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Summer 2018 Newsletter

Dear customers, business partners and friends,



The theme, "Fridays for Future" is quickly spreading around the world. Young people are making a strong commitment towards our planet. That causes a stir. Our Chancellor, Angela Merkel, is impressed and is joining the conversations. How long have we been talking about climate protection goals and a reduction of greenhouse gases? It has become noticeable and tangible especially since the record summer and the great drought of last year - even for us horse owners. Hay was hard to come by and at times cost two or three times the normal price. Forest fire threat level 5 has been in effect since February 2019 in eastern Germany. There has been no rain. Flood threatens the south every time the water masses come from the sky within a very short time. It is a drama.

We would like to share with you where the sun has been shining for us for the last few weeks or where clouds are gathering. You can certainly imagine that our ecological footprint is not exactly small as a global player. In some places, however, we also make our contribution. Read for yourself

Beautiful living in Tuscany



Mrs. Schneider and her horses moved into their newly built barn in early March. Our partner Ahmed kindly took over the complete installation of the Professional * series of stalls from our selection in cold but bright holiday weather. Of course, Andrea Menegaldo assisted him with both words and deeds. The exclusive and high-quality „Paradise“ stalls fit nicely into the open and airy building. The mares moved into the stalls with a lower stylistic and open profile. The stallions have the stalls with a higher profile. Truly a little paradise! Congratulations to Tuscany.

Tuscan beauty inside a horse barn. www.alterrenoequestrian.com



PARADIES, low
KRAFT Design Horse Stall



PARADIES, high
KRAFT Design Horse Stall



Profiles:
left Standard right Professional



Beautiful Tuscany

* Professional means: double-walled with C profile, Ø 28 mm bars, 53mm spacing of the bars, boards up to 1.30 m and total height 2.30 m

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 **Happiness blows through the office** 

Some of you know her. Especially the representatives and salesmen who come into our offices know her and deal with her. She is the woman who knows our material requirements and negotiates in a good way. Always in a good mood and full of energy. You cannot pull one over on her. She speaks clearly and is friendly. She is also resourceful when it comes to new providers as well as persistent in price negotiations. Always ready to have some fun. She sets the positive mood whenever we have a festival. Were you able to guess who this is? Yes, it is our colleague Simone Weis, who does an excellent job in purchasing. Without you Simone, we would really be missing something. :-)



Simone Weis as she lives and at the marathon challenge during our 20th anniversary.

 **Trade shows**  

While hurricane Eberhard and his brothers swept across NRW, we stood at the Equitana in Hall 3 at our booth and advised „brave“ and interested clients. The weather certainly had an effect on the 12% fewer visitors that Equitana recorded this year. We cannot complain, though. We had numerous guests from home and abroad and a very good audience.

After several years we were back at the Partner Pferd show in Leipzig. A great tournament. Our booth was right next to the riding area. We had a lot of demand and could really enjoy our customers near the warm up area. Among them were Jung, Ehning, Bachl, Sosath, Stevens ...

We were also well represented at the Süddeutsche Hengsttagen, the FEI World Cup in Göteborg, Munich Indoors and at Pferd International.



Our Australian partners Roslind Eagle and Mark Dowell visited the Equitana (and Europe :-)) for the first time.

Snapshot ▶

Michael and Marcus in conversation



„I would prefer the Rail-Gliding horse walker“, says our four-legged friend. ;-)



준비한글 학습을위한PC 준비한글 학습을위한PC 준비한글 학습을위한PC

By the way:

Despite several offers to do otherwise, our Korean partner, Kwan Yoo, decided to stay with Uwe and Andrea Menegaldo, our Italian partner, and to accompany them to the airport at dawn. Check in to Venice: 5.05 am: There was still a little time for a nap in the car before the agreed customer appointment at 7.00 am. Both woke up punctually and the early risers made it on time. Kwan was wide awake by the time he was greeted in perfect Korean by the customer's father. Kwan's experience that morning was incredible and astonishing. Persistence sometimes makes you speechless. There are coincidences that almost make you believe in miracles!

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Sales activities



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Overall, the weather conditions are very good. A striking number of orders came across the big pond. There, the climate is ideal for us, even though the unpredictable style of government is puzzling. You never know which way the flag turns in the wind. We are fortunate enough to have an excellent weather station in Lexington. There is still a strong demand in Europe as well. The political barometer for the European elections has predicted different things. The future of the election will really show what impact it will have on our general conditions. We are confident. We need a strong Europe. Independent micro-states are no longer sufficient. The British are more changeable than ever. Dawn is slowly coming over the land of the undecided. Theresa May has abdicated. An open chapter. It's time for the turbulence to stop. What we need as a global player is a structure that is good for business. Europe has made a notable positive contribution in this matter and has written a success story. We cannot complain at all over our global situation. Overall, politics is doing a good job here.



Germany

There are two examples of farms that differ significantly and yet both have opted for a Gliding-Rail horse walker. One of them has already logged 17644 operating hours, the other has been operating for just a few months...



They live on excitement!



This becomes clear to us as soon as we arrive for an interview at the Lindenhof near Hambach. Mr. Gerold Ort, the farm manager and senior boss is available for an interview. The horse boarding farm has 70 boarders plus waiting list. Excitedly he says: „We offer a wide range of services. We are close to the customer and know what is in demand. Our service is tailored to this. The location of the farm provides a variety of services for sports-ambitious riders. The riding arena, tournament court, riding lessons or even the possibility to go out into the countryside offer boarders many possibilities. Courses with renowned personalities such as Kai Steffen Meier, international event rider from Belgium, are also part of the service.“We were surprised when he told us that he now has free time during our discussion at Equitana since his travel companions were busy roaming the trade show. As if it were perfectly normal for such a manager to organize a coach to Equitana for his boarders. :-). „We do a lot for good community relations.“ They go to the Frankfurt tournament, the German Masters, organize additional trips once or twice a year and even at the farm they have grill parties and sit sociably together. Here you notice the difference: It is not only spoken of, but there is also a space provided for it: The Reiterstüble offers seating under a covered porch, seating on the grounds or in the newly built event hall. All invite you to celebrate.

„We are like e a big family.“ We tackle a lot together.

Otherwise, we could not organize two annual tournaments, an International Eventing Tournament, with riders from more than 14 nations including Michael Jung as a regular, as well as a National Tournament up to Class M. Everyone is needed. The secret is to keep your balance. It is like in a big pot, where something goes in and something is taken out again.“ The trained master of horse management and agriculture is much more than that. As a manager, he is the point of contact for everything.

It takes knowledge of human nature and a



He talks enthusiastically about his work



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a good sense of criticism, concerns and needs of the people who come to him. As a specialist, the farm manager is asked for advice and also takes in more and more education on horse-related topics. This gives the employers and customers security in an increasingly one-sided world of information. "Our son David joined our organization 10 years ago. He is the agricultural specialist," Mr. Ort tells us as we enter the machine hall. All tractors are equipped with GPS. Digitalization has arrived here too. The farm has 380 hectares of agricultural land, of which 100 hectares are arable and 280 hectares are grassland. Of these, 15 hectares are grazed pasture land. The business expanded to include the Brönnhof in 2016. Konik wild horses and Angus cattle are kept here by the family on a former troop training ground. There is not enough room in this report to tell you everything. Visit our website and learn more about the wonderful development of the WILD HORSES at the Brönnhof and what Mr. Ort told us first hand.

But we still want to add a final word:

What we experienced here is authentic. Man may be man and a horse a horse. Here is an enthusiastic manager who has his heart in the right place. Who brings together his passion and his ideas.

Who is ready to tackle anything and says with bright eyes:

„And above all it is fun!”



„This is the heart of our business“ says Mr. Ort about his KRAFT Horse Walker

The Lindenhof

Manager	Gerold Ort
Horses	80, 70 boarders
Betriebszweige	Horse boarding, riding school, Brönnhof grazing, landscape preservation
Agricultural area	380 hectares, 100 hectares of arable land, 280 hectares of grassland of which 15 hectares are fenced grazing land and they grow their own roughage
Mitarbeiter	Family run operation, 2 full-time employees, 3 part-time workers, 3 trainees
Equipment	riding hall 20x60, 2 dressage courses 25mx60m and 30mx70m, grassy jumping area 60mx70m, sandy training area 60x30m, 450m gallop track, 17m Ø lunging hall, lunging ring, solarium, wash bays, mostly paddock stalls
Führanlage	Gliding-Rail system with partial roof, 12 x 25m for 9 horse built: 2010
Number of hours the horse walker has been in operation:	17644



Chicken coop inside the horse walker provides daily eggs.



Organic Angus from the Brönnhof



Ready to grab for tournament



Konik Wild horses Brönnhof - Titel: The Brönnhof has been part of the Lindenhof since 2016. Read more about it on our website at www.kraft-fuehranlagen.de



By the way:

After the parliamentary horse meeting was held in November 2018 there was an evening invitation as well as participation by the FN. Here, among other things, the topics of horse and wolf were heard.



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Saxon State Stud Moritzburg

The Saxon State Stud Moritzburg is one of the leading stud farms in Germany. The stud farm was built in the immediate vicinity of the Moritzburg hunting lodge in baroque style. It has been adapted for modern breeds and stallion husbandry. In recent years it has been rebuilt, renovated and expanded step by step. The entire complex breathes history as well as the fresh breeze of modernity. Today, about 80 stallions are provided for breeding. Stallion and mare performance tests are organized and riding horses are offered for sale to the breeders. The Saxon State School for riding and driving is integrated into this state stud farm and is outstanding. The annual stallion parades held in September are a highlight and known far beyond Saxony's borders. Events bring people closer to the fascinating world of horses. A good overall concept, continuous development and good management make half the success. This is how we experienced it during our construction work and we send congratulations to Moritzburg.

www.saechsische-gestuetsverwaltung.de



2018 newly built Gliding-Rail horse walker 15.5 x 28.5 for 10 horses



The stallions Destano, Last Man Standing, Lemwerden ... will get their exercise here!

Europe and Worldwide

Our assembly team has been traveling a lot. Our French team just played a home game in France with the installation of a lunging hall and Ceiling-Mounted horse walker, 24m. We may have to keep silent about an order to England for a Gliding-Rail horse walker 20 x 50m with partial roof and for 16 horses. A covered lunging ring went to Mrs. Ehlinger in Luxembourg and a short time later a broodmare with foals from the Kraft family's breeding operation. (It must be noted that the boss himself was at work here :-)). After a long break, we once again contracted a covered lunging pen with a Ceiling-Mounted horse walker in Switzerland, in the beautiful Ticino area. We sold a Gliding-Rail horse walker to Russia once again, 10x20m. No less than three gallop treadmills made their way to Japan in April. Hopefully, the container ship defies the sea and does not need a stopover as in the last delivery. The winds in the Pacific Ocean can sometimes make big waves. For a customer in Sweden we are in the process of commissioning a 8x16m Gliding-Rail horse walker. More about this in our next newsletter.

KRAFT Ground standing Horse Walker Warsaw



Greetings from the desert



Kuwait meets Honhardt



Honhardt meets Kuwait



Fam. Wildhaber - HAPPY with their KRAFT K- Allrounder treadmill. Congratulations to Switzerland!



Kraft Brothers USA



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Almost every week we receive a big order here in Honhardt. Our importance is growing more and more in the USA. As already mentioned, we are well equipped with our subsidiary in Kentucky. Our team knows the country and the people. Our colleagues tell us that they handle orders over \$160,000 on the phone without ever having seen the customer, let alone visited the farm. We shake our heads in disbelief in Germany. The bestseller is still the lunging hall with Ceiling-Mounted horse walker. In the meantime, far more than 100 such horse walkers have made their way from Honhardt to overseas. We also commissioned a Gliding-Ring horse walker for the first time in the USA. Normally, Americans always need a little more time for new products, so it surprised us that demand was already there after a year. Given the excellent order situation in the USA, Frank Kraft and his team are always on the lookout for good employees. So, if you happen to know someone who would like to work in a dynamic and stable metal construction company, get in touch with our colleagues.



New construction including landscaping



134 horse walkers in Lexington and the number continues to grow.



Margaux Stud



Petra und Frank feel freedom at the Alcatraz triathlon.

Humor

„How will the weather be tomorrow, Sara?“ Siri: „Who is Sara?“ „Oh, I actually meant Siri. So Siri, what will the weather be like tomorrow?“ Siri answers annoyed and insulted: „Maybe Sara knows what the weather will be like!“



Self-sufficient energy

A solar system runs on every one of our roofs since our headquarters was founded in Riedwasen. The primary reason to install these was economic. The feed-in subsidy will expire soon and after 20 years, but we will continue anyway. With our PV systems, we produce twice as much electricity as we need for operation. So, we are actually energy self-sufficient. We are waiting for the day when we can use our electricity directly from the roof during operation. To accomplish this, we hope in the innovation and inventiveness of Germany. One day there will be a storage option and we will not only be able to operate our machines, but also be able to refuel our cars on the company's own premises. We are not giving up on this hope.



This is what power generation looks like from above at KRAFT



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K Oldenburger organization in Vechta continues to move;-)

A K-Allrounder treadmill has been running at the Oldenburger organization in Vechta since mid-April. We value our South German organization very, very much. Nevertheless, and from our perspective, the Oldenburger organization is a global market leader in breeding and sales. We will mount this horse. We will increase our cooperation efforts and will attend various events along with them. We encounter Oldenburger breeders, riders and lovers all around the world and welcome them as customers. The most pleasant encounters are in Vechta or at the federal championships. The equine-world loves Oldenburger horses – and so do we! To successful collaboration. Prost!



This is how good cooperation looks: From left to right, Fabian Kühl, Uwe Kraft, Heiner Kanowski

K KRAFT horse tour into the far north



A group of horse enthusiasts visited horse farms in northern Germany, Denmark, Sweden and East Germany. They were part of our customer network. Participants gained insights into a wide variety of horse farms that differed in equipment and size, breeding and training, state or privately run, and commercial or non-commercial. We were welcomed to a great variety of farms and were expertly advised and accompanied on this trip (To name a few; Ronald Sandbrink, Kim Kristensen, Blue Hors, Per and Helen Waaler, the Trakehner Staffelde stud farm operated by Frank Bangert and the Saxon State stud farm in Moritzburg). The exchange of experiences stimulated ideas at many levels. The group experienced magnificent landscapes along the sea and lakes, historic cities and a varied landscape up close. A fine cultural program and first-class hotels rounded off the program.

Conclusion: Travel enriches! Love of horses is not only evident at home. It was visible throughout the journey, beaming through every crack.



HOHENLOHER TAGBLATT



▼ *By the way:*

The trip to the Honhardt Stamm Tisch has been become a conversational topic thanks to the Hohenloher news paper. A round is needed. A tour participant and the boss readily pay for a round of „Newspaper schnapps.“



Our tour group after a restful night and at the Mark Brandenburg resort in Neuruppin at the lake Ruppín.



Tour group in front of Agne Kirkland's (Olympic rider) horse walker and Claus Thinggaard in Denmark.

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Kraft breeding and boarding stables

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The springs in Paradise* are flowing again. While the boss ignores the May 1st holiday and installs his self-developed fully automatic drinking trough, a call interrupts him. A customer from Kuwait, by chance near Honhardt, needs some more stuff. As he is (the boss knows no limits!), he puts on his work clothes and hat and meets the customer in his office. Six rubber separation/rotating gates and an arena groomer are sold a short time later and the boss agreed to visit Kuwait. He flew in early June, but certainly not in his work clothes. ;-) All 3 mares have already foaled. Sissy, a filly by Sandro Hit from the Fiderlady, marched on the second day as if she had been doing it for a long time. We made a video and sent it to two experts. Verdict: Wow. So, we registered her, with a slightly bad conscience, for the foal show in „Oldenburg“ and so it will be. An exception. Honestly.

We sold the second filly by Damon Hill from the Quintessa with her mother to Luxembourg. It took a long time to find the right name, which was a lot of fun for sellers and buyers. Dschatzl became the name of the chic fox lady. Olivia finds much joy in her Fajita and also Lola la Loca. Oli has already been placed several times this year with Fajita. When an Italian prospect tested her the other day, Oli's mood did not get any better. Surely she declared: „Not for sale!“ Franzl is trained by Lisa and will soon start his first tournament. The Fidertanz son is the last offspring of our Gretel and a horse that definitely has potential for the higher league. We received beautiful pictures from last year from Mrs. Tempe in Munich, who bought Schwabmen from Schwarzgold also from Gretel. Take a closer look at our stamp ;-). Desnador is currently on pasture break since Josi is studying in Frankfurt, but Dessi's housing search has begun ... Ani rides her Urml just for fun, but is also our mainstay at the stables. A huge mechanical engineering company from Crailsheim has also recognized her tremendous practical talent: in 2020 she will start an apprenticeship as a mechanic.

* The Kraft family farm is in a district called „Paradies“. This land has had several improvements over the years and give honor to its name. It is a piece of earth that provides rest to both body and sole.

The natural balance is OK here and we want to keep it that way for a long time. This is where our horses grow up, where our pigs are raised by Annabel in a free-range pen, where our retired horses can enjoy their last days and where our two-legged youth parties in the Hüttle. Life goes on here in a variety of ways as well as appropriately. A small contribution to climate protection. We still have to ask critically: is it, for example, necessary to take a class trip to Mallorca for 50 Euros or take a cruise for 800 Euros just for fun. Shouldn't such a trip also be something special from an environmental aspect?

We want to keep our eyes open and find alternative travel modes. Perhaps we can take a train instead of an airplane or change to emission friendly vehicles. We want to take steps to protect our creation and our home in view of the future and the next generation.

With this in mind, I wish you a good summer with plenty of sun, rain, warmth and wind for a good harvest. Take care of yourselves and your environment.

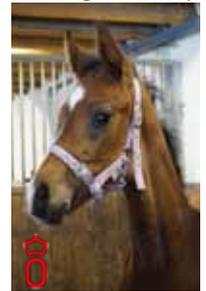
On behalf of the Kraft family and the Kraft company.

:-) So that you are prepared for any kind of weather

▼ Super hay – only for personal use.



▼ Sissy - Oldenburg citizenship



our little farmer



▲ before

▲ after



*Paradies...even the neighbours are amazed

