

Kraft ...bewegt Pferde!



Summer 2017 Newsletter

Dear customers, partners and friends,

Do they really keep their promises? The election campaign in Germany has begun. Will Mrs. Merkel be back in the race? Or will Martin Schulz overtake her? In the middle of the summer break, we are asked to listen to their programs and coalition options and to decide: For whom shall I vote?

All of us need to make big and small decisions every day, whether personal or business. And this is certainly the same for you.

The following letter will provide you with insight into our decisions over the past weeks as well as the decisions of our partners. You will learn what is important to us and you will find out who keeps their promises.

Enjoy!



Vote! Yes, of course! ▲

Gliding-Ring Horse Walker *We are taking off!*

Our Gliding-Ring horse walker is not new, but we can now finally offer and sell it here in Germany and the EU. One of our competitors placed a lot of pressure on us due to his previous patent. We did not want to get involved in costly and nerve-racking litigation. The patent has expired and we can move forward.

Our Gliding-Ring horse walker stands out clearly from the competitor's system. A double ring made of rectangular steel tubing ensures stability, especially when mounting the hanging/rotating gates. This sturdy construction is available with a partial or full roof. It is a cheaper alternative to the round KRAFT Rail-Gliding system.

We recommend this design for horse farms that want a round horse walker with a center area that is completely free for lunging, training and the raising of young horses.

Order now!

Are you thinking about building a round horse walker with a roof? Then we strongly recommend that you check out this system for yourself and look at our reference projects in Germany.

Please contact us.

Quality receives recognition!

Open inner area



Rugged support for the hanging/rotating gates ▼



Double ring with wheels ▼



„I like it!“ ▲

 **Kraft** ...bewegt Pferde!



Eicher?



Expansion of Treadmill offerings

As you know, we have been in the treadmill market for several years now. Increasing inquiries about different equipment options, especially movement in water have led us in this direction. The decision matured slowly. We have often decided to do new things at our customer's request. Why not respond to their requests and fulfill our customers' wishes? So, now is the time for us to expand our product range. Along with our treadmill „Horse Treadmill © Kraft“, we are now also cooperating with our Swabian partner Horse Gym 2000, who is an absolute leader in the design and development of treadmills. We asked ourselves, why shouldn't we also make use of designs from partners who are at the top? VW Sharan or Seat Alhambra? Same or Deutz-Fahr tractors? It is a matter of preference, isn't it? The rest remains the same: top notch technology, the latest design and development, the highest aesthetics and the knowledge of a reliable partner. So, in this area as well, we will use our worldwide contacts to further strengthen our brand under the motto „Kraft ... keeps your horses fit!“. Starting now, you will get treadmills that allow your horses to walk, trot and gallop in various designs, whether XL, 60 km/h (37 mph) or with a solarium. We are especially pleased that we can now offer you the Aquatrainer. You can order brochures from us.

Elena Kempf is our expert for treadmills and is at your disposal at any time.



keeps fit

Kraft Horse Treadmill



Kraft Horse water-treadmill



“It would be nice to have water.”



New face in sales

Elena Kempf supports our sales team in addition to Heike Rollbühler and Uwe Kraft. The initial contact came about through our intern/teacher involvement at the Nürtingen University. She pulled her tent stakes in Kaiserslautern and became a voluntary Hohenloher citizen. She has learned very quickly and we enjoy her company every day. She even represented the boss in Nürtingen last week and told the students there everything they needed to know about horse walkers. We are glad to have such a competent, well-trained woman on our team. Business English knowledge and various experiences abroad such as Malaysia, Australia and USA, round off this enthusiastic horsewoman's profile. A big thank you to the University of Business and Economics in Nürtingen! We need well-educated people.

Elena Kempf is your first contact when it comes to treadmills, but also if you have any questions regarding our horse walkers. She will be available to help you.

Contact: elena.kempf@kraft-fuehranlagen.de, +49 175 4367931



Now the guys will have to make room :-)



 **Sales activities**

We are calling for endurance this summer. A long list of orders is appreciated by our workforce. Over 30 large projects from all over the world are currently filling our books. We say THANKS to all our patient customers who show understanding due to longer delivery times. THANKS to all our employees who are working very hard so that we can meet our delivery times and installation dates. We could not do it without their commitment.

Germany

Business people from the horse industry usually know each other such as Eggersmann and Kraft. Eggersmann is a professional in the field of horse feed. He knows the horse scene like his own back yard. It is very rewarding for a business like ours when such people come to us. A covered lunging ring with a Rail-Gliding Horse walker in combination with the best Eggersmann horse feed make champions fit for a tournament.

Eggersmann
Mein Pferdefutter

Damon Hill



We are happy about the Becks family's decision.

Damon Hill is the exceptional horse in their stables and one of the best dressage horses in the world. He is a champion with strong character. He is also companionable and considered a member of the family... a dream horse. Uwe Kraft could get a close-up picture and was just thrilled. Damon Hill's offspring and other talented horses live with the Becks family. They entrust their exceptional horses to our horse walker. That makes us happy! Thank you for your confidence!

The Kölz family is counting on us again

The Kölz family is well known in our parts. Matthias Kölz married in Leingarten, where his father-in-law Heinz Kocher and his wife Verena make their horses fit for the Schleyer Hall with one of the first Kraft horse walkers. Much was revealed during our consultation. It turns out that Matthias visited an agricultural vocational school in our immediate vicinity. Agriculture is also our passion and you immediately notice similar ways of thinking. The covered lunging ring is now ready to be used by the Kölz family and is very popular.



Traian is one of our installers



Horses decide which direction they want to go.

RFV Stuttgart called us suddenly to tell us that their covered horse walker is at the risk of collapsing. A water-pipe break caused the ground conditions to falter. There are 70 horses in the stables in the middle of the Kräherwald forest in Stuttgart. They urgently needed an alternative. We could temporarily supply a ground-standing horse walker with partial roof and hope that the situation will get resolved very soon.



Ground-Standing horse walker with wind screen and inner wind shield

Polo horses are happy with their Rail-Gliding horse walker Jochen Stargard, our main speaker at our anniversary event, is a passionate polo player. He talked with Uwe Kraft long and enthusiastically about his South American friends, until Uwe finally agreed to go on a trip to Argentina. Polo is a great tradition there. It was interesting to hear how openly people speak about horse cloning. A polo player needs up to seven horses per match. Understandably, the desire is to use horses that are as close as possible in character and nature. Although our company cannot clone horses, we have been able to send a complete mechanical „clone“ to the facility in Salgen, where Jochen trains when he is not in South America. It is easy to do with machines.

Polo horse in Pilar: The Polo Capitol of the World, Argentina



Rail-Gliding horse walker in Salgen



Argentina – Room for another one...



Discovered while traveling!

Stop. What is that?

During a customer visit in the Zollern-Alb district we discover a pelleting machine. We ask if they produce their own pellets from stall waste? A grinning face looks at us and 17-year-old Felix reveals the secret: „No, we collect the horse apples from the horse walker, dry, pellet, pack and distribute them in the region. The rubber floor and retractable hanging gates are the perfect combination to get straw-free manure. This is the best quality. „This rose fertilizer is in great demand. Guaranteed organic. Laughingly, we are saying that we have no problem supplying another horse walker with retractable dividers to meet the great demand for organic rose fertilizer! :-)



Europa and worldwide

Lithuania, Poland, Czech Republic, Russia, Turkey, United Arab Emirates, Mallorca, France ...

Saudi Arabia and the rest of the Arab world imposed an embargo on Qatar. This happened shortly after Trump's first state visit to Riyadh. We were shocked when we first heard this, but at the same time happy, because we just completed a large-scale project in the spring with four Ceiling-Mounted horse walkers. There are now a total of 14 Ceiling-Mounted horse walkers in Qatar. The next queries have already arrived. There is still no reason to panic. An import stop does not yet exist from the European side and we hope the isolation will soon be lifted again.

Al Khor – in the middle of the Qatar desert



TOP SECRET

We received an order from Great Britain which honors us very much. A long, deep breath accompanies this assignment. There were many delays. Our client had many well-thought-out questions and there was much consultation which included comparisons with other systems on the market and then finally, the confirmation! :-) That is why our focus is on England this July. Selling, manufacturing, delivery, installation The rest remains a well-kept secret.

An Adlon hotel for horses

This is how the Mallorca newspaper described the new riding complex with 22 luxury apartments and 40 hectares of terraced grounds on the island of Mallorca. A unique setting next to the well-known sun bathing beaches. And this luxury is not just for the two-legged. Four-legged animals are also well taken care of with an air-conditioned riding arena, extensive riding trails, large paddocks and our Rail-Gliding horse walker, 23m for 8 horses, no wish remains unfulfilled. We thank the owner for this great order.

How about a vacation in the  Horse Ranch Hotel?

Kraft ...bewegt Pferde!

We continue to work with China

We set foot on new territory with a visit to the China Horse Fair in Beijing in 2014. We did not really know what to expect. We have explored the market and established first contacts. Was it the so-called gut feeling? The first horse walker arrived this June in the Middle Kingdom and a treadmill has also recently been shipped. Our first successful experience. The decision to visit the next CHF in October has already been made.

Let's try it out - runs great!



Japan is counting on Kraft

Hardly a week passes by without a call to Japan ever since the Equitana trade fair. James and Takahoma came to our (great!) booth at Equitana in the search for a reliable business partner who offers treadmills and horse walkers. A renowned Dutch farm stall supplier recommended us to this partner. A few of our horse walkers were visited during the fair and intensive discussions were held. The chemistry was right from the start. James and Takahoma came again in June. An extensive visit of our facilities, detailed contractual discussions and, of course, Hohenloher culture made the stay a real success. Detailed corporate examination and clear conceptual organizational discussions are a basic prerequisite for a successful business relationship. We are more than willing to invest such time. Five treadmills and a Gliding-Rail Horse Walker will soon leave Honhardt and will take an honorable position in Japanese racing.

Cheers!



The most beautiful view in Hohenlohe



By the way:

Inexpensive gourmet restaurants impressed our guests: Hohenloher Bloutz in the village pub (also known as Guschdl's place) without starched tablecloths and silver cutlery, but the boss knows every guest by name. Or the Bächlinger Mosesmühle, located directly at the Jagst, serves tasty seasonal salads. Regional and fresh. Down to earth and simple.



The University of Pennsylvania with its affiliated animal clinic, the New Bolton Center, is trusting in us for their sick and needy patients. This first-class team is getting the needed help from a 22m Ceiling-Mounted horse walker. We wish them fast healing and rehabilitation successes.

Coolmore Stud recently ordered its 5th Ground-Standing horse walker with partial roof. We are very happy about this. They are more than satisfied with our performance and continue to trust in us.

Ship ahoy Caracas!

A first order goes to Venezuela. The South American market is at our doorstep. However, the size of this country (17.840.000 km²) and the difference in cultures cannot be underestimated. There are few areas where there is always unrest. Everything must be well thought out. We are working on a good concept to increase our business in this area. It will be a step by step process, so this order is very special to us.

Selfie in Honhardt



Fifth horse walker for Ashford Stud ▲



Kessler Show Stable

Ohama FEI Finals



Great view!



Kraft ...bewegt Pferde!



Breeding and pension stable

Those who want to reap, must sow.

Seven horses have left Honhardt in the past 12 months and have settled in Austria, Sweden, Switzerland and Germany. The last two stallions that moved out, Deffendro and Ferenzio (licensed), have been placed in the renowned Braun family stables by their Austrian owner to continue their training. Dodo de Lux from Denario is currently in the Swabian Alb for a training holiday and is looking for a suitable rider as well as a new place to call home. His trainer, Christian Harscher, is getting along with him very well. Schwabmen from Schwarzgold is very comfortable at home when he is cared for by Pia and Ina. He is dreaming of a nice Amazonian which will hopefully ease his future move. A very beautiful horse with great character.

Three healthy stallions from Lemberger, Colorit and Millenium and a filly from Zalando grace our farm. If you would ask Grandpa Karl, „Mirror, mirror on the wall, who is the most beautiful foal in the whole country?“ He would answer: „My Millenium Foal is the most beautiful in the whole country!“ He is in love with this beautiful black horse. We have four pregnant mares again. Anuschka from Cornet-Obelensky, Rodiana from Quantensprung and Fiderlady and Quintessa from Damon Hill, a dream horse.

Two horses have moved in: Oli's new six-year-old mare from the Beck family in Kleinwalsertal and a yearling mare from the Heardbreaker line bred by our customer Carina Forssen from Sweden.

This fills our stables once again. Oma Hilde is still taking charge in caring for these horses. She had a lot of help from her grandchildren this summer. Meanwhile, the grandchildren who live abroad have departed and things are back to normal. She can relax now.

The hay has been brought in. The weather was great. The paddocks got more rain and are lush green. Our horses currently enjoy new fresh delicacies. Our horses' troughs will be filled with Eggersmann's horse feed in addition to Honhardtter paddock grass from our own harvest. Bon Appetit!



Multicultural ▲



First excursion ▲



Global explorer



Karl senior



Photoshoot

The big ones of this world met in Hamburg at the G 20 summit as we chatted about our everyday life. It was about economic cooperation and should be about much more from our point of view. What does stability mean for a global economy? How is it possible to conclude trade agreements with fair standards? Issues such as human rights, terrorism, peace, developmental aid, education for all, climate protection ... all need solutions.

Helmut Kohl recently passed away. He worked hard to ensure that Europe is where it is today. He was the one who promoted unity after the fall of the Wall. He was, arguably, a great statesman who accomplished many of the things he had promised. Politics is a difficult business, but essential for the stability and peaceful coexistence of all nations.

We trust politicians to understand what is going on. We understand our business and you have made a wise choice in entrusting your horses to us. No matter how the elections end up, we ask that you continue to rely on us!

Along these lines, we wish you a sunny summer with your horses!

On behalf of our entire team and the Kraft family.

Your

Two older ladies are sitting in the park and feeding pigeons bread crumbs. One says, "Our pigeons are like politicians." "Why do you say that?" says the other. "Well, when they are at the bottom they are eating out of our hands. But once they are on top, that's when the crap starts!"

PS: Continue to rely on us! You know that we will keep our promises.



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