal model construction kits Model building for all ages

These original metal model construction sets from Tronico are a must have for all model enthusiasts. Whether you want to construct Massey Ferguson tractors, solar powered windmills or Liebherr wheeled loaders – These kits all come with assembly tools and instructions and are the ultimate in modeling and construction fun for all ages. All Tronico models are made from high quality metal and plastic components, are fully functional, can be steered and are free wheeling. They have soft plastic profile tyres and are impressively detailed replicas of the originals. Tronico products can be found in the webshop by searching the word '**tronico**'



..... You can order tronico model construction kits from Kramp by visiting [www.kramp.com](http://www.kramp.com)



LP -PFD10-OD

## Precise flow management with Comatrol PFD10-OD

**Comatrol** Comatrol, a member of the Sauer-Danfoss Group, is introducing the **PFD10-OD**. This revolutionary, pressure compensated, proportional flow control valve allows precise flow management between two motors or hydraulic circuits. The circuit can be used with volumes of up to 50 litres and pressures of up to 250 bar. When there is no current applied to the coils, the flow is divided equally between the work ports. The coils are Sauer-Danfoss Plus +1™ compatible and are available in 12 and 24V versions. This pre-engineered HIC is easy to order via our web shop (item numbers **PFD100D202024DDNB4B** and **PFD100D202012DDNB4B**

..... For further information visit [www.kramp.com](http://www.kramp.com)



## Varta Indestructible torches Your bodyguard in the dark



Varta Indestructible torches have unbeatable lighting performance and are impervious to heat,

cold, rain and dirt. Made from robust, specially hardened aircraft aluminium, it can withstand drops from great height, excessive pressure and hard knocks. It features a rubber, shock resistant lamp head, high power LED and two light settings. It's ergonomic handle sits perfectly in your hand, making the Varta indestructible torch the perfect companion when you're in the dark. Find Varta products on the webshop by typing **VT187** in the search bar.



..... The Varta Indestructible range is available from [www.kramp.com](http://www.kramp.com)

## Voswinkel FT series Perfect coupling



Voswinkel couplings have been used in hydraulic systems for many years. The high quality of these couplings is the result of constant product improvement, and this also applies to the FT series, which has been specially developed for use in construction machinery. The couplings in this series are very reliable, even under extreme conditions. They can withstand operating pressures of up to 550 bar and can be used with all connections that have an imperial inner thread. These low leakage couplings are flat sealing and can also be coupled under residual pressure. The FT series is available in the webshop with the search item **'Voswinkel FT'**



..... The Voswinkel FT series is available from [www.kramp.com](http://www.kramp.com)

**UK John Deere** are celebrating their 175th anniversary this year. Founded in 1837 in Illinois the John Deere brand is arguably the most recognisable in the world. The first John Deere products were single furrow ploughs.

**UK Case New Holland** welcomed a visit from UK Prime Minister David Cameron and Deputy Prime Minister Nick Clegg at their Basildon Factory recently. The focus of the visit was the importance of UK manufacturing to the economy.

**UK May tractor registrations** up 5%: Sales of 50hp tractors were at 1,556 in May, up 5.1% on May 2011. Total registrations in 2012 to 7.89, up 10.8% on 2011.

**UK Cereals 2012 Brings New Sprayer Kit:** This year's Cereals event see's new model sprayers from the likes of Lemken, Vicon, Chafer, Amazone and Knight Farm machinery, with higher capacities and GPS functions the main attractions.

**Gen The Western European market for tractors** with over 50 HP grew last year to more than 150,000 units — an increase of 12% on 2010, during which 135,000 new tractors were sold. Germany was the largest market, with a total of almost 36,000 units.

**Gen France** was the second largest market in Western Europe last year, increasing in size by 26%. The Italian market, the third largest, saw little difference between 2010 and 2011, and sales in Portugal (13%), Luxembourg (11%), Greece (6%), Spain (5%) and Austria (4%) decreased.

**UK British farmers** purchased over 10% more tractors in the first quarter of 2012 than they did in the same period in 2011. The average power of these machines was around 150 HP, and the share of tractors with 200 HP or more recorded the strongest growth.

**NL Zuidberg Frontline Systems** in Ens recently sold its 200,000th front hitch, to a dealer in Germany. Zuidberg was founded in 1982 and acquired Westtrack, the Dussen based manufacturer of track systems, last year.

**Gen Diesel consumption** can be reduced by working at lower engine speeds (by using an economy PTO shaft, for example), and by keeping the engine in good condition. The key factors in the field are good tyres, weight reduction and proper configuration of the machine.

**UK Farmers Guardian** notes that adjusting tyre pressure increases productivity and reduces fuel consumption when working, and decreases wear and tear when transporting.

**DK Asa-Lift**, the Danish vegetable harvester manufacturer, has announced it is to start working in close co-operation with Grimme in sales, parts supply and service. Grimme will also be assisting Asa-Lift with the expansion of its Danish factory.

GKN Walterscheid GmbH

# Powerful drives for agricultural machinery

PTO shafts are the most important driving force for agricultural machines. The demands of agricultural applications are catered for by a specialist company — GKN Walterscheid GmbH who have been producing all possible types of PTO drive shafts for 60 years.



← Walterscheid offers its customers PTO shafts, gears and complete drive systems in Germany and internationally.

## HISTORY

In 1919, Jean Walterscheid founded a small company that manufactured bicycle parts at an old laundry in Siegburg. Walterscheid began to produce axle shafts for cars and lorries in 1934. The second world war resulted in a major setback for the small family business as a large part of the company building was destroyed in an air raid in 1944, and a year later was rebuilt piece by piece.

Walterscheid first started to produce agricultural PTO drive shafts in 1953. The company headquarters were relocated to Lohmar in 1955. Today Walterscheid employs 1200 people at its production sites in Germany, Brazil and the USA.

The company manufactures drive systems from its 12 hectare site in Lohmar Germany. Each day around 3,000 PTO drive shafts and 600 tractor attachment systems are manufactured at its state-of-the-art production facilities. "Customers that choose Walterscheid know that they can expect quality products from us — from the PTO drive shaft for standard applications through to efficient and high performance drive systems for continuous operation", explains Michael Harant, Marketing Communications Manager at GKN Walterscheid.

### From individual component to PTO drive shaft

The transition from individual components to a completed PTO drive shaft is complex. It involves employees handling and processing steel, plastic and various workpieces. The joint is assembled from yokes and a cross journal. The joints are subsequently assembled with profile tubes and a PTO drive shaft protector to create a finished PTO drive shaft. First the PTO drive shaft is coated with the typical Walterscheid yellow, protecting it against wind and weather. Michael adds "Thanks to a special procedure, our paintshop avoids the use of solvents."

All Walterscheid PTO drive shafts bear the CE marking. This safety certification may only be used for products that satisfy the EU directives.

## Complete drive and tractor attachment systems

Besides the well known PTO drive shafts by Walterscheid, the company's product portfolio also includes customer specific gearboxes and complete drive systems, as well as products for tractor attachment systems and trailer technology.

"We consider ourselves to be a system provider as well as an engineering partner for manufacturers of agricultural machinery. In terms of our end customers (farmers and agricultural contractors) ease of use and above all the safety of our products have always been our top priority. Michael explains that this way of thinking led to the launch of the first fully protected PTO drive shaft, back in 1953.

**Ease of use and above all the safety of our products have always been our top priority.**

## Quality testing and product development

The quality of the products and optimal processing of the individual components are valued highly by all reputable manufacturers of agricultural machinery. Each and every product that is manufactured undergoes quality testing before it leaves the company. For decades, Walterscheid has also been recognised in the marketplace for its product innovations. The company's in-house research and development department tests new products both on the test bed and also in practice, for the respective application.

## Successful teamworking

Kramp customers are also aware of the high quality of Walterscheid products. The two companies have been working together closely since the 1960s. Walterscheid gave Kramp full distribution rights for the Netherlands, and over subsequent years, for the UK too. Today, the Walterscheid range is available in all Kramp sales areas. The partnership extends beyond supplying spare parts, as Kramp product specialists receive ongoing training from Walterscheid to ensure they are familiar with the latest high technical standards and are best placed to advise customers. "Competence, experience, trust and mutual respect are the key factors behind the successful cooperation between Kramp and Walterscheid." Said Guido Hermann, Sales Manager for agriculture at Walterscheid.

"Ongoing development of product knowledge by means of information on new products and improvements, as well as product training on our part, contribute towards the strengthening of advisory skills. This combined with quick and reliable logistics is a huge benefit to our customers" agree Guido and Manfred Nelskamp, International Product Manager for Drive Technology at Kramp.

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

## Webshop tip

# Viewing all the details



When a customer is searching for a spare part in the Kramp webshop, he not only has access to technical descriptions and prices, but also pictures, enabling him to view the design, shape and material of the particular product. The Kramp webshop is gradually being extended to offer 360 degree pictures that represent the products as realistically as possible and enable customers to view even complex items in detail.



Whether viewing from the front, side or rear, compared to a standard 2 dimensional photograph, the 360 degree rotational display enables the customer to view the product far more closely and from various angles. Around 20 individual photographs are taken of each product and then combined to create a 360 degree overall view. This provides the customer with a comprehensive view of the product, including the proportions and intricate details of our products. The first 360 degree photographs can be seen by viewing part numbers IA0062 (alternator) and 6312 (deep groove ball bearing).

Kramp Service Center

# A service that grows and grows

Whether on the farm or a construction site — the purposes of machines are as many and varied as the requirements they have to satisfy. A machine from the standard range is not always what the customer needs. The Kramp Service Center (KSC) in Varsseveld (Netherlands) supports specialist dealers and industrial companies in their search for individual solutions.





**S**ervice and shop technicians, programmers and engineers work together on the development and implementation of machines specially designed in KSC. "Customers come to us because they have an idea of how they can optimise their machines. We advise them on how to develop their ideas and support them at every stage, from planning to the finished product", explains Ronald van der Meulen, Manager of Technical Service.

Since 1960, Kramp has been providing a professional shop service in addition to a wide range of spare parts. This received an extremely positive response from customers, and demand increased in subsequent years. With the acquisition of Jato in Aalten (Netherlands) and Gejo in Doetinchem (Netherlands), Kramp brought in two partners with many years of experience in pneumatics and control technology as well as hydraulics and mechanical engineering. Finally, the KSC was born in 1990, right next to the present day distribution centre in Varsseveld. KSC now has three service departments with different focuses: hydraulic manufacturing, mechanical manufacturing, and the engineering department. The KSC also uses its connections with Kramp service workshops in Germany, France and the UK so that it can handle all orders quickly.

#### Component delivery

The department, with a focus on hydraulics, assembles industrial components. These components may be delivered as a complete set or as an assembly kit, in assembly sequence, partially preassembled or fully assembled. The user can therefore save the time that they would otherwise have spent on assembling the individual components. This department processes hydraulic hoses and PVG valves for example, but also planetary gears and industrial drive axles.

A dealer who distributes Liebherr products in the pipeline construction industry worldwide required one extra multiple pump for a mobile crane that already had two such pumps. At the same time, a hydraulic system had to be developed to drive a generator and equip this with a speed control unit. The generator was installed on a Liebherr tractor unit, which is meant to supply power to welding transformers. "Thanks to this technical finesse, the tractor can now be used as a welding vehicle for pipelines anywhere in the world. The prototype was very successful", reveals Ronald. Consequently, around 60 units

**The customer's satisfaction is our top priority in all projects.**

are produced every year. These include a variety of spare parts containers, mechanical components and a hydraulic drive unit. They are also equipped with a complete cooling unit with tubes and a control unit consisting of a wiring harness and a programmed PLC control.

#### Hybrid technology

In addition to assembling and installing components, we can also develop complex systems using materials from a variety of product groups such as hydraulics, pneumatics, drive and control technology and electrical equipment. "We develop hydraulic units according to customer specifications, including a switch cabinet with a PLC control, hydraulic cylinders, wiring and hoses. One of our customers needed a hydraulic unit to lubricate bearings that are exposed to extremely hot conditions. We developed this unit to meet the specifications", explains Ronald. Using plug-in modules in the form of compact blocks made it possible to significantly reduce the number of components on the cover of the unit. With these



↑ The test stand produced in KSC can withstand a static load of up to 43 tonnes.



↑ The Kramp workshops installed one additional tandem pump and a specially produced hydraulic system on the Liebherr crane.



↑ Kramp develops products for customers with special requirements, such as this hydraulic unit with which bearings can be lubricated at extremely high temperatures.

Ronald van der Meulen has been working at Kramp for five years. He gained comprehensive experience in technical customer service from many years working as Technical Service Manager. "The interesting challenges of my work are what attracted me to Kramp. My responsibilities primarily focus on the design and development of new technical solutions with which we facilitate our customers' work. Our harmonious collaboration with the workshops in Germany, France, England and the Netherlands guarantees optimal international availability of our services."

**Ronald van der Meulen, Technical Service Manager**



## The Kramp Service Center in figures:

<b>Workshop service:</b>	since 1960
<b>Founding of KSC:</b>	1990
<b>Floor space:</b>	4.500m <sup>2</sup>
<b>Employees:</b>	58
<b>Machine pool:</b>	8 lathes 2 milling machines 2 profile milling machines - both conventional and CNC lathes
<b>Production figures per year:</b>	<ul style="list-style-type: none"> <li>• Packing of approx. 200,000 hydraulic hoses</li> <li>• Production of approx. 18,000 hose reels per year</li> <li>• Production of approx. 5000 splined shafts with a length of 4 to 7 meters</li> <li>• Installation of approx. 325 Sauer Danfoss PVG valves</li> </ul>
<b>Customer contact:</b>	via sales representatives or product specialists
<b>Distribution:</b>	pickup or delivery

modules, the designers were also able to reduce the number of leakage points.

### Turning, milling, drilling

KSC offers mechanical processing of standard components. KSC employees use milling cutters to carry out machining processes such as the turning, milling, grooving or machining of splined shafts based on precise drawings. This is possible up to a maximum diameter of 700mm and a length of 2.5m. The shop at the Strullendorf site also has access to two modern CNC lathes. Shafts, threads and complete piston rods can be machined, and sprocket and modular wheels can be furnished with boreholes, especially for small and medium sized series. A CNC-controlled milling machine has also been in use in Strullendorf since late August.

Using special milling cutters, the mechanical workshop also produces splined shafts with a length of up to 7000mm. The splined shafts can be implemented in accordance with DIN 5462/UNI 220 + 5463 + 5480 + 5482 + 9611/A + 16/32. Various dimensions are possible on approval. For example, 6-splined shafts in sizes 1 3/8 and 1 3/4 are frequently requested, but also 12-splined (20 x 17) and 21-splined shafts (1 3/8). Shafts with 28 teeth (60 x 55) are also part of the range.

### Integrated control technology

Manufacturers and OEMs collaborate with KSC in the planning and implementation of their projects in the field of control technology. For the stationary market, KSC designs and builds functional switch cabinets, for example. KSC integrates electrical and electronic components. The brands that benefit from this service include Eaton Moeler, Siemens, B&R, Unitronics and Schneider. In the mobile market, KSC offers well-founded solutions in the field of control technology. Brands such as STW, Sauer Danfoss Plus 1 and Wachendorff rely on this service.

### Well thought-out co-engineering

Co-engineering means engineers supporting KSC users in developing new machines, increasing machine performance and designing and modifying components. Creating a hydraulic system, for example, involves various factors such as the required strength as well as input and output speeds. "Together with our customers, we develop a concept and put the required components together from our stock", says Ronald.

In this way, KSC collaborated with a well known manufacturer to develop an auxiliary drive package for sand and gravel dumpers, including hydraulic motors, a regulator system, a pump, valves and control system. Radial piston motors from Black Bruin are frequently used in the off-road sector. This particularly affects off-road vehicles such as harvesters, dump trailers or construction machines, which are very difficult to put into motion when in heavy, wet soils. The vehicle receives more traction thanks to the auxiliary drive, which guarantees high vehicle performance and improved control, even under difficult environmental conditions. The hydraulic motors distribute the torque exactly where it is needed the most – at the wheels.



↑ Besides the different profile waves, the mechanical workshop at KSC can also adapt many other products individually.



↑ The technical experts from Kramp show customers their options for adapting products to given applications.

The engineering team must work closely with the workshops and industrial companies who commission them for a satisfactory result. A customer that specialised in manufacturing winches entrusted the KSC technicians with the manufacturing of a test stand. They then designed a frame with a hydraulic unit — the customer built the frame itself and the KSC engineers handled the rest. The result is a test device in which a winch is dynamically loaded with a constant force. The wear pattern is determined after several test runs. This test stand allows a static load of up to 43 tonnes. Different options can be selected using an operating display screen and all test runs can be tracked in a graphical representation.”



↑ From radial piston motors to control software — the co-engineering looks at every detail when developing an auxiliary drive.



## AGRO TECHNIEK HOLLAND

→ Kramp showcased at the trade fair: Margriet Hofer, Marianne ten Barge, Peter Rensing and Julita Pattynama.



Kramp at the AgroTechniek 2012:

# "A taste for more"

AgroTechniek Holland in Biddinghuizen is the largest national agricultural event. Across an 18 hectare site, more than 220 exhibitors were showcasing a wide range of products of interest to farmers. Kramp was there too, presenting innovative concepts and attractive exhibition offers. We were also welcoming customers and prospects, on behalf of our partners, to the special My PartsPartner stand.

Just as at the first event in 2010, a lot of companies were dedicating a huge amount of time and effort into their exhibition stands, including many big brand names. This large event was set to showcase the cream of the crop in terms of tractors, tools, stall construction, milking technology, spare parts, components, agricultural supplies, IT, financing and services. This year the fair had been extended to include earthmoving and grasscare machines used on and around the farm. The outside area was used to demonstrate new machines, addressing topical themes such as road safety, precision agriculture and the environment.

### Meet & greet

"Just as in 2010, the focus at the Kramp stand was on meeting and greeting customers", explains Julita Pattynama from Kramp's marketing

division. "Agrotechniek was the ideal place to hold informal discussions. We offered information, entertainment, snacks and drinks, and of course exciting exhibition deals. We were also focusing on the My PartsPartner retail programme. And we were displaying a number of modules from our shop concept that allow dealers to get more out of their showrooms".

### Intelligent solutions

Innovation was the central theme on the Kramp stand. "This year we were putting the spotlight firmly on our service concepts, including the Kramp Academy, e-commerce and business solutions such as Scan to Order, our wash service and Sales Engineering", explains Julita Pattynama. "In keeping with the motto 'A taste for more', these smart solutions make our customers' and suppliers' work life a little easier".



## New technologies

# Kramp exhibits at Agro Show

After Agritechnica in Hanover and SIMA in Paris, the Agro Show in Poznan is the third largest agricultural trade fair in Europe. More than 150,000 visitors come to this fair to see the newest machines, technologies, products and services for agriculture and livestock. This year, Kramp is exhibiting for the first time as a one stop parts supplier.



### Successful together

This year, Kramp was also manning a separate My PartsPartner stand. "This stand was directed at professional end users, contractors, horticulturists and municipal departments. We were greeting customers and prospects on behalf of our partners in the MPP programme, as part of the concept of achieving success together, both now and in the future", Julita adds.

In 2011, around 700 exhibitors took part in the Agro Show. Of these eighty participants were exporters, including Sweden, Great Britain, Spain, France, the Netherlands, Germany, Austria, Czech Republic, Bulgaria, Slovenia, Denmark, Lithuania, Ukraine and China. The trade fair is organised by the Polish Chamber of Commerce for Agriculture. Over the years, the event has grown into the number one meeting place for manufacturers, dealers and farmers in Poland.

### First time

The fourteenth Agro Show is being held from the 21st to 24th September on the Bednary airfield near Poznan, an enormous trade fair site with a total surface area of 85 hectares, where visitors can visit the many stands and watch working demonstrations. More than 150,000 visitors are expected this year from all over the world, and this year Kramp will also be present at the Agro Show.

### The Kramp stand

Our stand is aimed at new and existing customers in Poland, showcasing what Kramp has to offer as a one stop supplier and technical specialist with a focus on our wide product range and our brands. We will be showcasing the concepts which make Kramp unique, including the "It's that easy" approach, the convenience and advantages of e-business as offered by our webshop, and, of course, Kramp Mobile.

Market Drayton Mowers Ltd

## Speedy Service – the Key to Success

Giles and Emma Wadsworth of Market Drayton Mowers Ltd in the town of Market Drayton in North Shropshire have always seen fast service and quality products as key to their continuing success. A family run firm, Market Drayton Mowers Ltd was started in the mid 1980s under the name The Market Drayton Mowing Centre. In 1995 Giles’s father bought the business and the company became Market Drayton Mowers Ltd.

**G**iles and Emma took ownership of the business in 2005 and continued the friendly family run atmosphere which customers enjoy. Despite facing difficult economic times, Market Drayton Mowers Ltd is still a healthy growing company and this is down to sound financial planning by Finance Director Emma and keen market campaigns from Managing Director Giles. “Our biggest area of growth has been online” said Giles, “We are heavily investing in ecommerce and the company is now seeing the benefits. We take a significant amount of orders online. We also take orders on the phone or in the showroom from customers who have researched products beforehand on our website.” Market Drayton Mowers Ltd is a good example of where diversification and good market knowledge has created a resilient and profitable business.

The company has a number of well known brands on offer in their showroom. Mountfield, Honda, Husqvarna, Stihl and Gardencare are all available. From brushcutters to chainsaws, from hedgetrimmers to ride on tractors,

Market Drayton Mowers Ltd has a comprehensive range of products. It is this variety and the focus on quick servicing and a good parts supply that has kept the Wadsworths at the top of their field.

Working in partnership with Kramp has been key to maintaining the business’s reputation for a quick turnaround in parts and servicing. The company offers fixed cost servicing and where margins are tight, speed is essential to make sure that these services are profitable. “Kramp’s next day service is excellent. If a customer brings in a mower to be repaired or serviced then we know we can order the parts before six from Kramp and receive the goods the next day. This means that we can offer a 48 hour workshop service for our customers”



→ **Next day delivery** means Giles can offer a 48 hour repair and service business



↑ **Looking to expand** - Giles Wadsworth with Account Manager, Peter Bradshaw.

said Giles. "Kramp's quick delivery also allows us to carry out more repairs, making our workshop very efficient and therefore profitable." Giles also appreciates the work that Kramp does to ensure that he receives the best prices on quality products. Giles stated "The webshop is easy to use and very convenient, Kramp have a good price structure which means we can offer our customers better prices. Another big plus when working with Kramp is that we don't have to hold everything in stock here, we can increase the range of products we offer customers knowing that we can get next day service from Kramp."

The future looks very bright for Giles and Emma with new projects for Market Drayton Mowers Ltd on the horizon. The company is looking to expand its showroom space and diversify into new product ranges and concepts in partnership with Kramp. The latest new products in the

showroom are from Kramp's extensive toys catalogue, from brands such as Bruder and Rolly Toys. This has helped the company to boost sales out of season.

Part of Market Drayton Mowers Ltd's diversification has involved embracing new technology such as Kramp Mobile. "I find it addictive to use!" Laughed Giles "I can use Kramp Mobile to order on the move, and it provides a reliable backup for when our internet is down and I can't access the webshop." Giles uses

Kramp Mobile as another tool in his efforts to provide seamless 48 hour servicing for his customers. Future concepts such as Kramp Academy are also of interest to Giles.

Careful planning and robust marketing strategies from Giles and Emma Wadsworth plus the burgeoning partnership with Kramp is helping Market Drayton Mowers Ltd go from strength to strength.

**We are heavily investing in ecommerce and the company is now seeing the benefits**

## Tony Couch

### Product Manager – Hydraulics and Transmission

Tony has been with Kramp since 2005. He started out as an OEM Product Specialist and since the beginning of last year has taken on the responsibility of Product Management within the Hydraulics and Transmission sector. He enjoys his job and this shows in his enthusiasm, dedication and attention to detail in everything he does.

Away from work, Tony and his wife Sue are keen travellers, last Christmas they travelled to India, and Cuba was their destination this year. He has visited Machu Picchu in Peru after a four day trek taking in heights of over 4,200 metres and raised £12k for MacMillan Cancer Support. To be fair, we could write a whole book on Tony and his travels. If you are booking a holiday then Tony is definitely the person to chat to. So whether its Peru, Vietnam, Cambodia, India, Thailand, Singapore, or Cuba, make sure you speak to Tony first!

Tony is also very passionate about his sport - in particular Formula 1, Darts and Golf. He spent 3 days at Silverstone again this year, went to watch the finals of the Premier League Darts at the O2 and is trying to improve on his golf handicap of 16. We really don't know how he finds the time.

What's next for Tony?... Brazil or Argentina, we are told.



↑ **Tony Couch**  
Product Manager



## Mark Mitchell

### Product Manager – Forest and Grasscare

Mark joined us in March with a wealth of knowledge gained from his previous employers - EP Barrus and SGM Hire. His 34 years in the Forest & Grasscare sector is a clear indication of his experience within this division.

Mark is a devoted family man. He lives with his partner, Elaine, has 4 daughters, 1 granddaughter (Just 3 months old) and 3 dogs, a Husky Mute and 2 Yorkshire Terriers. He is certainly kept very busy. At weekends he loves watching Ice Hockey, when in season, and admits he once played. He has travelled extensively across Asia, Australia, the US and Europe and claims Australia is where he would love to lay down roots. We think the laid back lifestyle, beautiful weather and his aspiration to live to a ripe old age may have something to do with it. If you want to write that book Mark, you had better start planning your trip soon.

Mark says "I love the way working for Kramp makes you feel like a person, not just a number. Kramp is a real family business". Welcome to the Kramp family, number 92!



↑ **Mark Mitchell**  
Product Manager



92





The new webshop for promotional gifts

## Offer small gifts to earn professional brownie points

Thanks to the new Kramp promotional gifts webshop, you can now surprise your customers with an effective promotional gift. Giveaways are an excellent way of advertising your company and act as a supportive tool for acquiring new customers. These items are not restricted to Christmas or New Year but can also be offered at company exhibition stands or just as a small token of appreciation.

Customers will be able to order small promotional gifts online from September onwards. If you want to make a lasting impression on your customers or partners, just visit

[www.kramp.com](http://www.kramp.com) to find the ideal gift. Click on the "Promotional gifts webshop" button, then enter your customer number and password to log into the shop.

The shop contains a wide range of promotional items sorted into simple product categories, providing a clear overview and assistance when searching for items. A specific promotional gift can be found by entering the item number or a keyword into the item search field. The range includes ballpoint pens, lighters, calendars, mugs, barbecue utensils and much more.

All promotional items and promotional gifts in the webshop can be printed with the customer's logo and/or text (e.g. contact details). The customer simply sends the required text and logo (ESP file) to the email address provided. Kramp advises its webshop customers every step

of the way, providing important information on the procedure and creation of gifts.

Orders for promotional gifts are recorded separately from standard day-to-day orders and are processed by a trusted Kramp partner company. Depending on the print layout and volume, delivery (via UPS) can take up to three weeks.

Customers who are not sure what design they wish to feature on their personal giveaways can simply browse around the Kramp shop for inspiring ideas.

To demonstrate how your logo will appear on these new promotional items, we have included a free pen with this issue of Focus Magazine.



More than 2,500 spectators

## Kramp Run hits the road to support Kanjers voor Kanjers

The Kramp Run has been Varsseveld's very own athletics event since 2011. Around 500 participants put on their running shoes for charity last year, and the money raised in this year's event will once again go to 'Kanjers voor Kanjers'. This Achterhoek-based charity supports local projects that improve the well being of children through sports and play. Last year's event raised 5,000 euro for the charity.

There were huge numbers of participants, even more supporters and a brilliant atmosphere throughout. That's how Gerrit Dijkslag, a member of the organising committee, describes the first Kramp Run. Gerrit, who works as a systems engineer at Kramp, is also a keen runner himself. "We estimate that as many as 2,500 spectators gathered around the Varsseveld church, but we want to make sure we exceed that number in 2012, including the number of participants."

### Great success

Kanjers voor Kanjers received 5,000 euro from the organisation last year. "This allowed the charity to purchase mountain bikes for the De



Lindeboom care farm in Harreveld," explains Gerrit. "Because the proceeds from the run were higher than expected, we were also able to support the 'Keep fit for the elderly' sports project at the Den Es care home in Varsseveld with a 1,000 euro donation. We are of course hoping that we can achieve a great result once again this year."

..... Further information: [www.jianderfonds.nl](http://www.jianderfonds.nl)

Over 20,000 Euros for Jianderfonds

## Jiander goes Arctic



↑ **Freezing temperatures:** Gerben Peet (right) and Luc Nedertlof experience the depths of winter in the Arctic.



The key to success in the Arctic Challenge Tour is high stamina levels, good navigation and sheer determination. This tour follows a route through Scandinavia by car. Together with the Jiander goes Arctic team member, Gerben Peet, E-Business Manager. Gerben took part in the tour at the start of this year in order to raise money for the Jianderfonds.

Gerben admits that, although it included seven thousand kilometres of pure adventure, the tour was also exhausting. At the start of this year, he and a friend travelled in a Land Rover to above the polar circle and back in under a week. "It was a wonderful experience. For us it was obvious that we had to complete the tour for this good cause, which is why we chose the Jianderfonds, where every single penny is put to good use."

### Leprosy patients

Gerben: "Initially we hoped to raise around 4,000 euros from companies, friends and acquaintances. We also held an auction via the Marktplaats website. In the end we raised 21,000 euros — an excellent result that enabled us to support a hospital for leprosy patients in the Indara area of India, as well as other projects."

..... Read more about Gerben's adventure at: [www.jiandergoesarctic.com](http://www.jiandergoesarctic.com)

## Training Programme

# Kramp Academy Brochure Now Available

Following two successful "taster" courses in April, Kramp UK are looking forward to the launch of the 2012/2013 Kramp Academy programme. Kramp Academy offers training in areas which may be difficult to find elsewhere such as PTO identification or 2 stroke engine diagnostics. For the 2012/2013 programme, the courses will all last one day each with more in depth training becoming available in the 2013/2014 season.

Each course will be held at one of our three Kramp Academy Centres. Located across the UK, the Kramp Academy Centres all feature superb training facilities with both workshop and classroom space. For 2012/2013 we will be holding Kramp Academy courses at the following centres:

- **Kramp Sales and Distribution Centre**

Stratton Business Park  
London Road, Biggleswade  
Bedfordshire SG18 8QB

The **Sales and Distribution Centre** in Biggleswade is the UK hub for Kramp. We have excellent training facilities including workshop space and dedicated classrooms.

- **Royal Agricultural College**

Rural Skills Centre  
Coates  
Cirencester  
Gloucestershire  
GL7 6NH

The **Royal Agricultural College** is a leading university college internationally renowned for excellence in education, training and consultancy for the agricultural, land, food, equine, property and associated businesses. The Rural Skills Centre is a Lantra Awards Registered Training Provider.

- **Oatridge College**

Ecclesmachan  
Broxburn  
West Lothian  
EH52 6NH

**Oatridge College** is based in Ecclesmachan, 15 miles west of Edinburgh. The college is located in a 283 hectare estate while still being within easy reach of the motorway. Oatridge College is Scotland's premier centre for agricultural education and training. The college has invested heavily in its infrastructure in order to provide the best facilities for training.

The Kramp Academy brochure is out now and Kramp customers should all be receiving a copy shortly. Booking a course couldn't be



easier, simply login to our webshop and click the Kramp Academy button in the homepage. From here you can get a full description of every course on offer and sign up for a place online.

## Kramp Academy Programme 2012/2013

• <b>Introduction to PTO</b>	Biggleswade:	14/11/2012
	Royal Agricultural College:	11/10/2012
	Oatridge College:	16/10/2012
• <b>Hoses, Swagers and Fittings</b>	Biggleswade:	16/11/2012
	Royal Agricultural College:	12/10/2012
	Oatridge College:	17/10/2012
• <b>Sprayers and Nozzle Identification</b>	Biggleswade:	13/11/2012
	Royal Agricultural College:	11/01/2013
	Oatridge College:	18/10/2012
• <b>2 Stroke Engine Diagnostics</b>	Biggleswade:	03/12/2012
	Royal Agricultural College:	29/10/2012
	Oatridge College:	20/11/2012
• <b>4 Stroke Engine Diagnostics</b>	Biggleswade:	04/12/2012
	Royal Agricultural College:	30/10/2012
	Oatridge College:	21/11/2012
• <b>Retail Sales and Merchandising</b>	Biggleswade:	12/11/2012
	Royal Agricultural College:	06/12/2012
	Oatridge College:	08/01/2013



APF Forestry show – Ragley Hall Warwickshire  
13th – 15th September 2012. The UK's largest  
exhibition for forestry and woodland management.



## Points, goals and glory

A huge summer of sport is behind us: Spain followed winning the World Cup in 2010 with the European Championships in 2012. The sportsmen and women at the Olympic Games in London produced personal bests and fantastic team performances during the competition.

Kramp also put its customers on course for a medal with the Mission Gold sports campaign, where customers could click, play and win in the webshop throughout the offer period. Many customers, including those from UK, Germany and France, took advantage and ordered the promotional items at special prices, enabling them to collect points and redeem them for attractive prices.

**The Berkshire County Show –  
Newbury Showground  
15th and 16th of September 2012**

For further information visit  
<http://www.newburyshowground.co.uk/show-2012>

## KRAMP ACADEMY

Have you thought about how to improve the knowledge base and skills of your staff. Why not check out the latest Kramp Academy courses from page 19 and book one now.



**NEW**

## Universal Tractor Catalogues

Kramp has been working hard on updating our Tractor catalogues. During **September 2012**, we will start to send out to all our customers a copy of the two new manuals.

**NEW**

## Toy Catalogue

**TOYS  
SPIELWAREN  
JOUETS  
SPEELGOED**

Look out for the **NEW** Kramp Toy Catalogue coming soon. If you have not yet received one, please speak to your Account Manager or call us on **01767 602602** to get your **FREE** copy.

2012 - 2013

*62nd British Ploughing  
Championships -  
13th & 14th October 2012  
Lichfield Staffordshire*



Fenner Drives

## High value solutions

From its humble beginnings as a small regional belting company in the United States to its acquisition by UK based Fenner PLC, Fenner Drives has grown into a worldwide manufacturer and provider of high quality industrial power transmission and motion control solutions.

Charles Bond founded the Manheim Belting Company in 1911 in Manheim, Pennsylvania. In the 1930's the company licensed technology to product patented link V-belting from Brammer Transmissions Ltd (BTL), a UK company based in Leeds which was acquired by Fenner in 1989.

The 1970s brought about the invention of the Trantorque Keyless Bushing, which continues to this day to be the premier locking device for mounting components to shafts.

In 1984, Manheim Belting Company was purchased by Fenner PLC and began doing business as Fenner Manheim, subsequently changing its name to Fenner Drives in 1995.

2004 saw the addition of BTL, our Fenner PLC sister company, to the Fenner Drives organisation. With this addition, Fenner Drives took a firm step forward into the global operation we are today.

Backed by the world's largest inventory of product ready for same-day shipment, the best customer service support and engineering expertise in the industry, Fenner Drives' designs, manufactures and sells an extensive range of customised solutions for power transmission, motion transfer, and conveying applications.

Fenner Drives customers reflect a balance between OEMs, users and distributors that provides resiliency throughout the economic cycle. With active new product development programmes, we continually strive to develop products and services to meet the changing needs of industry. Regardless of the market application, our engineers are always ready to

assist customers in developing solutions, especially where others may have failed. Meanwhile, our manufacturing plants and sales/distribution outlets throughout the world are able to provide world class availability in quantities as small as a few items and as large as many thousands.

At Fenner Drives, we realise that for our customers to be innovative in a global marketplace, off-the-shelf products may not always meet their evolving requirements. Today's engineers often require custom solutions. With proven engineering expertise in design, material selection and product development, coupled with world class manufacturing capabilities, Fenner Drives is well positioned to offer customers the cost effective problem-solving solutions they need to stay ahead of their competition.

Our culture of innovation and agility is shared by all of our employees. We take pride in the fact that we are sufficiently small enough to be nimble and responsive to its customers' needs, yet sufficiently large to support a high level of technical expertise and manufacturing excellence. Fenner Drives is supported by the financial strength and security of Fenner PLC, a public company traded on the London Stock Exchange.

Fenner Drives and the Kramp Group have worked in partnership together for 10 years. Kramp's efficient distribution network enables fast delivery of a wide range of products. Having worked closely within Europe for a number of years, Fenner is looking to increase its position within the UK and the Agricultural sector and this has allowed us to work closer with Kramp UK.

.....For more information go to [www.fennerdrives.com](http://www.fennerdrives.com)



↑ **A proud grandfather.** His grandson Urs carefully restored this tractor that he drove as a young man.

Vintage tractors

# A gem with antique charm

Enthusiasm and patience are key to making this a viable hobby. When Urs Schwitter is not travelling around Switzerland as an external technical advisor for Kramp, his time is devoted to restoring old tractors. His latest project, a Bucher D4000, is already being driven around the field. The Bucher D4000 was the first tractor bought by Urs grandfather, making this swiss tractor very special. "We are both very proud that the tractor has been restored, it is reminiscent of a time when vehicles like this were still being delivered by train to local train stations", says Urs.

The 38HP Bucher tractor with an MWM diesel engine and 10-shift gearbox has aged since then, though this is not obvious from its "youthful" appearance today. It is 44 years old — vehicles more than 30 years old are classed as vintage. "This type of tractor was built between 1953 and 1973 and is in limited circulation, as only 4,948 Bucher D4000 models were produced", explains Urs Schwitter.

The 28 year old spent two intensive years lovingly restoring every tiny detail of the Bucher D4000. "First of all I had to check the condition of the tractor. Is the engine still intact? What spare parts do I need and which of these will I even be able to get hold of? How long will it take and how much will it cost to restore it? Only then could I dismantle the tractor into its individual parts. Even the disassembly had to be carried out and documented carefully so that I could reassemble the tractor correctly further down the line", says the vintage fan. He examined all parts and, where necessary, repaired, welded or replaced them before reassembling them step by step. Schwitter protected the parts by applying a synthetic resin varnish, which paint adheres better to.

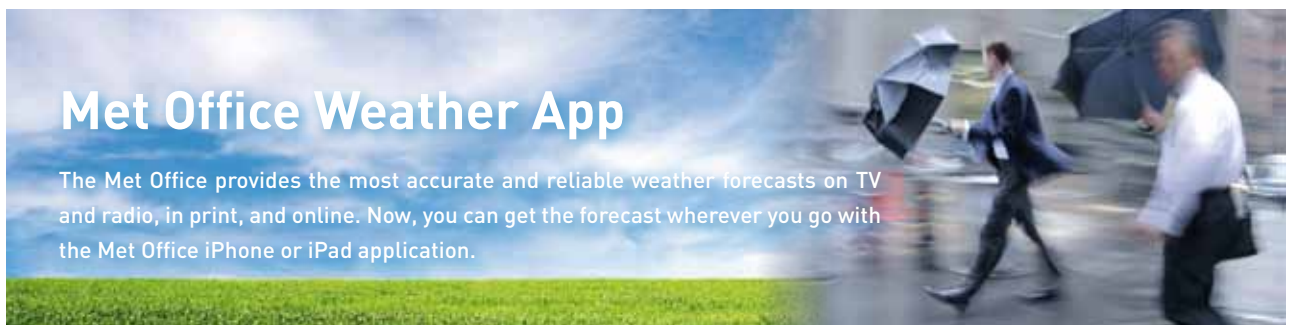
Urs Schwitter tells us that it does not always have to be a vintage model in the traditional sense. "What is important to me is that I am able to put the tractor to practical use and, once restored, actually make use of it myself. Even the Bucher D4000 is still used to its full capacity, for example with the swath rake for hay making."

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



## Met Office Weather App

The Met Office provides the most accurate and reliable weather forecasts on TV and radio, in print, and online. Now, you can get the forecast wherever you go with the Met Office iPhone or iPad application.



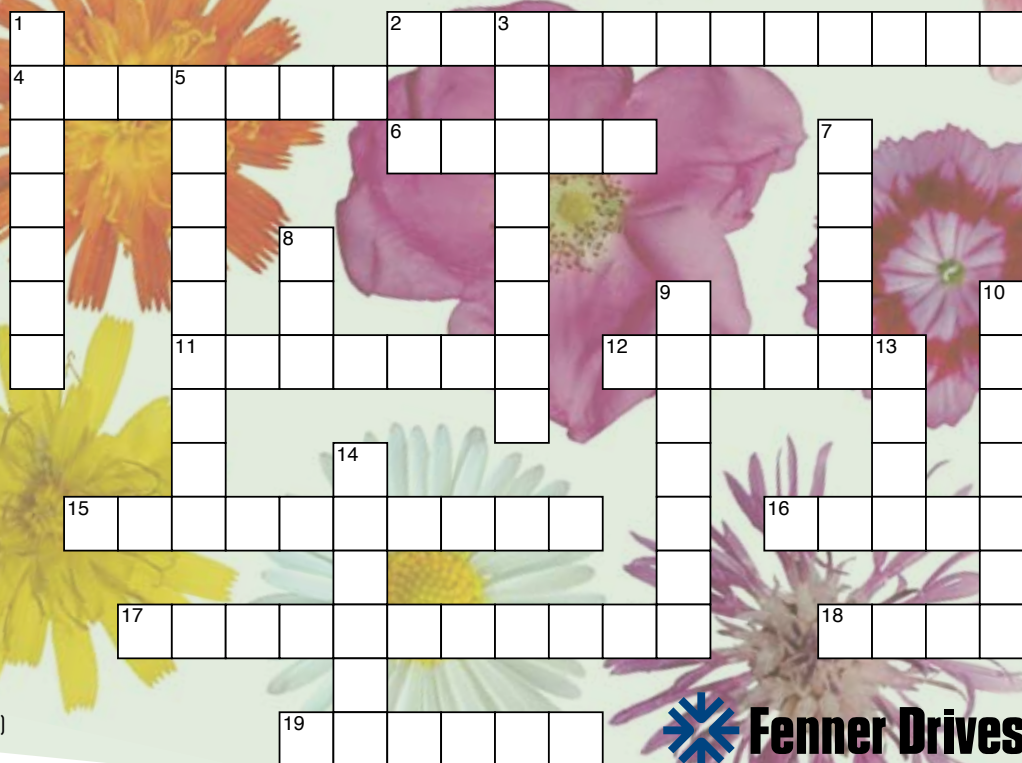
# Crossword time

**ACROSS**

- 2 Gerben raised 20,000 Euros for this good cause. (12)
- 4 and Kramp's Summer Competition (7, 4)
- 6 Your bodyguard in the dark (5)
- 11 Manufacturer of metal model construction sets (7)
- 12 See 14 Down
- 15 The Kramp run was held here. (10)
- 16 Market Drayton Mowers Ltd stock one of these brands in their showroom (5)
- 17 Home for the Royal Agricultural College. (11)
- 18 See 4 Across
- 19 One of Tony's next destinations! (6)

**DOWN**

- 1 Company who have released the Fertiliser Service App for Android phones (7)
- 3 Third largest agricultural trade fair in Europe (8)
- 5 He restored his grandfather's tractor (9)
- 7 The new wheel brake cylinder is available in how many different cylinder sizes? (5)
- 8 \_\_\_ Drive Shafts - manufactured by Walterscheid (3)
- 9 This universal catalogue will be ready in September. (7)
- 10 Where is AgroTechniek? (7)
- 13 The new intelligent ordering system from Kramp \_\_\_ to order (4)
- 14 and The Kramp Group has worked in partnership with this company for 10 years. (6, 6)



Take this opportunity to enter the Crossword competition and you could win **£150 of Homebase vouchers**, courtesy of Fenner Drives UK. All you need to do is complete the crossword and fax it back to us on **01767 602620**.



Closing date is 15th October 2012. No purchase is necessary. The winner will be drawn from the correct entries at random. The editor's decision is final – no correspondence will be entered into or phone call taken. No cash alternative is offered. Kramp reserves the right to substitute this prize for an alternative prize if necessary. The winner's company name will be published in the next edition of FOCUS. The competition is open to Kramp customers only.

www.kramp.com

## Congratulations

The Competition winner is

**North Wales Mowers  
Buckley  
Flintshire  
CH7 3PL**

**"Congratulations – Competition winner from FOCUS 2 / 12 who wins tickets to the British Superbikes 2012 at Silverstone, courtesy of Rock Oil."**



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