

Kraft ...keeps your horses fit!



Summerletter 2020

Dear customers, business partners and friends,

Lockdown, ban on riding lessons, interruptions of supply chains and really bad pictures & news from the neighbouring states. No one has been left out, neither emotionally nor economically. So far we can talk about luck: here in Germany we have got off relatively lightly with covid-19. We have been living in the changed situation for more than 3 months now and it slowly feels as if there could be a „new“ normality. We are allowed to meet again, first tournaments are taking place again, beer gardens and pubs are open again, we are allowed to travel again - it's a real sigh of relief, knowing that it's not yet the desired state we've reached. In any case, we are relieved about the loosening up and are happy about our newly won freedom, of course with the necessary distance. We want to tell you about our experiences of the past weeks. There is a lot to smile and laugh about, but also a lot to think about.



Ahead of our frequent traveler Uwe Kraft

Being on the road is one of his passions. It was stressful in February: a lot of field work, Abu Dhabi, France at the fair, etc. In March he wanted a week of private holidays. Then lockdown and he was stuck in Spain. The not exactly good news from Spain reached Honhardt as well. He kept in touch with his team and his family. When the departure was finally scheduled, there were several Whats apps that told him unequivocally that his responsibility was now to distance himself. „Welcome“ is different, but he took their wishes to heart and spent two more weeks in a beautiful, hidden place in Germany (in quarantine of course).

Conclusion: He hasn't been that recovered for a long time.

By the way:

It is certainly one of the building blocks of success in our company to be at the right place at the right time, no matter where in the world. Almost all of the 60 countries we have supplied for, we have visited before the first order was placed.



Sandwich roof cools under the glowing sun of Abu Dhabi.

Sales Conference January 2020:



They always like to come back - our partners from near and far!

from left to right: P. Pancq (FR), M. Vogel (DE), M. Wennerbo (SE), C. Weiß + A. Baier (KRAFT), L. and J. Lapochkin (RU), F. Kraft (Kraft Brothers USA), Y. Lapochkin (RU), T. Strasser (DE), T. Wiedmann (DE), T. Strasser (DE), A. Gurdogan (TU), U.Kraft (KRAFT), K. Neuherz (AT), F. Hietberg (NL), J. Stargard (DE), C. Simmerfeld (Kraft Brothers USA), S. Dahinden (CH), G. Hillers (DE), A. Menegaldo (IT), P. Spliethoff (DE), D. Wiedmann (DE), P. Ballas (DE)

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More information
on the next page

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Lively exchange



Sociable finale at the „Rössle“ in Saurach

Our dealer conference has become a good tradition. Every two years we invite our dealers from near and far to our headquarters in Honhardt. Collegial exchange of information about new developments and general product information are the main focus. Of course, the sales people are also briefed on the unique selling points of Kraft! Customer visits and getting to know the country and its people are an integral part of the accompanying programme. You can print a lot of written material and brochures, but getting a taste of the corporate culture gives the partners the opportunity to get a feeling for us. It doesn't matter whether someone is new to the business or has been working with us for decades. At this point we would like to thank Thomas Wiedmann and Jochen Stargardt for their great support.

By the way:

The „Rössle“ is our bulk buyer of KRAFT pigs from free-range husbandry and Elsbeth, the boss, conjures up excellent roast pork.

Trade fairs

There should be a gap here now. Trade fair life has come to a complete standstill.

But we still had one highlight: Pferd Bodensee! It was not sure whether it would take place. We had been in contact with the fair shortly before. We absolutely wanted to show our horse walker in action. The uncertainty lasted only briefly and the green light was given. Everyone was happy! The main focus of our presentation was the oval slide rail horse exerciser. The advantages are simply obvious: Variety in movement through straight and curved tracks. One-sided load in the horse walker is a thing of the past. The technology has been perfected and the two slide rails, roll-up fencing can be easily attached. A daily work relief in the care of the farrier. The visitors of the fair could see it for themselves.

For the first time our new colleague Conny Weiß with me. You may have had contact with her on the phone. She supports the sales / office service and is the friendly voice, when you call the company. Welcome!



And then came the sudden lockdown. What nobody had ever thought possible became reality.

By the way:

10 years ago we presented the oval slide rail guide system to the public for the first time at the same place. Afterwards the machine went to the Lerchenhof in Münsingen. Of course the oval horse walker has been optimized in many details over the years. More than 250 walkers of this kind are in use worldwide and our competitors still have to practice before they can keep up with our quality in their new buildings.



Besides the Norikers of Michael Egetenmeyr, the horses of the Bavarian Cutters e.V. also moved in the oval horse walker.



In the meantime the oval horse walker has been placed with family Essig!



Practice early - Uwe Kraft with Kids - Exhibition service Pferd Bodensee

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Sales activities

Over the past few months, Chancellor Merkel and all the co-governors, who take responsibility for the well-being of all of us, have had nothing to laugh about. Covid-19 was (and is) a big topic. Let's talk about the pandemic, lock down, contact ban, everybody knows immediately. It determines our present life, private and business. The last few weeks have made it clear how important and supportive horse walkers and horse treadmills are even in times of crisis. We still had outstanding installations, which we were able to carry out on time, fortunately thanks to our installation team, and we were able to continue working on planned orders, some of them from 2019. Our team in Honhardt was able to draw up a covid-19-compliant emergency plan for all organisational procedures within a very short time. Thanks to Jochen Grasso, our plant manager, who implemented the process prudently and superbly. We were fully operational all these weeks and were able to look after our customers very well, only the travel activities and the non-European foreign business could not be served to the full extent. But we also know about those who were particularly affected: Riding companies, clubs, riders - especially all those who make a living from riding, tour operators, tournament and event organisers, tourism, gastronomy, the whole publishing business with its affiliated sectors and many more. All in all, we are still confident.

Today we take you back into our past half year. We will highlight a few projects as examples and inform you where and how we have used our covid-19 time. Our website or facebook page completes our presentation here.

Germany

Gut Altwahlscheid

On historical ground Dennis Tolles has expanded his old farm in the last years. A 20x60m indoor riding hall and 40 boxes with paddocks have been added. And as a crowning glory, this spring Rhineland's largest oval Rail-Gliding Horse Walker with 15x30m for 11 horses was built. Quality and safety have guided the choice of equipment and materials. The result is very attractive and functional. An extra worth mentioning is the remote control for the steering. Comfortably and with foresight the horse walker stops and starts without wasting time. Mr. Tolles has always provided us with the best pictures. We also say THANK YOU and congratulate Gut Altwahlscheid on your KRAFT horse walker.



Slide rail horse walker, oval, 15x30m for 11 horses at Dennis Tolles. During corona times it is also a substitute for a carousel, while all spring festivals and fairs have to stay closed. This is fun!

Reiterhof Zoltingen

The fitness equipment for the horses has arrived at the farm: A KRAFT Ring-Gliding Horse Walker with a 23m diameter Covered Lunging Pen has been ready for occupancy for several weeks and is being used diligently. The young up-and-coming rider of the Zoller family has positioned herself in front of the horse walker for her fitness challenge and clearly shows her strength: Her push-ups are impressive! The combination of horse training in the horse walker and rider fitness is promising. We congratulate the Zoller family on their decision!

Fitnesschallenge: 25 days 25 push-ups at different places. Here in front of the new slide-ring guiding system, 23m. Bravo Lisa! ▶

Day 4

I would like to take this opportunity to introduce our new horse walker to you. Many thanks to Uwe Kraft for the good organisation and this ingenious product! [Kraft Horse Walkers](#) 😊😊

I've been nominated by Richard Gardner to a 25 push-ups for 25 days challenge to hopefully raise awareness for mental health, anxiety and depression...
[more](#)



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Klosterhof Medingen

„Breeding means thinking in generations“ is how Burkard Wahler describes his passion. What began as a Trakehner stud, developed further? With the purchase of the exceptional stallion *De Niro* in 1995, the Klosterhof began to expand to other breeding areas. *De Niro* was the exceptional horse and showed himself from his best side in the dressage arena. As a top sire, he always amazes with his numerous offspring. His history is legendary, and his legacy will certainly be visible for posterity for a long time to come. We are pleased to include one of the most successful and well-known stallion stations in Germany in our clientele. With a KRAFT Ground-Standing Horse Walker with a hoofbeat roof (18m), the stallions of the next generation will step into the future.



The Ground-Standing Horse Walker fits very nicely into the overall ensemble. Congratulations.

By the way: A mare by KRAFT is pregnant this year by the Klosterhof sire *Quantensprung!*



Europe and worldwide

Despite the difficult conditions, we were able to realize several projects in Europe and beyond. We delivered one KRAFT K Allrounder horse treadmill each to Lichtenstein and Switzerland. A Ground -Standing Horse Walker with partial roof is going to France. A Covered Lunging Pen with Ring-Gliding Horse Walker went to Switzerland, a Rail-Gliding Horse Walker with partial roof to Austria and a Covered Lunging Pen with Ceiling-Mounted Horse Walker, 20m to the Czech Republic.

Especially worth mentioning is a new order of a Rail-Gliding Horse Walker, 10x30m to Russia. This is already the third walker of the end customer from the Moscow area.

The first horse walker is running in Israel on the Green Field Ranch. An oval Rail-Gliding Horse Walker is ready for assembly. It will be installed as soon as the entry ban is lifted. This also applies to the oval Rail-Gliding Horse Walker with a partial roof for the Royal Stables in Oman, which is being built in the oasis town of Salala in the residence of the Omani cavalry.



K Allrounder for the Schnider family in Switzerland!



With attention to detail, the sliding ring horse exerciser for the Jörimann family is a jewel on the riding course.



Home is cozy too.



Before the equipment was shipped to our customer, the Royal Cavalry (Oman), a representative of the contractor company came to take the equipment to our facility and received free training on how to operate the treadmill.

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We were able to implement several projects in the USA. Two of them will be presented to you in more detail as examples.

The Spy Coast Farm in Lexington will be equipped with a KRAFT ceiling mounted horse exerciser and an oval free jumping hall, 15x30m. The farm is an excellent address for breeding and training. The affiliated stallion station and the therapy centre complete the portfolio. Here, hardly any wish remains unfulfilled. For Kraft Brothers a short way to the construction site and therefore no restrictions due to Corona.



Spy Coast Farm - here you would like to be a horse!

Last year, a stable owner in Texas put a KRAFT overhead horse walker into operation. Even during the construction work he shared his long-cherished wish for a round stable with Frank Kraft. Frank's first sketch convinced the customer to buy. This was followed by many emails, telephone calls, drawings, changes with our team in the work preparation department in Honhardt, above all Michi, and the team in the USA, until the project was completed with today's great result. It was worth it, as you will see in a moment. The round stable is a covid-19 child. Frank Kraft supervised the project himself and managed the assembly.

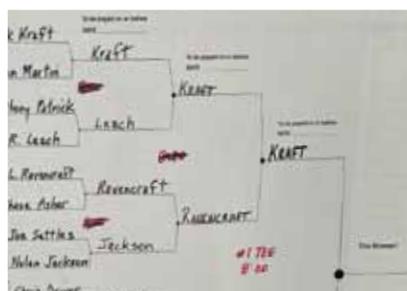
KRAFT Round stable
22m Ø, 13 boxes, 3m roof overhang, outside with gable roof extension

Frank with KRAFT mouth and nose protector

Michi drawing

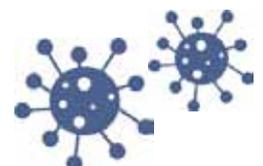


Second from left: Patrick Kraft



Got super far: Frank Kraft!

For all those who have not yet noticed, Frank Kraft enjoys playing golf in addition to his great hobby of triathlon. His son Patrick is usually allowed to join him. At his last tournament he just missed the victory.



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K Kraft breeding and boarding stables

No sooner had the news of the temporary school closure arrived in Honhardt than the girls Oli and Ani covid-19 called for a holiday. In no time the three-year-olds were brought from the summer paddock to the stable, lunging work was started and first attempts under the saddle were made. With great pleasure and cheerfulness the covid-19 holidays went by far too fast for the two of them. Final exams and school-leaving exams called them back to their desks and the three-year-olds back to the summer paddock.

A beautiful filly by Fahrenheit out of Rodiana (Rohdiamant/World Cup III) saw the light of day on May 22nd. Everybody was amazed about the hairstyle. According to Mendel's laws brown or black is always dominant, but no, it is a chestnut. It is comforting that the colour rarely plays a role in winning.

Franzl now lives in Switzerland, but he has provided the basis for the new „draft horse“. In memory of him, the tractor is called „Franzl“.



Successfully passed final exams in corona mode: from right to left: Felix apprenticeship diploma, Oli A-Levels and Ani High school! And the grandparents are also very proud!

Covid-19 break effectively used: Oli is a good instructor. Stable Sosath, who has taken over the „Schimmele“, will profit from this.



Riddles in grazing:



Where he's gone, Scotland Yard has done a meticulous search. Next time you see the boss, you're welcome to ask him how the story ended. Anyway, we all had a good laugh.



▲ Breakfast

We can feel covid-19 keeping us busy. With the loosening we feel more freedom again. It will still be exciting, but that is what life is all about. Don't get me wrong: We would love to live without covid-19, but the reciprocity of life is always challenging us even without covid-19. Happiness or unhappiness - you don't know right away. Everything has two sides. For us it is a privilege to live in such a rich country. We know that we are in good hands and think that our government has done a good job. We have a functioning health and social system, enough doctors and hospitals. On the other hand, the number of people working short time is at a record high. The economy is stagnating, as it has not since the Second World War, and the state is taking on new debts at dizzying heights to get us out of the situation quickly. Nevertheless, together we can overcome the crisis. We are sticking to this and want to encourage you all. There will be no patent remedy, but as far as you can contribute something, we wish you and all of us a good hand.

So we greet you all and stay healthy!

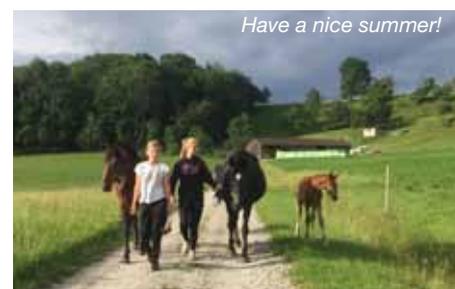
On behalf of the Kraft family and the Kraft company
Your

Uwe Kraft

😊 So that the rules of hygiene are observed.



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Have a nice summer!