

**Stay sharp**  
With Kramp  
Academy  
page 2

**Stavermann**  
We always opt  
for quality  
page 3

**Tests**  
are crucial  
page 4

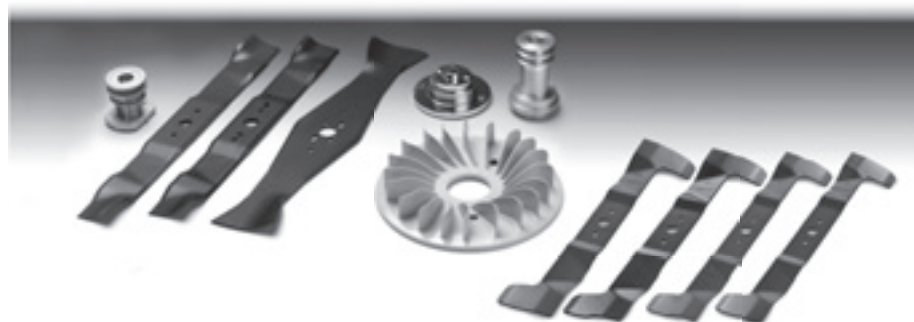
**Tips & tricks**  
Quick start help  
page 4

## GGP EMPHASISES THE IMPORTANCE OF USING THE CORRECT SPARE PARTS



### GGP's Original parts guarantee

Using original parts for Forest & Grasscare machines is primarily a question of safety, says Andrea Bosi, Spare Parts & Accessories Sales & Marketing Manager for the GGP Group. "After all the aim is to mow the grass, not to damage legs, toes or fingers".



As far as Kramp OE Partner GGP and its brands Stiga, Castelgarden, Mountfield and Alpina are concerned, there is no doubt that, if you want to work properly, safely and productively with their branded machines, then your best option is to use original parts that have been developed specifically for these products. "As well as being extremely functional, they also guarantee the highest level of safety when they are in use", emphasises Bosi. "It is crucial that a mower blade revolving many hundred times a minute remains intact and does not disintegrate when it hits a stone or other object. If the blade disintegrates, the blade holder, drive shaft and other machine parts could sustain serious damage. This is not something that you would want to happen to either a walk-behind or a ride-on mower".

#### Professionalism demands quality

Apart from preventing personal injuries, the machine itself is top quality. Front mowers and tractors with contra-rotating blades are rigorously synchronised, to ensure the blades do not come into contact with each other during use. "Imagine using a poor-quality replacement for the

original drive belt and it wearing out very quickly or breaking, disrupting the synchronisation", cites Andrea Bosi as an example. "This is why we supply spare components, as well as complete sets containing a mower blade, blade holder and drive belt, which all comply with our specific requirements". Of course, the GGP Group also applies the same strategy to its other products. A specific replacement part has been developed and extensively tested for each product to eliminate any doubt about safety and its optimal operation.

#### 1.5 million machines

Last year, the GGP Group produced almost 1.5 million machines for use in Forest & Grasscare around the world. Sales and after sales take place via GGP Group's 12 company-run branches and an extensive dealer network. The cooperation with Kramp for the distribution of original parts is particularly productive and useful in Bosi's view. "Kramp is extremely professional and it approaches the market with the right attitude: quality and safety are always paramount. Add to that the excellent logistical network and the picture is complete".

### Extensive Webshop

The Kramp webshop offers more than just products; we also provide digital knowledge and reference books. We are continually working on the website for Forest & Grasscare.

In addition to 300,000 different parts and accessories, the Kramp webshop offers a range of handy and practical links to extra information on parts by well-known brands. If you have been on the look out for illustrated part lists for B&S or Stiga, then check out [www.kramp.com](http://www.kramp.com).

Our website also makes it easy for you to search for unique and specific parts and stay up-to-date on our promotions and a wide variety of news reports. We will of course also continue to expand our webshop in 2011.

We intend to improve the search structure in the Forest & Grasscare product groups even further, so we recommend that you visit regularly.



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

**JEROEN VAN ZALM, GROUP PRODUCT MANAGER**

## Partnerships with the OEM offers more security in the long term

**Using original parts offers security in the long term, and Kramp is therefore working steadily to develop it's range of branded parts in Europe. The size of the range, the quality of technical advice and the optimum handling of the warranty also play a crucial role.**

The original wear and replacement parts play an important role amongst the hundreds of thousands of items that Kramp offers. They form the heart of the quality system that is vitally important for the customer, the supplier and Kramp to be successful, in the long term. "Imitation parts have just one apparent plus point, which can only be the price", Group Product Manager Jeroen van Zalm plainly states. "If you do your calculations and look beyond this, however, you will see that the branded item does offer more benefits".

### No doubts

There is a reason why the manufacturer has chosen original parts as a significant part of it's product. They guarantee top performance, provide security and safety during use and have a long service life. You also never need to worry about the correct shape or fit when you replace them. The same also applies for the warranty conditions, which offer better coverage if the correct wear and replacement parts are used. "Don't forget that original parts are available for all models, whilst imitation parts are often only supplied for fast-moving items", adds Van Zalm. "The cooperation with the manufacturer also offers better opportunities for aftercare and technical support and brand reputation".



Jeroen van Zalm: "Intensive cooperation with the OEM warranty gives more long-term success for all parties"

### Improved cooperation

Kramp opts for partnerships, which means a more intensive level of support than in a traditional customer/supplier relationship that is merely about ordering, delivering and paying. Kramp already delivers a range of training courses as part of the Kramp Academy programme in consultation with a number of major brands. The Kramp product specialists maintain very regular contact with the manufacturers to refine and supplement their technical knowledge, and this collaboration also covers developing marketing tools, posting handy links and information on the [www.kramp.com](http://www.kramp.com) website and organising dealer days. Van Zalm: "Our experiences in the Benelux and Germany set the standard for that success, so we became official distributors for Briggs & Stratton and Etesia in France in 2010. Our policy is focused on cooperating with our OEM suppliers, where possible to expand our role as official brand dealers for wear and replacement parts further in other European countries".

## Always up to date

The Forest & Grasscare product managers in partnership with the product specialists have the important task of ensuring that the range of parts for the OEM brands is as up to date as possible. Every year the garden machinery manufacturers bring out new models and types of gardening machine, which means it is extremely important that the wearing parts are in stock on time in the warehouse. Good and intensive contact with the manufacturer/importer is extremely important to gain an insight into the anticipated demand for parts.

## One stop shopping with MTD



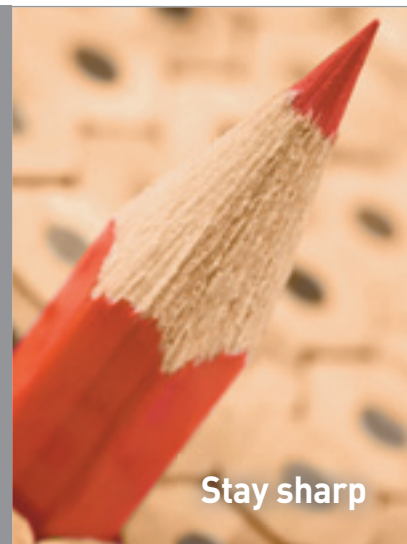
MTD, the US lawnmower manufacturer, is a new branch on the Kramp tree in the UK. We set up the cooperation with the UK importer and have also been offering original MTD parts since last summer within Kramp's convenient One Stop Shopping concept. The original MTD parts allow Kramp to strengthen its position in the UK spare parts market, and there is already an official cooperation between Kramp and MTD in the Benelux and Germany. Kramp; It's that easy.

find out more at [www.kramp.com](http://www.kramp.com)

## Stay sharp with Kramp Academy

Kramp Academy has been a major success in the Benelux and Germany for two years now. We work together with suppliers, in-house specialists or an external training institute to train our customers in terms of practical knowledge and skills in a wide range of specialist areas. We are now expanding the Kramp Academy concept step-by-step in other Kramp countries as well.

Product development is a continuous process, insights become sharper and better, and all this requires regular refresher training. Kramp Academy provides this opportunity in a practical and very focussed way. Our specialists also go to the manufacturers to undergo training, and we then bring this knowledge back and pass it on to you; for example on the technology for the saw chain, general maintenance of Forest & Grasscare machines, motor technology and much, much more.



Stay sharp

**BATTERY TECHNOLOGY IS GETTING BETTER AND BETTER AND INCREASINGLY EFFICIENT**

**Etesia: electric mowing is the future**

Etesia is set to launch the Bahia electric ride-on mower in 2011. This model represents the next step for the manufacturer in its BIO Concept range of lawnmowers, and Etesia expects electric mowing with battery power to gain significant ground over the next few years.



Etesia predicts that electric mowing, like with this 80 cm Bahia, is the future

"Our 80 cm Bahia will be powered by a conventional lead-acid battery", says Patrick Vives, director at Etesia from Wissembourg in the French Alsace region. "Of course we are also looking at other battery concepts, but they



Patrick Vives, Director

are currently still all too expensive to use for a lawnmower. A lot depends on the developments in the field of electric cars. Lithium-ion offers attractive potential but is not profitable yet from a price perspective".

**BIO Concept**

According to Patrick Vives, it will be a few years yet before this kind of investment in Forest & Grasscare machinery pays off. Etesia has launched the BIO Concept range to enable it to respond as effectively as possible to changing wishes and requirements in relation to exhaust emissions and other environmental aspects. Research has shown that CO<sup>2</sup> emissions in lawnmowers are not generated by the production process itself or by transport, but that 80% is caused by the use of the machines. "We have therefore developed models with a diesel engine that are able to use biofuel", says Vives. "A mixture of 30% is already possible, and working with 100% biofuel is just a question of time. We have cut emissions even further as a result with the LPG models: CO is reduced by 25% and the CO<sup>2</sup> value by 21%".

**Robots gain ground**

According to Etesia, electric mowing is the logical next step, as it delivers an even better environmental balance and is also very quiet. A range of field tests has shown that autonomy lasts for around two hours on one battery charge; enough to mow an area of grass between 2000 and 2500 m<sup>2</sup>.

Without wanting to go into details, Vives predicts that Etesia will also use battery technology in other Forest & Grasscare machines and may even add various new product types to the range. He is more forthcoming on the advent of a larger LPG-driven ride-on mower (100-110 cm cutting width) and the strong increase in the use of robot mowers. Vives: "We expect the market for automatic mowing to increase from 40,000 to 100,000 units. Rising labour costs are one reason for this, and people's increasing unwillingness to mow the grass is another".



LPG-powered models will also be used increasingly often due to their low CO and CO<sup>2</sup> emissions



**SPECIALIST**

Stavermann in Wallenhorst, Germany:

**"We always opt for quality"**

"We only sell brand items, which also means only original wear and replacement parts", director Stefan Ludwig from Stavermann in Wallenhorst, Germany resolutely states.

With six sites and 73 employees in Germany, the specialist in the field of Forest & Grasscare machinery is one of the major companies in this sector. "Only brand items let you rely on all the required spare parts and warranty".

"Experiences with imitation brands and parts have been thoroughly disappointing. The quality is poorer, the service life is shorter and they can cause damage, for example due to sub-standard air or oil filters. Kramp gives us rapid access to original parts for our machines, and ordering for six sites at just one point is also much easier than ordering with six different suppliers. Everything is straightforward and the deliveries are reliable, and the contact with the Kramp employees is also pleasant. The only improvement that I can think of is an even wider range of original parts. As far as we are concerned, you can never have enough choice".



## TIPS & TRICKS

### Quick start help

**Tip:**

The condition of the engine is an important factor in determining the condition of your garden machine. One problem that occurs frequently, particularly with irregular use, is poor starting of the engine. Out-of-date fuel frequently causes gum deposits in the fuel system, and fuel ages relatively quickly as gum deposits begin to form after just 30 days. Briggs & Stratton "Fuel Fit" prevents gum deposits and keeps fuel fresh for up to two years. Fuel Fit also cleans the fuel system as a whole.

**Other tips:**

- Use Briggs & Stratton Fuel Fit
- Use clean, fresh, unleaded fuel
- Do not buy more fuel than you will use within 30 days
- Do not mix oil and fuel
- Treat fresh fuel with a stabiliser to protect your engine throughout the season.



Part Number: 999005

Fuel Fit can prevent starting problems

**Trick:**

If the carburettor is so dirty that the engine doesn't start properly or runs poorly and irregularly, then ultrasonic cleaning is a handy solution. Kramp has a number of ultrasonic cleaners in its range; go to the webshop for more information.



The Ultrasonic cleaner deserves a place in every professional workplace

## Tests are crucial

Manufacturers of branded products test their machines and components carefully for quality; not only to comply with the legal obligations in relation to safety, but also to guarantee the quality of their products.

GGP tests various lawnmower parts for strength and service life, and the same applies to the blade holder. This is tested in accordance with European safety standards, which state that the 2-pin construction must break if the blade comes into contact with an obstacle. This prevents further damage to the blade and the drive gear. The manufacturer also carries out precise tests to establish the forces that its original parts can resist, for example drive belts and drive shafts. If the ultimate maximum load is not far above the practical value, then the part is not used for production of the machine.



## Finding brands easily

Kramp is already an official distributor of a large number of original brands in a number of European countries. Manufacturers and countries are added regularly so that we can expand our range of brands even further. This year we have added brands including Briggs & Stratton and Etesia in France and MTD in the UK. We already distribute original parts in one or more countries for brands including Carlton, Murray, Briggs & Stratton, Honda, Kawasaki, Kohler, MTD, Etesia, Solo, Flymo, Castel Garden, AS Motor, Agria, Stiga, Peerless, McCulloch, Windsor, Al-Ko, Wolf Garten and many others. As well as these original parts,

we also deliver a very wide range of popular parts that are suitable for the following brands: AGS, Bolens, Karsit, Sabo, Tillotson, Walbro, Zama, Westwood, Allen, Countax, Husqvarna, Kubota, Simplicity, Toro, Walker, Wheel Horse, Ariens, Dixon, Iseki, MA.RI.NA, Snapper, Victa, Webb, Atco, Echo, Jacobson, Stihl, Viking, Black & Decker, John Deere, Ransomes, Tecumseh, Harry, Hayter, Kaaz, Robin, Kynast, Brill, AYP, Partner, Oregon, Lombardini, Yanmar

**Tip:**

visit [www.kramp.com](http://www.kramp.com) and type the brand name into the search field and our webshop will give you all the results



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