

Kraft ...keeps your horses fit!



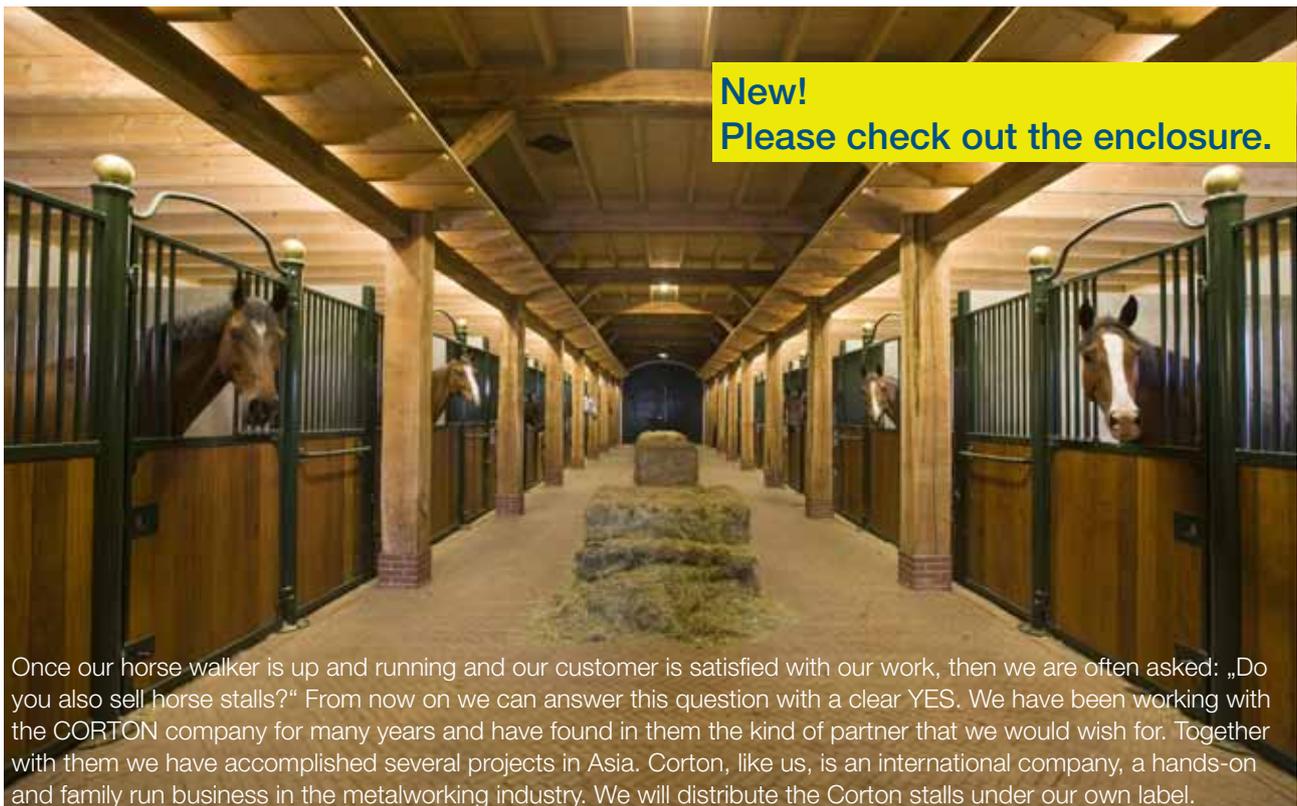
Summer 2018 Newsletter

Dear customers, partners and friends,



While in Germany the Bavarians are trying to govern Europe and the German National team has returned after their defeat in Russia, we carry on as normal in our tranquil Hohenloher home; planning, producing, delivering and installing near and far. We also engage in politics wherever it is possible. One thing is for certain, we enjoy helping you because we are capable and understand our products. Our focus is on horses with the goal of providing viable solutions as well as taking on the responsibility of putting these into practice. When unexpected difficulties arise, we seek and find solutions that may be creative at times. (We wish our government could be this flexible ;-). We are currently assembling a horse walker at least once a week. We expend all our energy on this. We want to give you a small tour of where KRAFT can be found.

 **KRAFT horse stalls**



Once our horse walker is up and running and our customer is satisfied with our work, then we are often asked: „Do you also sell horse stalls?“ From now on we can answer this question with a clear YES. We have been working with the CORTON company for many years and have found in them the kind of partner that we would wish for. Together with them we have accomplished several projects in Asia. Corton, like us, is an international company, a hands-on and family run business in the metalworking industry. We will distribute the Corton stalls under our own label.

Noble first-class quality stalls and outstanding workmanship are their and from now on also our personal passion. Corton will, in turn, market KRAFT horse walkers under its name, excluding the Netherlands and Chile.

In the future, we will also make our contribution in the barn equipment market and give your barn a very special touch. The combination of round barns with stalls is now even easier to accomplish and such stables are real eye-catchers. With this cooperation we are able to accomplish large and exclusive projects, no matter where in the world you are located. We are responding to the wishes of many of our customers to purchase a horse walker and stalls from one source. Would you also be interested in getting a horse walker and stalls from one source or perhaps expand or update your operation? You can count on us. It is quite simple: Please call. We will send you our catalog as well as advise you.

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K Dealer conference - a large association



Once again it was time to invite all our dealers and partners to Honhardt. The occasion was evident especially with the expansion of our treadmill program and the upcoming extensions to KRAFT horse stalls this year. Capabilities were especially enhanced with this collegial exchange and networking. The final round was based on the motto „to listen to and to learn from one another is a great treasure“. Strengthened in both „body and soul“, everyone traveled back to their hometowns with lots of motivation, drive and KRAFT team spirit. CONCLUSION: We need that again.

... from all over the world



▲ *By the way:*

Kwan's (our colleague) family followed him from South Korea. They enjoyed a visit to the Sanssouci Palace without worries due to their special guide, Bea. She is our colleague and lives near Potsdam.

K Please help us out!

Everyone is moaning, including us. Privacy is important in an increasingly nontransparent digital world. Individuals should be protected. That's the goal and that's correct. Personal rights will be protected and that is a good thing. The downside: We have always dealt with data very carefully, but the new privacy guidelines are adding an extra administrative burden. We ourselves experience the constant barrage of information that comes our way. How will you feel now that we are also requesting something from you?

Personal photo rights

I herewith withdraw my permission to allow radar traps to use or distribute my photo!



Your trust will be rewarded!

Nevertheless, we would like to ask you to support us with this matter as well. We would like to continue to announce our projects and new customers. It would be counterproductive if we could not do that anymore. It helps both you and us to become better known, to network and to exchange ideas. In our view, this is a WIN-WIN situation for both.

The attached privacy policy with envelope and your approval with signature is a great testament to our mutual trust. We promise not to abuse it. This is how we have managed it in the past and will continue to do so. The winners will be personally notified and announced in the next newsletter.

So, get your pen out, fill out the privacy policy and off you go!

(or simply send by fax to 0049 (0) 7959 - 2594 or by e-mail to beate.lindauer@kraft-fuehranlagen.de)

All privacy policies returned to us will be entered into a lottery.

We giving away 

1 x Reitsport Fundis 
Voucher
500.-€

3 x 
KRAFT Horse Walker blankets

5 x 
KRAFT T-Shirts

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 **Sales Activities**

Germany

Going East

Demand for our products from eastern Germany has been strong in recent months. We obtained a wonderful order due to the addition of the Saxon State stud farm. A Rail-Gliding horse walker will be installed on a hillside in a large brick building. It is worth the trip to Moritzburg if you happen to be in the Dresden area. The entire operation including stud farm and castle is beautiful. Magnificent Shire horses will be protected from the weather in nearby Bautzen, where we are installing a 23m Kraft ceiling mounted horse walker.

We found a very well managed boarding stable near Halle when we first visited a customer. In the fall, we will be able to build a KRAFT Ring-Gliding horse walker there as part of the first construction phase of the farm expansion.

A short visit to the east. We enjoy the happy faces!



The Saxon country stud farm also practices passion.

Kentucky or Newmarket?



Passion

We are particularly pleased with orders that have a passion for agriculture as well as keeping horses. This is due to the fact that we are also involved in agriculture. If you drive to the Löwenheck farm, an avenue leads your way along extensive paddocks that remind one of Kentucky or New Market. Agriculture and horse breeding come together here. A great property. A Ceiling-Mounted walker with lunging hall, 23m for 8 horses will soon be in the Taunus region.

Ring-Gliding horse walker at the Pferd Bodensee (Lake Constance) trade fair turned many heads

We were chatting with many interested persons during the fair while a cold-blooded Rhineland horse from the Schwaiganger Bavarian stud farm and Michael Egetemeyr Noric horse extensively tested the Ring-Gliding horse walker. The advantages of this horse walker are obvious and easily perceived. The drive system is simple, stable and runs flawlessly. We have eight Ring-Gliding horse walker on order since February and the demand has not stopped. The walker displayed at the fair went to Rhineland-Palatinate. A customer from Austria will install it in an existing building. Further orders went to Baden-Württemberg, Bavaria, Austria, two to North Rhine-Westphalia and to Saxony-Anhalt. We thank you for your trust in us.

Advantages Ring-Gliding Horse Walker

- Horse walker and lunging ring in-one ✓
- Open inner area up to the roof ✓
- No technology above horses heads ✓
- Design also with a partial roof ✓
- Guided by double rings with rolling drive ✓
- Smooth and quiet operation ✓
- Low maintenance ✓



As everyone had anticipated, the KRAFT Gliding-Ring horse walker took off like a rocket. It surpasses Häring's and Rüb's systems as well as that of our Dutch competitor Molenkönig by far in terms of stability and construction. Our high sales results of this product prove our opinion to be right. We would be happy to convince YOU :-) as well.

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Europe and world-wide

We are looking beyond our borders. We got a real jolt from Italy in the spring. We still clearly see the radiant face of Andrea Menangaldo. While on tour we had numerous initial discussions and sold a Ceiling-Mounted horse walker with lunging hall. The interest in our horse stalls is surprisingly high. Joy also in Austria. Five projects will be implemented there in the next few months.

The following deliveries will reach their destination only by boat and are traveling a bit longer: Two KRAFT 25m Ground-Standing horse walkers have entered the United Arab Emirates and are set up in the immediate vicinity of the Al Khalifa Tower. Two further KRAFT Ceiling-Mounted horse walkers with lunging ring are on their way to Qatar as well as a KRAFT Rail-Gliding horse walker and a KRAFT Ground-Standing horse walker to Israel. We say ship Ahoy. A Rail-Gliding horse walker, 10x30m, goes to Russia by truck on July 19th

By the way:

Did you know that eight covered wagons pulled by cold-blooded horses are heading east at the end of July? We were persuaded that Russia is a danger to us, therefore the courageous Haseloff accompanied by a peace bell will travel to the Veliky Novgorod in Russia. „We want to make a small contribution, so that people talk to each other and move closer together instead of making life difficult,“ says Thomas Haseloff. An idea that must be respected. Those who want to support the ride or even ride along can find more information at www.titanen-on-tour.eu.

▼ Roofing ceremony



Eastern ▼



Visiting the construction site in Tel Aviv ▼



▲ visiting Cyra along the way



On the way to the East - surely without a bulletproof vest and fear against the mighty Russia and trained by KRAFT.

Kraft Brothers USA

Politically anything but exciting. The announced punitive tariffs on steel have been implemented. The American steel traders are smart and have immediately raised the prices by the announced increase. Thus, products made in the USA become more expensive! „Who is going to benefit now,“ we ask ourselves? It is clear, that ultimately the end user will have to pay for the price increase. Trump's comments, „for the good of America“ can be blown into the wind. Our challenge is that we have two production sites. So, we can currently produce some items cheaper in Germany, others in the United States, with which we can balance the fluctuations. But what else will happen? Every day new tweets ... ???

In terms of deliveries from Germany to the USA, it was the strongest sales in our company's history in the first half of the year. The US market is and will remain very important to us. The country is huge and the need accordingly. Considering that, there are 150 of our horse walkers around the Lexington area. We are present and well established. Our US team is doing a good job. That makes us quite relaxed, despite the tense political situation.

Monkey:
“Open your suitcase!”

Horse:
“Ha, I don't have a suitcase!”

Monkey:
“That doesn't matter, rules are rules!”



From the SWR cult series - Monkey & Horse

▼ Hassing Farm

KRAFT Ceiling Mounted Horse Walker



▲ Yearly nephew visit from USA - visiting the Nuremberg Zoo

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Water walkers are marching ahead

this year in USA. Two Water Horse Walkers were ordered. One of them was assembled in California. The other will be installed soon. You can watch a great video on our Facebook page. For the first time, a Water Horse Walker will be equipped with our new K Gentle Power Filtration filter system. Without chemicals! We can now, depending on the requirements, offer a system where an excrement bag is no longer necessary.

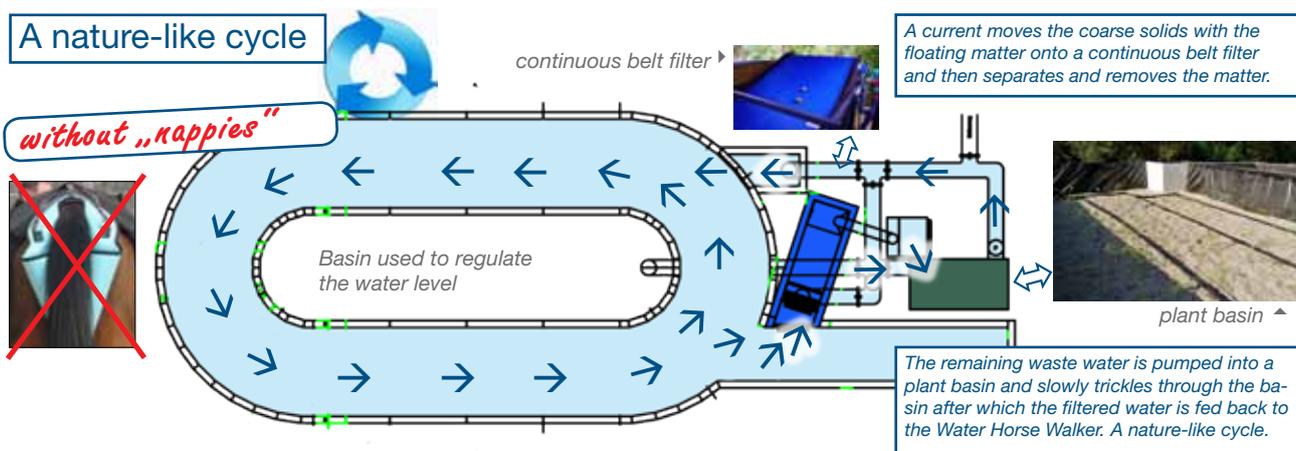
Several other nice projects have been sold. Our boys there will have to do some overtime, because the shortage of skilled workers has arrived in the USA as well. The Senator from Kentucky believes that the best and most motivated workers in the world are to be found in Kentucky. But unfortunately that does not help us if you cannot find one ;-)



KRAFT Water Horse Walker for USA

New K Gentle Filtration

Wherever horses are on the road, you can pick up the traces left behind. Shovel and broom nearby. Sweep up. Finished. (TIP: yield increase for the garden :-)) In the water that looks a bit different. The initial solution provided was to catch the excrement in bags or Nappies. The fines are removed via a Vliess filter. Similar systems are also used in pond construction. It takes extra time to hang the „nappies“, empty and clean them. Our customers persistently asked for another solution. A clever system was developed similar to that of a domestic sewage treatment plant. This accomplished under the leadership of our employee, Steffen Ulbrich. The time invested was worthwhile. After a 2-year test phase, we can launch the K Gentle Power Filtration. The system works perfectly without „nappies“.



German Championship – there are always surprises



Quelle: Thomas Hellmann - Balva Optimum

Mario Stevens surprisingly wins the German Championship aboard Talisman. He had a burst stomach ulcer as well as an emergency surgery just three weeks prior to this. This resulted in a very short period of training with his new horse. Nobody really expected his victory. The victory was a real surprise. Joining the winner's podium was Guido Klatte and Michael Kölz. We sincerely congratulate all three.

Announcement

There will be a customer trip again next year. Germany and southern Scandinavia is our destination. A visit to the Blue Horse stud farm and other interesting customers will be visited. The dates will be in April / May 2019. Details will be provided in our Christmas letter. You are welcome to register early if you are interested. Contact beate.lindauer@kraft-fuehranlagen.de for your registration.

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 **Breeder and boarding stables**

Breeder's happiness

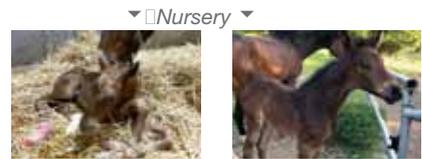
There is a very special feeling of happiness when foals are born in the stable. But if four fillies come into the world in one year, then that is the highest luck for a breeder. Descendants of Damon Hill, Quantensprung and Cornet Obolensky are now in our stables. They enjoy our nursery and at the same time strengthen our breeding operation.

Bearing in 2018 were Quintessa (Quarterback x Rohdiamant) by Damon Hill, Rodiana (Rohdiamant x World Cup III) by Zalando, Anuschka (Accordelli x Gardez) again by Cornet Obolensky and our Fiderlady (Fibertanz x De Niro) by Sandro Hit. Fiderlady is a full sister of QC Flamboyard, a highly gifted young star who won the 2017 Nuremberg Castle Cup under Isabel Werth.

Schwabmen was sold to a young rider in Bavaria at the Pferd International sales in Munich. That was surprisingly quick.

The sale gives us air in order to target the next vintage. Belisimo's Belleza from our Anushka is worked by Pia, who already had Schwabmen under the saddle. Franzl, the last foal from our regular mare Gretel is getting used to the saddle. Josefin, who has brought home several ribbons in L dressage this year, will take Fiderfranz (Franzl) under her wing. The young Amazonian is captured by his beauty, his cleverness and his clear mind. Olivia and Fajita have also come together well and brought home several ribbons.

Are refreshing dip into the Mediterranean was included during a visit with our partner, Ahmed.



▲ cuddly, relaxed, witty - our foal by Cornet Obolensky



Josefin Kraft - first time placed M dressage

The KRAFT summer has been quite involved as you have read. It was a hot summer with moaning about the high temperatures and the lack of rain. We cannot change the weather. Therefore, we welcome all kinds of refreshments. We thank you wherever you have refreshed us. Be it the heat, when we got on your roof, a stimulating conversation with you - our customers, your ideas, your creativity, a joke ... It was all good. Thank you. Summer will unfortunately be over the next time we report again. So, according to what we take into our hands daily: „You have to forge the iron, while it is still hot.“ We hope you are refreshed!

On behalf of our entire team and the Kraft family.
Your



We cannot send you a Water Horse Walker so that you can cool off. Here's a small consolation.:-)



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