

Kramp Customer Magazine

Focus

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Kramp Academy in the UK

KRAMP MOBILE HAS GATHERED MOMENTUM

Read from page 8

Ordering spare parts could not be simpler



The expression "time is money" applies to almost all industries in today's business world, and the agricultural, forest and grasscare industries are no exception. People expect the best and fastest possible service from specialist dealers. Particularly in the upcoming summer months, during which a high proportion of the harvest is collected, it would be fatal for your customers to have their machines and devices standing idle for long periods. It is therefore crucial for faulty parts to be replaced as quickly as possible.

Kramp enables you to offer your customers a first class parts supply, save them time and money, while at the same time continually developing their business. We hope that we can help you to strengthen your competitive position in the long term, after all, our success depends on your success.

Kramp is a strong partner to have at your side, continually developing new solutions to make the spare parts business quick and simple for you. The best example of this is Kramp Mobile; a clever e-business solution that we first unveiled at Agritechnica 2011 in Hanover. Demand has been high ever since, and now, six months on, we have been asking users what they think. The response has been overwhelmingly positive, as the report on pages 8 to 11 shows. You can also find out more about the latest functions now available.

I hope you enjoy reading this issue of Focus.

Eddie Perdok,
CEO of the Kramp Group

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Efficient interfaces

EDI for process optimisation

The use of digital information and communications technology for business processes is of increasing importance to today's companies. The quickest and most efficient way to exchange product information, prices, part numbers and orders is to use proprietary stock management systems.



Kramp is able to provide its customers with the right solutions within Electronic Data Interchange (EDI). Our IT experts have developed interfaces that are able to network with many different industry specific operating systems, allowing specialist dealers to optimise their data transfer processes for both customers and suppliers. This means data is transferred more quickly and that the information conveyed is more accurate. There's no longer any need to call up, fax or write an email. Transfer errors are also ruled out.

Kramp EDI interfaces use standard formats such as XML UBL2.0 and EDIFACT D96A. Support is also offered for Kramp specific formats and, as long as certain requirements are met, bespoke customer formats too.

Reliable and fast

Michael Austgen, Kramp IT Project Manager was enthusiastic: "EDI is of enormous benefit to our customers as they can purchase their orders directly from our stock management system without having to create them from scratch in advance. This is much more reliable, economical and quicker than manual data input, freeing up more of the working day

for the company's core business." Kramp has been able to obtain orders from its customers' stock management systems for many years now. EDI is now used at every phase of the data transfer process and in future will also be used to generate order confirmations, delivery notes and invoices.

..... www.kramp.com

EDI — benefits at a glance

- Ordering direct from a proprietary stock management system
- Electronic order confirmations provide information on availability and price
- Delivery details processed electronically for accurate, timely information
- Handling of invoice and credit data to accelerate the specialist dealer's invoicing process
- All item data including current prices and discounts made available for article master maintenance, enabling offline searches

UK Massey Ferguson – LAMMA Show offered a first chance for UK Customers to get “hands on” with the new MF7600 Series Tractor. The MF7600 was launched in late 2011 and ranges from 185 hp-235 hp.

UK Deutz Fahr – have updated the engines on the latest series of tractors to feature common rail SCR technology. This coincides with new models being announced complete with new cab design, load sensing hydraulics and a new high spec PTO.

NL Zuidberg will shortly be launching a switchable gearbox for the front PTO shaft onto the market. This allows the machine to work at a lower engine speed when using a combination of tools. The prototype provides the option of 1,000 on the PTO at either 1950 or 1,600 revolutions of the engine.

NL The Agrifac Condor is now available with a continuously variable track adjustment from 245 to 320 cm. The adjustment technique for the wheels of this self-propelled sprayer also exists for track widths from 150 to 225 cm or from 225 to 300 cm.

B The new Terresta 4000 sprayer from Delvano has a continuously variable track adjustment from 180 to 240 cm. This self-propelled machine goes up to a boom width of 33 m and has a tank capacity of 4,000 litres. The six-cylinder engine supplies 200 kW/272 hp.

UK Fendt have announced Guide Connect, a new advance in tractor automation. Guide Connect allows two tractors to be connected by satellite navigation. The lead tractor can then control the following tractor to allow an operator to complete the work of two tractors.

A The Jumbo silage loader from Pöttinger is now available with a new Knorr brake system, which provides increased braking assurance thanks to its electronic EBS, and better stability at high speeds through RSP anti-roll technology.

NL The triple-axle feed wagon that Schuitemaker of Rijssen built for Voercentrum Leeuwarden (Leeuwarden Feed Centre), the Netherlands, has a capacity of 54 cubic metres, which is enough to feed 1,400 cows. The wagon has four dosing rollers and two steered axles and requires a 240 hp tractor.

B The 4-row Apache harvester from AVR works with two harvester chains, each 148 cm wide, which pass over a 265 cm-wide sieving web. The hydraulically-driven harvester itself is 348 cm wide. Wheel drive and continuously variable height setting for the carrier come as standard.

UK JCB have launched the new Fastrac 8,000 series, with up to 306 hp new features include a Sisu engine and new operator environment and an impressive 70 kph top speed.

Casappa PLP30 Gear Pumps Full power ahead



Gear pumps in the Polaris 30 series by Casappa are used predominantly in the field of mobile hydraulics and industrial applications. The gear pumps consist of an extruded housing produced with an extremely resistant aluminium alloy. All models comply with the current international standards (SAE, DIN & European standard) and their high level of efficiency is very impressive. The wide of shafts, flanges and housings also provides a multitude of application possibilities.

.....More information on the gear pumps in the Polaris 30 series can be found at www.kramp.com.

Moisture meters Wile 78 ‘crusher’



The latest generation of Wile moisture meters was launched at AgriTechnica in November and Kramp is ready to offer the Wile 78 ‘crusher’ (Part No. 7000780GB) to the UK market. Special new features include:

- Specially coated long life grinding teeth
- Measurement results in 20 seconds
- ± 0.5% reading accuracy in controlled conditions
- Automatic temperature compensation



The ‘Crusher’ has been very successfully tested in the challenging field conditions in the Finnish market and is now available to UK customers.

.....For more information on the Wile 78 visit our webshop www.kramp.com

New brand name Iskra becomes Letrika

Iskra has been a successful brand selling electric motors, starters and alternators since the early 1990s, but now it’s all change with a new name. In future, Iskra products will continue to be sold at the same standards of quality and availability, but under the name Letrika instead. The new name will be phased in gradually between now and June 2012. Iskra

will ensure that it keeps its customers updated throughout the process from its headquarters in the Slovenian capital of Ljubljana.



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



Cleaning mowers the easy way Ride-on mower lifting device

To ensure a clean cutting system for your ride-on mower, it is essential to have the right tools, such as the FGP000037 Easy Turner, to ensure that the cutting deck on a ride-on mower is really clean. This lifting and cleaning aid is easy to use, requiring minimum effort. All you need to do is slide the main frame of the lifting and cleaning aid under the mower's rear wheels, attach the safety lock and then tilt the ride-on mower onto its side. The Easy Turner is suitable for ride-on mowers with a maximum weight of 300 kg and track widths of 800 to 1,000 mm (outer edge of wheel). The safety device features have been thoroughly tested and approved, indicating the device is of high quality.

.....More ride-on mower spare parts can be found at www.kramp.com

RS-type Pipe Clamps Practical packaging units



Hydraulic RS-type pipe clamps are now available from Kramp in practical packaging units. Previously customers could only order these products individually in the quantity they required, but they now come in various pack sizes. All sizes of pipe clamps can be purchased in packing units of 1, 5 or 25 pieces. This can be identified from the three digit suffix at the end of the item number, for example, "...P005" for a

packaging unit with five pieces. The advantage is, the larger the pack size, the bigger the saving. Sizes that are used less frequently can also be ordered individually using the item number ending "...P001".



..... All packaging units for RS-type pipe clamps can be found at www.kramp.com

D Last year, the German tractor market amounted to 35,977 units: a 26% increase compared to 2010 (28,587 tractors). In 2009, the number of tractors sold was 29,464, and in 2008, that figure was 31,250.

D The sector organisation VDMA reported that tractor sales last year were the highest they have been since 1983. The largest increase (37%) occurred in Germany for the class of compact tractors up to 37 kW/50 hp.

D Last season, the German market for hay-making machines was 18,400 units: 17% more than in the '09/10 season. The sale of balers increased from 1,552 to 1,765 units, the sale of big pack balers from 363 to 379 units and the sale of forage harvesters from 608 to 695 units. The combine harvester market (2,015 units) increased by 38%.

UK Tractor sales in the UK rose by 5.6% according to the AEA. 14,094 tractors were sold during 2011 with the average horsepower up 1.8% to 144 hp.

PL 22% of Polish farmers who have farms of 500 ha and over would like to buy a tractor this year. This is according to the 'Poland 2011 scanner' research, which was conducted by Agri Direct. 12% are considering a new tractor, 5% a used one and 5% are not yet sure whether they will buy a used or a new tractor.

NL The Dutch export of agricultural products increased last year by 9% to 73 billion euro. Of this amount, almost 19 billion went to Germany, the Netherlands' largest trading partner. Forty-eight billion euro of goods were imported, over nine billion of which came from Germany.

J/N The Japanese company Kubota owns over 78% of shares in Kverneland, which actually makes it the new owner of the Norwegian manufacturer of agricultural machinery.

J/F Toyota Material Handling Europe (TMHE) and the French company Manitou are going to restructure their partnership in the forklift trucks sector. Manitou sells Toyota forklift trucks via its network and will continue to do so until the end of this year.

D Lemken saw its turnover increase by 31 percent last year to 266 million euro. Sales in Germany increased by 17 percent. Lemken's main export countries are France and Great Britain. Russia has also made a comeback and has once again reached the levels of the record year 2008.



AL-KO Geräte GmbH

Getting the lawn into shape

Whether you have a large plot or a small patch of lawn, whether you use a petrol, electric or battery operated model, AL-KO Geräte GmbH is one of the leading manufacturers of garden equipment in Europe and can offer the right lawn mower for every requirement. The company is part of the global AL-KO Kober Group.

AL-KO, with its headquarters in Kötz in Swabia, near Günzburg, Germany, can draw on 46 years' experience in the fields of technical development, design and production. The certified production locations for lawn mowers are in Austria and Italy, while engines and switches are obtained from manufacturers who are also certified. More than 400,000 lawn mowers alone come off the production line annually. Standard hardware products, such as pumps, are produced in the Far East, but are developed, designed and tested in Germany. Other products from the garden and hobby division also feature sophisticated technology. The lawn, garden, water and handyman technology branches manufacture high quality brands of garden equipment for specialist dealers and the DIY market. Each device is subjected to a function test when production is complete.

Lawn or meadow

The right mower for every lawn. The POWERLINE 3600 Li battery powered mower from AL-KO, only available from specialist dealers, will let you mow the verges around your patio silently and without exhaust fumes.

The COMFORT 34 Li from the SILVERLINE series is also equipped with battery technology. Garden tractors and cutter bars, suitable for lawns ranging from parks and amenities through to environmentally friendly sloping meadows with fruit trees, also form part of the range. When it comes to lawn tractors, the concept of four season accessories means you can create a multifunctional appliance for all seasons at the drop of a hat. Petrol lawn mowers, tractors and cutter bars are fitted with proven and powerful engines from Briggs & Stratton or Honda, or high quality engines from the AL-KO brand.

E10 no problem

All petrol engines from the current AL-KO range of garden equipment run on E10 fuel without any problems, and this also applies to the petrol scarifier, petrol engine cutters, engine cultivators and cutter bars. AL-KO also issues E10 releases for petrol leaf blowers, the BF 5002 R combi device and all AL-KO petrol chainsaws. Depending on the specifications of the various engine manufacturers, older devices can usually also be run on E10.

reddot design award

The quality of the lawn mowers and the excellent design is also recognised by the "honourable mention" awarded by the reddot design awards. The special mention is made by the jury in order to highlight special detail solutions of a product. The Silver 470 E PREMIUM impressed with its extra large rear wheels and a height adjustable crosspiece. Last year the AL-KO POWERLINE 5300 ALUMINIUM was awarded the prize, in that case for the AL-KO POWERLINE cockpit. The new POWERLINE cockpit offers the user increased grip and optimised ease of use. The modular design, modified to suit the respective device configuration, means that the controls are always in the same position and within easy reach.

.....More information on the company can be found at www.al-ko.co.uk



Global presence, close to customers

Last year, the AL-KO Kober Group celebrated its 80th birthday. In 1931, Alois Kober, aged 23, founded a small welding shop in Großkötz, near Günzburg between Stuttgart and Munich in Bavaria, Germany, the foundation stone for a now widespread international business. The company employs more than 4,000 people at 50 locations, and the headquarters is still in Germany, in Kötz near Günzburg. The corporate portfolio includes the branches of vehicle technology, garden and hobby and air technology.

In 2010, the company generated a total turnover of 624 million Euros. It is now managed by the third generation of the founder's grandchildren, Roland, Harald, Raymond and Stefan Kober. For all its activity on an international scale, the company is still very closely connected to its location in Kötz, and it promotes and supports numerous associations and institutions. AL-KO has been the main sponsor of the 1st FC Augsburg since the 2010/2011 season.

Webshop tips

News updates every week

Even when you do not need to place an order, it is always worth taking a look at the Kramp webshop. Kramp provides its customers with the latest information on a regular basis. Our home page features current news reports on products, Kramp or the webshop. Our product news **1** displays the latest items and trends recently added to the Kramp range. The advice we provide customers includes the applications for which the product in question is suitable and the benefits it has to offer. There is also a link to all product news for those wishing to search through previous product reports, which are all sorted according to date.

The Kramp news section **2** rounds up the top news regarding Kramp as a company, including our trade fair appearances, changes specific to the company that affect you as a customer and key service topics.



Below this is the webshop news section **3**, where we publish useful information about the Kramp webshop. This could include information on changes within the webshop, new webshop functions or new user friendly enhancements

Flexible ordering of spare parts

Kramp Mobile has gathered

The entire Kramp product range – packed in 8mm. Six months after introducing Kramp Mobile one thing is clear, the intelligent e-business solution is receiving a very positive response from specialist dealers.

More than 1,000 of the iPad 2, weighing just 600 grammes and with the preinstalled Kramp software application, have now been delivered to users, and enthusiasm about Kramp Mobile is spreading across Europe. Specialist dealers in the Netherlands, Germany, Austria, Belgium, France, Switzerland and the UK are turning to Kramp Mobile as a flexible way of ordering spare parts, and Kramp is also ready to go in the other Kramp distribution countries, such as Hungary, the Czech Republic, Poland, Slovakia, Italy and Spain. "We are certain that Kramp Mobile will be just as successful in these countries as well, as the benefits for users are self evident", says Mario Babic, Director of Sales & Marketing for the Kramp Group.

Switch on and get started

W Previously we used the various product catalogues to search for and order items. Now we do that using the handy Kramp Mobile. I can only recommend it to anyone who values flexibility and mobility and wants to be organised at the same time. Kramp Mobile allows you to order spare parts super fast from the web shop, and you can also access other applications easily without needing a laptop, USB stick or other aids. Simply switch on and off you go. To summarise: Kramp Mobile is simply fantastic."

**Max Schnabel,
Degner Agrartechnik
(Hof, Germany)**

Flexible ordering

W Kramp Mobile is easy to use and lightens my workload. I can access spare parts and technical information wherever I am, so I can place orders without having to be in the office. Kramp Mobile is a big help to me, particularly if I am on the road with the workshop bus. I can answer questions on the spot, for example about prices or availability. The customer gets the information he needs straight away, so he has the option to make a decision there and then. For me, this means more orders and less time to prepare each quotation. Being able to keep catalogues and brochures to hand at all times as PDF files is also very important to me, as it means I no longer have to manage mountains of paper."

**Dominic Müller,
Müller Siblingen GmbH
(Siblingen, Switzerland)**



momentum

Many benefits

W We were impressed by the flexibility of Kramp Mobile. With this we can go to customers and access the full Kramp range at the touch of a button. We don't need to carry endless catalogues, and we can quote a customer instantly on price and availability. The whole sales process can now be made in a single phone call. Another benefit of Kramp Mobile is that we can download every piece of information our salesmen require."

Richard Carpenter,
Carpenter and Goodwin Ltd (Leominster, UK)



Automatic updates

Searching, finding and ordering 300,000 items at a glance, at any time and from any location – a succinct description of Kramp Mobile. The idea behind it is as simple as it is practical. The Kramp software application on the iPad gives registered customers direct access to the entire range of spare parts, including information updated daily on prices and the availability of items. Other functions such as the shopping basket, notepad, favourites or search are also available. "Operating Kramp Mobile is child's play as well. Simply switch on, start the Kramp software application, log in and you can start ordering spare parts", explains Kramp IT expert Maxim Klimenko. He knows that the ordering of mobile spare parts has a lot of potential. "Customers who choose Kramp Mobile can always look forward to new, useful functions; updates are handled automatically and the user doesn't have to worry about anything."

New functions

Since introducing Kramp Mobile, work has been ongoing to further develop the e-business solution. The software application now starts more quickly and small but subtle improvements in the design make working with Kramp Mobile even easier and clearer. "We received a lot of positive feedback from users for the design from the start, but improvements can, of course, always be made", says Maxim Klimenko.

As well as speed and design optimisations, some new, useful functions have also been added. As in the web shop, Kramp Mobile now also has a feedback button on every page, which can be used to share suggestions and opinions. Kramp Mobile now also shows even more information about the products, such as the "new item" and "expiring item" buttons. It also shows if a product cannot be exchanged, and special offers or price breaks.

A multitude of options

W I use Kramp Mobile for the wide range of applications. Of course, the quick access to the Kramp web shop is highly beneficial for my everyday work, but downloading and viewing a range of documents, e.g. wiring diagrams, maintenance instructions or price lists in PDF format, is absolutely straightforward. And finally, the very good image resolution on Kramp Mobile is very practical."

Franz Simon, LMT Johann Pichler, (Kirchschlag, Austria)



Easy and quick to handle

W Kramp Mobile makes my job a lot easier. Placing an order with Kramp is now even quicker and easier than before, no matter where I am. If I am not in the office or in front of my computer, but in the warehouse, or the workshop, or even travelling, I use my Kramp Mobile."

Tim Van Bastelaere, Van Bastelaere BVBA (Lokeren, Belgium)



Another function is the demo mode that has been set up on Kramp Mobile, which specialist dealers can use to let their customers explore the web shop on site, without any concerns about security. Personal information stored in the profile, such as net prices, shopping baskets, favourites etc. can simply be deactivated as necessary for this function.

Generating added value

Further developments to Kramp Mobile are about quality not quantity. In other words, only functions that truly add real value for specialist dealers and make their working day easier with the ordering of spare parts will actually be undertaken. From optimising the shopping basket via integrating the clever Scan-to-Order barcode ordering system to electronic data transfer using EDI (Electronic Data Interchange),

there is no shortage of ideas: "Customers will be informed about new developments with Kramp Mobile as they become available", says Mario Babic.

..... www.kramp.com



Great performance in Zaragoza

Successful exhibition: FIMA 2012

FIMA, the Spanish agricultural sector's biggest event, took place in Zaragoza from 14th - 18th February. The 2012 international agricultural machinery trade fair was once again a success, with a wealth of information thanks to a wide range of new products and recent developments. More than 1,100 exhibitors demonstrated their products and services during this event.



↑ Eddie Perdok, CEO Kramp Group (third from left) visited the international Kramp trade fair team at FIMA. The international trade fair was an outstanding success.



FIMA is Zaragoza exhibition park's most visited event and has international appeal. The main sectors to be represented and exhibited were: tractors and tilling machines, seeding machines, planting and fertilisation equipment, phytosanitary protection, forestry equipment, spare parts, land use and irrigation. Visitors included farmers, importers and dealers, as well as engineers, researchers and public sector workers from numerous countries. Overall, more than 200,000 visitors from more than 50 countries came to FIMA this year.

to give them detailed information about our logistics skills and our huge range of products. It was important for us to explain to visitors that the services we offer bring real added value to their organisation", said François Richard, Kramp France CEO. "As Kramp is still relatively new to the Iberian market, FIMA was a date in the exhibition calendar that we couldn't afford to miss. We have had our own sales office in Spain since 2011 and we have a team of highly motivated employees who are very familiar with the market," he added.

A date not to be missed

Kramp could be found in Hall 3 with an 829 sq. ft. (77 m²) stand and visitors were able to chat with our team while sampling Iberian ham or an ice cold beer. "It was an opportunity for us to present Kramp as a real expert in the distribution of spare parts to both the Spanish market and to potential clients,

A successful exhibition

On the stand, visitors were pleasantly surprised by the wide range of services that Kramp offers. Our team made a point of promoting our e-business concept and the benefits of our online Kramp store. In particular, the opportunities offered by Kramp Mobile attracted considerable interest.

Finally, the exhibition team also presented the 'shop concept' offered to dealers, in the form of a useful customer loyalty scheme at our partner Same Deutz-Fahr's (SDF) stand in Hall 7. Visitors were able to receive detailed information about the concept and its implementation.

"We are very happy with our first time at FIMA 2012. We have had a lot of very positive exchanges with potential new customers as well as with our existing customers, suppliers, and the press", Ricard Escayola, the Head of Sales for Kramp Spain and Portugal was pleased to report.

..... www.kramp.com

Exhibition site, Zaragoza

- Location:** about two and a half hours' drive to the north-east of Madrid, almost three hours' drive to the west of Barcelona
- Total area of the exhibition park:** 430,556 sq. yds. (360,000 m²)
- Nine halls:** a total of about 107,639 sq. yds. (90,000 m²)
- Outdoor area:** a total of about 114,815 sq. yds. (96,000 m²)



Techagro 2012

Mapping the trends within agricultural technology



Visitors to the 12th Techagro at the end of March were astounded by the latest trends and technologies on show from the agricultural and forestry markets. Held in Brno in the Czech Republic, this major trade fair takes place every other year and coincides with a hunting, fishing and cattle show.

Techagro is one of Central Europe's biggest trade fairs. Its diverse programme covering contemporary topics within the agricultural industry, is a perfect platform for companies from all over Europe and beyond to present their products. The organisers have succeeded in making this trade fair a major event over the years, with the number of halls constantly increasing and the infrastructure undergoing frequent improvement.

Visitors crowd around the Kramp stand

Following their extremely promising debut two years previously, Kramp were more than happy with its Techagro appearance this year. "We are delighted that so many customers, especially from the Czech Republic and Slovakia, visited Kramp's welcoming stand", says Jana Wagnerová, Kramp Area Sales Manager for the Czech Republic and Slovakia.

Sales teams from the Czech Republic and Slovakia dealt with customer enquiries during the event. "It was important to us that our customers saw us as both a one-stop supplier and a service provider that makes spare part deliveries as straightforward as possible. This we managed to achieve", explains Jana Wagnerová. The stand presented both new products and service solutions such as the shop system. The clear focus, however, was on Kramp Mobile. "During the trade fair, our customers had the opportunity to find out about this innovative e-business solution, try it out and of course purchase it there and then", says Jana Wagnerová.

..... www.kramp.com

“Be sure to widen your range of activities and keep people in work the whole year round, my father always used to say. This is exactly what we have done and we are expanding on this basis. We now serve agriculture, industry, forest & grasscare, and have grown from one to three branches. We take it step by step and grow wisely. That’s good, right?”

Karel Beel, who is now CEO of the family business from Wortegem-Petegem in the western foothills of the Flemish Ardennes, is happy with the way things are progressing for Beel.



↑ Karel Beel and Isabelle Callens: “Healthy growth can only be achieved upon a solid foundation”

Beel of Wortegem-Petegem, Belgium

Sensible growth

Karel and his wife Isabelle are the third generation to run the business and are developing the company at a healthy pace in line with developments in the market. “When my grandfather René Beel founded the company in 1932, the world of agriculture was very different to the way it is today”, he says simply. “Nowadays, there are fewer and fewer farmers, plots are increasing in size and require different machinery and trade in the sector is also changing. We also decided to up-scale to enable us to maintain healthy stock levels and serve our customers in the best way possible.”

Three branches

Beel currently has three branches. Its headquarters are located in Wortegem-Petegem and span an area of 27,000 m², 10,000 m² of which is built upon. Here, the company supplies agricultural machines from core brands Claas and Massey Ferguson, while on the industrial side, Hitachi is the main brand of earth moving machines. Beel also imports Giant wheel loaders from the Netherlands. Within the Forest & Grasscare segment, the main brands are Stiga, Stihl, Honda and Toro.

“In 2011, we took over a former CNH dealer in Handzame and are introducing Claas as the main brand”, explains Karel Beel. “We officially started here on 1 January. We now also have a branch in Bruges from where we will supply Massey Ferguson as of 1 June. Will we ever expand to the east? Who knows what will happen in the future, but not for the time being. First we intend to focus our efforts on these three branches to ensure that we have a strong foundation.”

Personal contact

The 47 employees of Beel know that Karel and Isabelle take a very thorough approach. The expansion and € 25.5 million turnover did not just happen by themselves. This is why



↑ The shop in Wortegem-Petegem stocks an extensive range of products for Forest & Grasscare maintenance

↑ Agricultural machines are getting bigger and bigger, which means that plenty of workshop space is required

12 years ago, Karel took on his first representative, which at the time was an unusual step for this industry. "We now have specific people on the road for each product group, enabling them to build up personal contacts with clients", explains Karel. "We have also recently taken on an IT specialist. As we grow, so do our requirements in terms of logistics, and it is not possible to progress without good automation systems in place."

The IT specialist makes sure that all branches are using the same software and that everyone is interconnected. All the salespeople have an iPad to enable them to show the used machines to customers. Managing the data centrally ensures that the products and all price lists are always up to date.

Karel Beel goes on to say, "We are also seeing the positive effects of increased purchasing. It is not only importers that like it when you purchase a complete range of machines, it is also better for customers. We have more stock available, can offer shorter delivery times and have a strong stock. Combined with the relationship and night service offered by Kramp and the specialist expertise of all our employees, this is an important element for a healthy future."

..... • For more information, visit: www.firmabeel.be



↑ An extensive warehouse ensures fast service and direct delivery, thus minimising downtime for Beel's customers

Agricultural sector in Belgium

In Belgium, the agricultural sector occupies the largest area of land, with 1,358,019 hectares being used as farmland. However, with 81,000 workers, only a small proportion of the workforce is engaged in agriculture. They are employed by around 43,000 agricultural companies that make up Belgium. The number of companies may be on the decline as is the case in the Netherlands, however, the survivors are growing in size.

Remarkably, the number of tractors and agricultural vehicles is increasing. In 2010, the figure for Belgium was around 178,000, including almost 11,000 new registrations.

In 2010, Belgium produced 3,066.6 million kilos of milk. It had 2,593,000 cows, including 500,000 dairy cattle, as well as 6,430,000 pigs, 120,000 sheep and 34,375,000 poultry animals. Farms in 2010 produced a total of 3,455,758 tonnes of potatoes, 3,105,190 tonnes of cereals and 8,560,0150 tonnes of fodder crops.



Rock Oil

Commitment to quality

Established in 1928, Rock Oil is a family owned and run British manufacturer of high quality lubricants. Operating from a purpose built site in Warrington in the North West of England, Rock Oil has built up an enviable reputation as one of the industries leading suppliers of lubricants.



Using their vast experience Rock Oil sources only the very finest raw materials to produce its products ensuring quality and performance are never compromised, from a basic grease right through to a high specification race lubricant. An on-site laboratory and blending plant ensures that any customer requirement can be met and satisfied.

This commitment to quality has led to Rock Oil being awarded the prestigious BS EN ISO 9001: 2008 Quality Assurance Certificate and recommendations by many leading manufacturers such as BMW, Mercedes, Porsche, Volvo, Iveco, Triumph, Kawasaki and Suzuki, plus JASO, API, ACEA and NMMA accreditation.

Though famous for involvement in motor sport, Rock Oil's major activities are in the agricultural, automotive, commercial, foodsafe, industrial, marine, motorcycle and leisure markets. World Championship winning performances in motor sport have led to



↑ Winning performances in motor sport.

blending and manufacturing lubricants for some of the world's top motorcycle, car and engine manufacturers.

Rock Oil is delighted to announce a new working partnership between ourselves and Kramp UK. Kramp is Europe's leading supplier of parts in the Agricultural, Industrial and Forest & Grasscare markets. Having worked together for a number of years, both parties are pleased to have reached an agreement whereby Kramp UK will be a major supplier of Rock Oil Horticultural products through the Kramp distribution network.

Kramp's presence in the market coupled with Rock Oil's excellent Groundsman range of horticultural products, should ensure that the partnership goes from strength to strength and both parties are excited to announce this increased level of co-operation.

Rock Oil produces a large range of lubricants and associated products suitable for today's modern agricultural and horticultural markets.

They offer both performance and reliability and products within the range meet or exceed the latest industry approvals such as John Deere, Caterpillar and API amongst others. The range is suitable not only for large agricultural applications but also smaller horticultural applications which includes smaller garden machinery such as chainsaws and lawnmowers covered by our Groundsman range of products.



..... www.rockoil.co.uk



Darren Parnell Finance Manager

Darren has recently joined the Finance team here at Kramp UK and has settled in well. He brings to Kramp a wealth of experience, having worked for Scottish Newcastle and also Barclaycard. When asked what attracted him to Kramp, he said working for a large global organisation and the opportunity to develop people. He is looking forward to making the Accounts team a department to be proud of.

He has been married for 8 years and has two young children, Jessica 5 and Reuben 2, but lets not forget Sydney, the dog. He enjoys playing golf, going to the gym, although his busy schedule means his visits are becoming rare and also 6 a side football. In his spare time, which is difficult to imagine, he is a Governor at his daughters school and Chairman of the Parish Council.

So what aspirations does Darren have? Well on a personal level he would like be a good parent, support his local community in his current projects, travel to Peru, explore the Galapagos Islands, visit New Zealand and also see the Northern lights. Wow – better get a move on then Darren!



Leah



Linda



Jolean



great team

Leah Tierney Assistant Accountant

Big kid at heart - is the best way to describe Leah. She has so much energy and enthusiasm when you talk to her and a huge smile to match. Given the option of going to St. Lucia or Disneyland Florida for her honeymoon - guess which one she chose? Of course, the one with Castles, Minnie Mouse ears and plenty of princesses!

Leah has been with us for over a year now, having previously worked for T-Mobile. She enjoys working with her colleagues and with Darren now heading up the team, she has settled down and found the direction and support she wanted.

Family is very important to Leah. She has a strong relationship with her husband of 3 years, her sister, whom she adores and

a unique bond with her niece who has just turned 2 and loves Mr Potato Head. Leah does a lot of travelling round the UK to visit friends and her desire is to see more of the USA since she visited Florida. Personally I think she is really on the look out for Edward Cullen as she is such a massive Twilight fan.

Linda Smith Credit Controller

As most of you will know, Linda has worked as a Credit Controller at Kramp for 7 years now. So if you have an outstanding invoice to pay, she will be the one to call you.

Linda loves her holidays and exotic ones at that! I think this year is Las Vegas, and it won't be second class. With her daughters wedding to plan this year, it's going to be an expensive one. Let's hope she is lucky in Vegas!

Jolean Mason Credit Controller

Jolean has worked at Kramp UK for nearly 3 years now, and has gained valuable experience in a wide range of roles, from Warehouse through to her present role in Accounts, where she has been since August 2010. Whilst she faces many daily challenges at work, she is about to encounter the biggest of them all in June, when she and her husband Scott will be new parents for the first time. Congratulations, Jolean – we wish you all the best, you will be a great mum!



→ Jianderfonds has been committed to helping people in India and Sri Lanka for many years now. More than 30 relief projects have been set up to date.



Diamond Promotion supports Jianderfonds

Helping the poorest people in the world

Last year, Kramp celebrated its 60th anniversary and to mark this occasion, it ran a Diamond promotion, encouraging customers to order spare parts at attractive prices. In doing so, customers would also be contributing to a good cause as 6% of the total revenue earned through this promotion was given to Jianderfonds, an organisation that helps support social and humanitarian projects in India and Sri Lanka.

The feedback from this charitable initiative has been positive and has exceeded all expectations. Kramp is pleased to announce that a grand total of 5,340 Euro was donated to Jianderfonds. This money will be used to help finance an important social project in India. "I am delighted with the terrific support and would like to take this opportunity to thank everyone who contributed so that we

were able to once again provide a little more help to some of the poorest people in the world", said Hans Scholten, CFO of the Kramp Group.

Carmel Ghar helps teenage girls

"Working closely with the Jianderfonds, helpers in India have recently set up an initiative called 'Carmel Ghar', which will give 18 girls aged between 13 and 16 the chance of a better future", says Hans Scholten.

However, Planet Hope is only for children aged up to around 13 — and this is where the "Carmel Ghar" project comes in.

Since June 2011, this institution has not simply given girls a secure home. It has also given them the opportunity to improve their education in many different directions. The

girls learn English, how to operate a computer and how to cook healthy meals.

Having the chance of a better life.

Planet Hope, an institution also supported by Jianderfonds, has been located on the northern edge of the southern Indian metropolis of Bangalore for several years now, where the prosperous live side by side with severe poverty. The institution deals with children who come from the nearby stone quarries in the city, where even the youngest live in conditions that are extremely harmful to their health. Planet Hope gives the children hope again. They are given a home and can go to school where they are taught a range of subjects, such as English.

They are also given regular information on important topics such as hygiene and health. Nurses provide the teenagers with everything that they need such as food, drink, pocket money and attention. "Carmel Ghar supports the girls as they become adults. A well grounded education also helps them to develop their lives. The money raised by the Diamond Promotion is being put to good use here", explains Hans Scholten.

..... Further information: www.jianderfonds.nl



Discover more

Kramp Academy is coming to the UK

Well established in both Holland and Germany, the agricultural training program Kramp Academy is launching in the UK during 2012.

Kramp Academy offers training in areas that may be difficult to find elsewhere, such as PTO maintenance and air conditioning servicing. Designed to be informative and educational, Kramp Academy has seminars to suit any level of knowledge, from a one-day introduction to a four day course mixing theoretical study with 'hands-on' experience.

Kramp Academy offers dealers the ability to learn more about the products they use, and the practical benefits for their customers. By using Kramp Academy, Dutch and German agricultural dealerships have found that

they gain economic competitiveness by understanding how technical products work and they are able to keep pace with new developments. Kramp Academy is also a superb tool for training new colleagues to a high standard quickly and affordably.

As a sneak preview of what Kramp Academy can offer, Kramp UK held two one-day courses during April. An Introduction to Hydraulics (12th April) covered the basics of working with hydraulic systems, including how to avoid oil contamination and how to read hydraulic circuitry.

An Introduction to PTO (4th April) was also a one-day course covering PTO recognition and maintenance. Power Take Off may seem a simple subject, but correctly identifying PTO parts and how to maintain systems is a deceptively in-depth and tricky subject.

Feedback from the courses showed that attendees gained a greater awareness of hydraulic systems and PTO shafts and components. The full portfolio of subjects covered by Kramp Academy will be announced in July and the program will begin in October 2012. www.kramp.com

An Introduction to PTO Shafts and Components

Covering:

- A brief history of PTO shafts
- Why PTO shafts are used
- Standard Connection Splines
- PTO shaft types
- Components that make up PTO shafts (Cross journals, Connecting Yokes, Tube Yokes, Profile Tube & Guards)
- HP ratings explained
- How to identify PTO shaft manufacturer & series
- PTO protection

An Introduction to Hydraulics

Covering:

- A basic introduction to hydraulics
- How to recognise hydraulic symbols
- How to read machine circuitry
- How to avoid oil contamination when servicing hydraulic parts.
- Health and Safety with hydraulics
- Certificate issued by NFPC

The Queen's Diamond Jubilee

2nd – 5th June 2012

The 6th of February 2012 marked the Queen's 60th anniversary of her accession to the Throne in 1952. Although upon her father's death she became Queen immediately, it was another year before her Coronation took place at Westminster Abbey in June 1953.

To commemorate this historic occasion, celebrations have been arranged over the Bank Holiday weekend in June 2012 and will take place throughout the UK and the Commonwealth. It is also anticipated that hundreds of street parties (a long held British tradition) will also take place that weekend.

- Saturday 2nd June** – The Queen will be attending the Epsom Derby
- Sunday 3rd June** – The Big Jubilee Lunch – share fun with friends and neighbours. In addition up to 1,000 boats from across the UK and Commonwealth will sail up and down the Thames
- Monday 4th June** – A BBC concert will be held at Buckingham Palace
- Tuesday 5th June** – A Thanksgiving Service and Carriage Procession from St Paul's Cathedral

Source: <http://www.2012queensdiamondjubilee.com>

A hand holding a tablet computer displaying a website interface with various product listings. The background is a grid of logos for various brands, including 3M, ALKO, Fimi, FINN-POWER, Fleetguard, FAG, Iskra, JF-STOLL, NGK, NIEMEYER, CHAMPION, GOCOBO, CRING, ESM, METESIA, ewo, GRAMMER, GOHART, HELLA, HERDER, HITACHI, HOLDER, HONDA, CHALER, KRAMP, KUHN, Kverneland, LECHLER, LEMKEN, LINAK, LUK, REMA, BEKN, RED, ROCKINGER, SATURN, SCH, solo, HERR, BEKA, ROCKWIDER, SKZ, ECH, and 2010. The website on the tablet shows a product image and a list of items with prices and availability. The URL WWW.KRAMP.COM is visible at the bottom right.



SUFFOLK AGRI CENTRE

Suffolk Agri Centre (SDF dealers based in mid Suffolk) will be celebrating 25 years of trading in 2012. Congratulations – here's to the next 25!

Euro 2012 is held in Poland and Ukraine

The 2012 UEFA European Football Championship kicks off on the 8th June and will be hosted by Poland and Ukraine.



The Royal Bath and West Show

The 2012 Royal Bath and West Show takes place near Shepton Mallet in Somerset from Wednesday 30th May – Saturday 2nd June between 9am and 6pm. Tickets are available in advance. This is considered to be one of the biggest events in the rural calendar.

For more information visit www.bathandwest.com



App tip

Free UEFA football app

Follow EURO 2012 using the UEFA.com mobile app on your Kramp Mobile. This official UEFA app allows you to access all the results, news and developments relating to European football and all in the palm of your hand.

The advantages at a glance:

- Live results
- Receive alerts, for example when your team scores or for news about your favourite team
- View video highlights of matches, previews and interviews
- Read the latest news
- Keep track of when the teams are playing using the match schedule

UEFA.com mobile is suitable for iPad, iPhone and Android users. Find the app by searching for UEFA at the App store or Play store.



Olympics 2012

This year, Great Britain will be hosting the 2012 Olympic Games, between 27th July and the 12th August and events will be held at various venues up and down the country.



300,000 PARTS, ANY TIME, ANY PLACE

Weighing in at a mere 600 grams, it's the latest thing — Kramp Mobile has made it easier than ever to order replacement parts. Switch on, log in and then simply search, select and order. You can access the entire Kramp range with up-to-date information on offers, prices and availability.

KRAMP. IT'S THAT EASY.

Olympics - Countdown

- 5th May – 2,012 hours to go to the Olympics
- 10th May – Olympic Flame lit in Athens
- 18th May – Olympic Flame arrives in UK
- 19th May – Olympic Torch Relay starts at Land's End
- 30th May – Diamond Jubilee
- 7th June – 50 days to go to the Olympic Games
- 21st June – Start of London 2012 Festival
- 20th July – Olympic Flame arrives in London (evening)
- 27th July – Olympic Games Opening Ceremony
- 12th August – Olympic Games Closing Ceremony
- 29th August – Paralympic Games Opening Ceremony
- 9th September – Paralympic Games Closing Ceremony



27th July – 12th August 2012

The Olympic Games – London, GREAT BRITAIN



2012 will see London hosting the Olympic Games. Venues around the country have been selected to host events during these busy two weeks. This will not be the first time the Olympics has been held in the UK - London first played host to the games in the early 1900s.



The 1908 games were originally to be held in Rome, but awarded to London when Mount Vesuvius erupted in 1906. Events such as Motor Boating and Tug-of-War were featured then, but have long since gone. It was in this year that Great Britain topped the medal table with a total of 145 medals, followed by the USA with 47 and then Sweden with 25. This was also the year the Marathon was fixed at 26.2 miles, the distance from Windsor Castle to the Royal Box in the Olympic Stadium. The Olympics in 1948 saw London step once again into the frame at the last

minute following World War II. New for this year was the introduction of Starting Blocks for sprint races. 1948 also saw the use of the first covered Olympic pool, The Empire Pool - even though it was subsequently found to be too long and had to be shortened. This was the first time the competition was shown on home televisions.

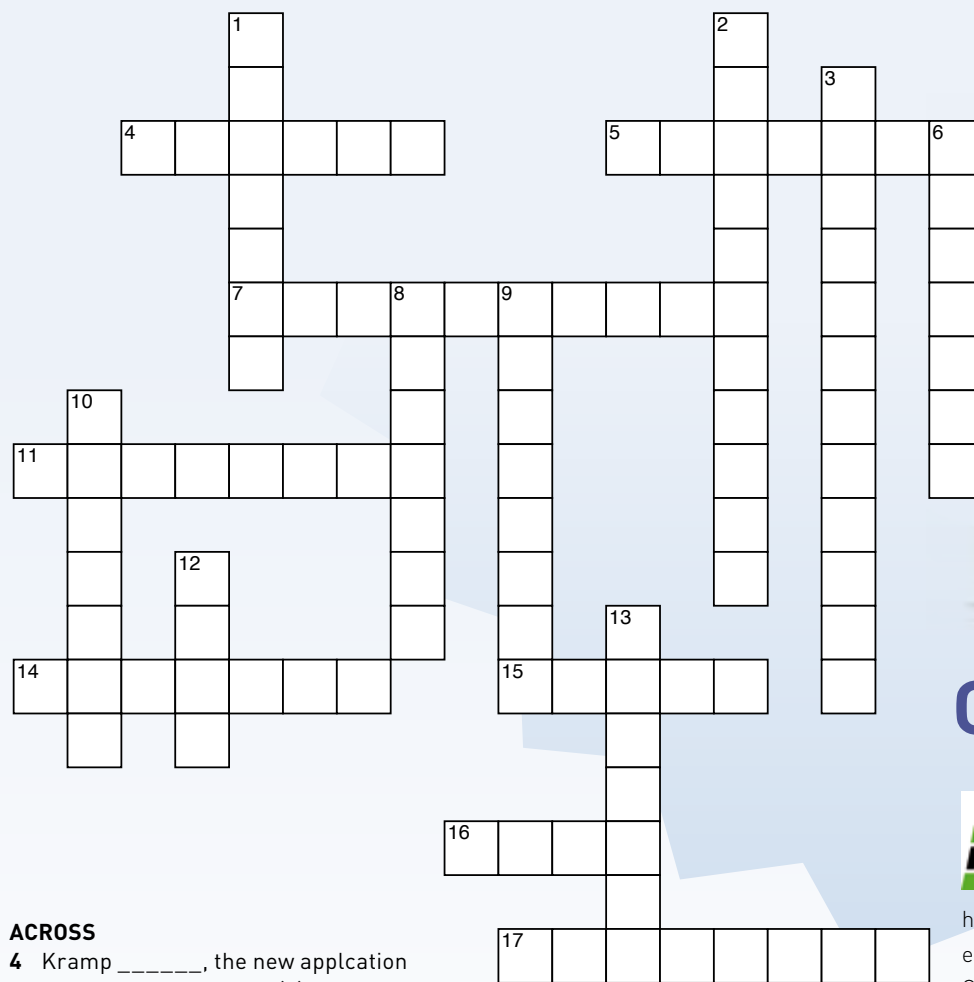
Opening Ceremonies

For London, the 27th July will mark the start of the 2012 Olympic Games. This is the time for the UK to show off its culture to the rest of the world in true style. Each Opening Ceremony has to feature certain elements including - Receiving the Head of State of the Host Country, Parade of Athletes, Playing the Olympic Anthem, Raising the Olympic Flag and the Torch & Lighting of the Cauldron.

Closing Ceremonies

The finale, held on the 12th August, will mark the end of the Olympics in London and will feature the traditional handover to the next Host City, Rio de Janeiro in Brazil. Again the Closing Ceremony has to include certain traditions, such as the March of the Athletes, Hoisting the Flags, Speeches and Extinguishing of the Olympic Flame.

• • • Source www.london2012.com - Please visit for further information on the Olympic Games 2012



ACROSS

- 4 Kramp _____, the new application with online catalogues (6)
- 5 Iskra's new name (7)
- 7 and 16 across and 2 down EDI (10,4,11)
- 11 Belgium produced 3,455,758 of _____ in 2010 (8)
- 14 and 1 down 60 year celebration (7,7)
- 15 and 9 down Techagro was held here (5,8)
- 16 see 7 across
- 17 Great Britain is hosting this famous event in 2012 (8)

DOWN

- 1 see 14 across
- 2 see 7 across
- 3 Kramp supports this humanitarian project (12)
- 6 Training established in Holland and Germany (7)
- 8 The Wile 78 (7)
- 9 see 15 across
- 10 They manufacture lubricants (7)
- 12 Spanish exhibition (4)
- 13 Alko headquarters



Crossword time



Take this opportunity to enter the Crossword competition and you could win one of 2 pairs of hospitality tickets to the British Super Bikes 2012, at either Brands Hatch or Silverstone, courtesy of Rock Oil. All you need to do is complete the crossword and fax it back to us on 01767 602620 – don't delay.

Closing date is 30th June 2012. 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. 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

Competition winner from FOCUS 1/12 who win a Scalextric Bundle is:

**Douglas Branigan
Carrs Billington
Annan
Dumfries & Galloway**



COLOPHON

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