

**K**  
**RAF**  
**TFÜHR**  
**ANLAGEN**  
**WÜNSCHTFR**  
**OHEWEIHNACHT**  
**EN**

*Buon Natale*

*Veselé Vánoce*

*vrolijk kerstfeest*

*С Рождеством Joyeux Noël*

*God Jul*

*Glædelig jul*

*Merry Christmas*

**FELIZ NAVIDAD**



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**K** **Christmas 2020**



Dear customers, dear business partners, dear friends

2020, a year like never before, will go down in history as the year of Covid. Where has the time gone? It passed like magic. In our case, we cannot complain about Covid boredom. We will take you into our everyday life, which will continue to be adapted to the new situation, and will have many novelties ready for you. Have fun reading!

**K** **Bundeschampionat: Winning spirit with KRAFT partners**

The worldwide sports world is largely on the ground, but the horse people have done great things. Over the summer an almost normal tournament routine could take place. Changed formats, as with the Bundeschampionaten, did not allow us to exhibit, but the ranking for the best champions in breeding could still take place. That is a great achievement. We congratulate our business partners and customers on their outstanding successes. We congratulate Peter Wendeln with Casey 39 and Helgstrand Dressage with Fynch Hatton Old for their victories, as well as Hubert Vogler for his extremely great breeding success with Secret 13, who also joined the best. We also congratulate Klosterhof Medingen with Damaschino 3 and are happy that the Federal Champion of 3-year-old stallions, Va Pensiero, will enrich the station also in 2021. Our congratulations also go to Gestüt Birkhof, the Sosath stallion station, Dressurpferde Leistungszentrum Lodbergen, Gestüt Webelsgrund, Gillbert Tillmann and Sören von Rönne and to all those who were able to celebrate their small and big personal successes at the Bundeschampionats with „KRAFT bewegt“ and also with those who are not mentioned here. They live high!



*By the way:* Hubert Vogler belongs to the small, fine breeders on the Ostalb who produce real class horses. As „almost a neighbor“, he is one of the first generation of customers who put their trust in KRAFT.

**K** **New: Rental treadmill**



Due to increasing inquiries, we regularly include the rental of horse treadmills in our offer. You can temporarily rent a treadmill from us for training and exercise. The rental treadmill is an optimal solution especially for bad weather phases, which often lead to bottlenecks in riding and lunging halls or for special training preparations, which contribute to sporting or breeding success. No matter if in winter or for a period of time as desired. Rental period (from 3 months) and time are agreed upon individually. Delivery, collection and start-up with instruction are included in the service.

**Conditions Germany:**

Rent per month: 400.

Delivery, collection and commissioning: 500.-€

Duration: from 3 months up to as desired

Give us a call! Make an appointment with us for 2021!

With KRAFT-Training you will be fit through the winter with a rental treadmill from KRAFT!

**K** **Kraft ... keeps your horses fit!**

*Merry Christmas!*

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*Kraft ... keeps your horses fit!*

## Partnership with Horse Breeding Association confirmed

Even before there was *Kraft ... keeps your horses fit!* there were close connections to Marbach due to the horse breeding of the Kraft family. Whether Pami-no, Willi, Franzl... many of the horses marketed through the Hores breeding association Baden-Württemberg found great new owners and some turned out to be highly successful later. Since the foundation of the company KRAFT in 1996 and its focus on horses, there has never been a weekend in Marbach without KRAFT. For the young company it was the stepping stone for the first orders to Austria and Switzerland. KRAFT has seen many a board member and sales manager come & go and has always remained loyal. The cooperation at eye level is being intensified. As the main sponsor, we will accompany the horse breeding association in the future. A WIN-WIN situation for everyone involved.



**Pferdezuchtverband  
Baden-Württemberg e. V.**

## Sales activities

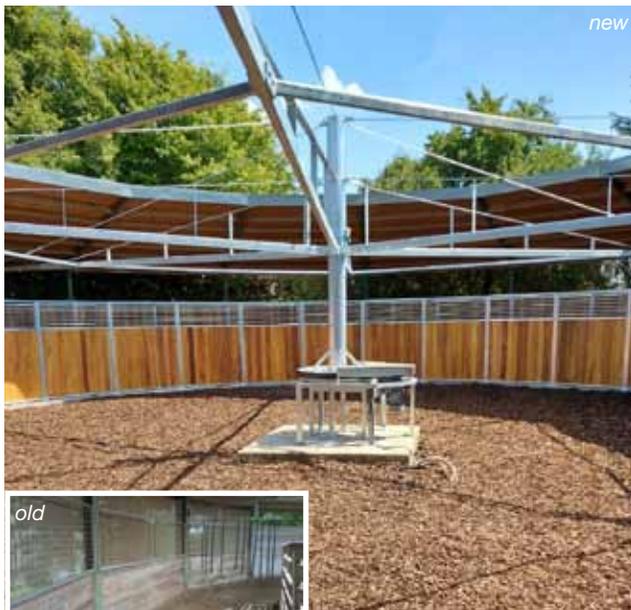
No company knows in advance what to expect in Covid times. It is talked about as the biggest challenge since the Second World War. That's why we were also curious to see how things would develop in the future. We can say that, apart from the lack of trade fair business and slightly limited customer visits, we had a year that hardly differed from others - of course the „Covid rules distance - masks - washing hands“ were omnipresent. The order situation is very good and the demand is high. In the ranking of the 10 most innovative countries, Germany is still ranked 9th\*, which can also be seen in the Covid vaccine development. Biontech/Pfizer (Germany) and Curevac (Germany) are at the forefront with their new approach. We can see from the great interest that „Made in Germany“ is still relevant, especially in Covid times.

The outcome of the election in the USA pacifies the whole world community. More than once, we have felt at first hand what it is like when decisions taken by politics have an impact on our „small“ craft business (not only in the case of the USA). At the same time we are speechless before the waves of terror in France and Austria, which leave us with big question marks. This also influences our economy. One wonders whether the common challenge of mastering Covid in a worldwide network is not enough. War and terror are no solution. Fair treatment and dialogue are the basis of our social actions, which we join as a company. We want to make our small contribution to world peace.

\*Source: globalinnovationindex.org



## Germany



*What lasts long will finally become true!*



Many of our partners used the time to renovate their old horse walkers. No matter if it was a partial renovation of the drive unit, the control system, the rubber floor or a complete retreading with all the trimmings.

One of our customers took the opportunity to roof the interior of his oval horse walker. Everything shines in new splendor and the horses will be astonished ;).

For 2021 Gut Moos, Gut Schönwalde, Gut Riedbichl, Stefan Michels, Reitstall Nilsson are already waiting for their installation. We will tell you about it in the next newsletter.

**By the way:** If your old horse walker is getting into years, we will support you in rebuilding it and take your old one in partly exchange!

 **Kraft** ... keeps your horses fit!

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*Merry Christmas!*





*Kraft ... keeps your horses fit!*

**K** Europe and worldwide

**100 years Lipizzaner Stud Piber - we congratulate, also on the new horse walker!**

Every year in Western Styria, around 40 foals are born from the famous Lipizzaner breeding of the Spanish Riding School. In 2016, the Lipizzaner breed was declared a national intangible cultural heritage of mankind by UNESCO. In Piber, the horses are nurtured and cared for, which will later amaze millions of people during the magnificent performances of classical horsemanship. Some of them were able to get an idea of the wonderful location with its castle and stud farm during the customer trip of KRAFT 2017.

In our anniversary year, our long-standing partnership with the Spanish Riding School will be further strengthened. The most famous horses in the world are not only trained with KRAFT at the Spanish Riding School in Vienna and the Heldenberg Training Center, but the expert managers in Piber also rely on the world market leader KRAFT. In January 2021, a 15 x 24 m oval Horse Walker from KRAFT and a 20 m Ground Standing Horse Walker will be making their valuable contribution to Lipizzaner breeding. This is a great honor and pleasure for us. We would like to congratulate the Competence Center Piber and thank the entire management of the Spanish Riding School for their great trust.

▼ "Family Happiness"



▼ Something will soon be build here!



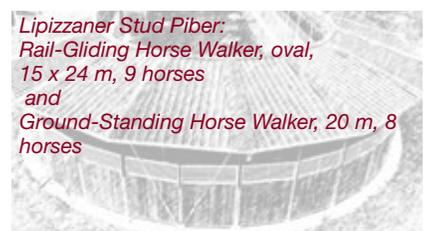
*By the way:* A total of 47 training places for Lipizzaner horses now!



Heldenberg, Ceiling Mounted Horse Walker, 24 m, 8 horses



Spanish Riding School Vienna, Rail Gliding Horse Walker, oval, 41 x 21 m, 22 horses



Lipizzaner Stud Piber: Rail-Gliding Horse Walker, oval, 15 x 24 m, 9 horses and Ground-Standing Horse Walker, 20 m, 8 horses

2005

2008

2020

Family Jerich from Höf (Austria) has chosen a Rail-Gliding Horse Walker in egg-shape due to its spatial location. It fits perfectly.

Valuable and fun coloboration: We have realized the next two projects together with our partner Corton. In the neighboring country Italy, a 15 x 30 m Rail-Gliding Horse Walker will be installed for Brightdale Ltd. Also we are planning an extremely high-quality new installation of a stable building for a private customer in Belgium, which is currently in progress. In addition to that a Water Horse Walker will find its place in the course of the extension.

Let's take a look at France: At the Bergdoll family, a 10 x 20 m Rail-Gliding Horse Walker was realized.



Happy faces when signing the contract!



The new horse walker from the Bergdoll family!





*Kraft ... keeps your horses fit!*



**South Korea**

For a customer in South Korea we shipped our newly developed treadmill to the east last week. Equipped with a lot of extras, according to the wishes of our customer, we have established a good teamwork and achieved a first-class result. You will be informed as soon as we go into serial production. We do not want to reveal more yet :-). Our dealer there, Kwan Yoo, has additionally mounted several deliveries. It is simply very important for us, especially in the time of the pandemic, to have well-trained partners on site to take over the assembly for us.



*Proud of the KRAFT horse walker*

*The alarm clock rings here eight hours earlier* 

**Hong Kong Jockey Club**

Our long breath has paid off. We have delivered seven (you read correctly!) horse walkers to the Middle Kingdom. The Hong Kong Jockey Club is the first address in racing worldwide. As with the time difference of eight hours, it is way ahead of many. Over the past decades, the club has developed into the superlative in worldwide racing. It is located in Happy Valley on a peninsula not far from downtown Hong Kong. With a mixture of exclusivity and openness for everyone, the club attracts millions of young and old spectators and racing enthusiasts, every year. As well on Happy Wednesday or the Oktoberfest. Racing is a popular sport in Hong Kong. The races are broadcast on television, the results are published everywhere in the press, and high winnings encourage betting. The club is constantly expanding to train the approximately 1,200 race horses.



*Perseverance pays off! First visit in 2014*

The enthusiasm of Happy Valley spilled over to the whole staff when the contract was signed and we are really very happy about this contract..



*gigantic dimension*

**Dubai**



*Horse walker move arabic style :-). This is how you probably can save time (crane)*



*Lunch with Anabell, Youssef and Michael*



A customer inquiry led us to Dubai. A number of things had to be clarified and because Anabell, the youngest of the KRAFT children had her school-leaving certificate in her pocket, she was allowed to accompany her dad. It's a crazy world, she also discovered. One is always amazed by the unimaginable, such as the skyscrapers or the reconstruction of the horse walker with a crane. Covid quick tests included :-)



**Kraft ... keeps your horses fit!**

*Merry Christmas!*





*Kraft ... keeps your horses fit!*

**KRAFT Brothers**

Even in the USA life has not stood still. The election campaign in the USA was more exciting than many a crime thriller. „Is what you hear and see democratic and liberal?“, we were not the only ones to ask ourselves this question. The election has been decided by the democrates and it will remain exciting to see how the country and the economy will continue to develop. The same applies to KRAFT Brothers, as here in Germany, the business continued as before. A number of projects were realized. The year without a trip to Europe was quite hard for the family, especially the grandchildren, who were not able to visit their grandparents in the summer holidays. Instead they took a road trip across the USA by motor home. This is clearly due to Covid. We hope for a reunion in present for 2021, with hugs, touching and being close to each other, not only video calls, but honestly, this is at least a good way to stay in touch at the moment.



Turned thirty in November: Coral Reef, Florida



VFB fan Patrick inherited from dad

Deceleration at Lake Tahoe



Horse walkers and roller coasters have a lot in common, the team found out.



This is what Parship looks like in Tripsdrill!

**Loopings non-stop**

Employee trip to Tripsdrill: On the last day of the vacations, the employees and their children were in a good mood. There was something suitable for young and old. With „neck over head“ and with „full steam“ speed and velocity as well as the own load limit could be tested. But the coffee cup ride and the old man’s mill were almost as exciting as the roller coasters. After a good refreshment there was, thanks to related vitamin B, an exclusive look behind the scenes. Benjamin Fischer, who has meanwhile joined his parents’ company, gave a very exciting presentation about the importance of design and thematic combination for market positioning. The rides tell stories from „Swabia in 1880 - made with love“ and open up completely new worlds for visitors. This focus is visible everywhere. At the marriage market, even our boys had to smile.



The enthusiasm can be so different: For some it is full of pleasure, for others it is torture.

[www.tripsdrill.de](http://www.tripsdrill.de)





*Kraft ... keeps your horses fit!*

**KRAFT Breeding and boarding stables**

In summer a new stable was built for the mares' pasture. This time the young, adult force helped children and their friends to build it on their own. KRAFT was full of night-time activities. The exuberant and relaxed atmosphere at work was noticeable everywhere and the result - a stable with feeding place and cistern - will be a great summer domicile for the mares in the future.



*Nightly MEN POWER*

Our successful Frida won several riding tournaments for young riding horses and was prepared for auction by Olivia Kraft. The first online auction started at the beginning of November in Marbach and Frida moved back temporarily into the Kraft stable.



*Next Generation builds for Next Generation*

Italy is the Germans' favorite travel destination and Uwe Kraft's main destination for this summer. The reason for this is the talented sport horse Kanni. A partnership between Alberto and Stable Kraft, each with a 50% stake in Kanni, attracted to the show grounds in Italy (of course with distance and mask). The Kannan x Heartbreaker son, bred by our customer Heinrich Sterthoff from Hamm, was now successfully competing in Italy up to 1.35 class at the end of the season.



*Covid award ceremony*

In spite of Covid, the time is just racing by. We are thankful that we have been spared by Covid-19 so far, both our staff and family. We are currently experiencing the lock down light here in Germany. Carpe Diem - seize the day, that's what we want to do here and relax and recover over Christmas and New Year. At the end of this special Covid year, we wish you courage and strength to look at the time positively and make it useful for yourself. Every challenge is also a chance.



*Kanni puts the boss in a good mood*

A Merry Christmas and all the best for 2021. May the light from the manger, which points beyond ourselves, illuminate your path and show you the way for the coming year.

I greet you warmly with the whole team and family Kraft,  
Your



*The greatest happiness on earth, lies on the seat of four wheels :-).*

*Uwe Kraft*



*PS: The new year is still undescribed. It has 365 days, like all the others. Carpe Diem - seize the day, whatever may come. The small pocket calendar reminds us of it :-).*



*The rainbow, stretched over the earth, as a sign of what endures beyond our time.*

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