

25 years ...simply the best!!!

K[®] Summer 2021

Dear customers, friends and business partners,

We greet you today with our 25th summer newsletter and are pleased to „celebrate“ our 25th anniversary with you in this way - Covid-19 compliant. Today we will take you on a little journey into the past, telling you about curiosities and funny things that moved(ed) and turned(ed) KRAFT. Small anecdotes and pictures tell about our work and creations of the last years and are complemented by current events including a small raffle (which will be a piece of cake for the attentive readers).

K[®] 25 years KRAFT Horse Walkers

1996 - 2021

25 years young, Uwe Kraft took the plunge into self-employment. His parents' farm was the place where it all began and the first developments took their course here. With grandma Hilde as secretary and grandpa Karl as capo, the family business started grounded, but already with big ideas and visions for the future.



...full of drive



Trial run behind the house: First Horse Walker



Pickup and loading of the first orders to USA completely blocked the Obere Bergstraße (road name).



The ice cellar - the first production site. Today, after the work is done, the cozy part takes place here.



The Obere Bergstraße location was long since no longer sufficient. Today, the company is at home in the Riedwasen industrial park.

By the way:

Uwe always knew how to help himself: It is said that in his first „company car“ the most important utensil was the cassette recorder, with which he refreshed his English skills to the bare minimum on his trips and thus prepared himself for the international market.



Besides the USA, the Arab region has been exciting from the very beginning.

The cassette recorder paid off easily with the 1st Equitana in Louisville USA ;-). Here Harald Hayes, Uwe and Karl (from left)



25 years ... simply the best!!!



the best systems

Long since the horse walkers can no longer be compared to the prototype built in 1996, but on this basis our ground and ceiling horse walkers developed into what they are today. The **Ceiling Mounted Horse Walker**, with its combination of lunging arena and horse exerciser, is still a long-time favorite and our TOP seller.

A real change was heralded by the first **oval Rail-Gliding-Horse Walker**, which suddenly opened up completely new dimensions. Unlimited possibilities in length and width were suddenly conceivable. Previously limited to round, this technology made the construction of straight tracks possible and the first oval guide rail system was born. This gave a real boost: with this innovation KRAFT was miles ahead of its competitors. Another step ahead came with the development of the **Water Horse Walker**, which brought an increase in possible applications in the areas of training, therapy and rehabilitation. The latest invention is the **Ring-Gliding technology**. With its double ring system, it provides a completely free interior space in the lunging arena and in the running surface.

These milestones of innovation coupled with numerous improvements bear witness to this:

Simply *the best systems!*



Unlimited possibilities with Rail-Gliding-technology.



Radiant winner(s)!



The Innovation Award at Equitana 2006 went to KRAFT for the retractable gates.

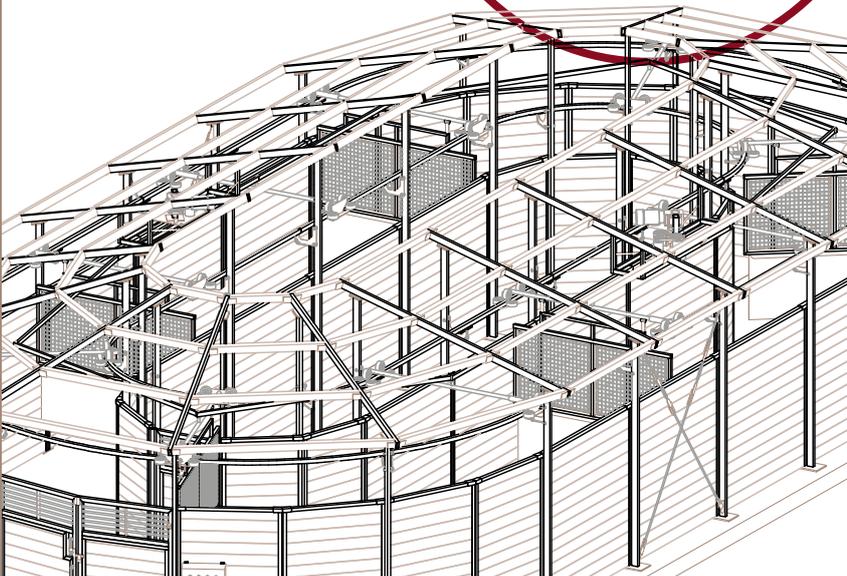


Round stable - the combination of horse walker with stable is currently very trendy. :-)

*more than
2000 installations
in over 60 coun-
tries!*



The future is becoming more sustainable - we are prepared!



The double ring is the answer to the competitor's system - much more stabile!



Hermann Hackenesh was impressed by the Water-Horse Walker at the Equitana 2006, where well-known cracks train.

We tested the first oval Horse Walker at the Witzemann family. The result with the push rods in combination with the double suspension brought the breakthrough.



Kraft ...bewegt Pferde!

25 years ... simply the best!!!

K[®] the best Team

Grandma Hilde and Grandpa Karl's hands were soon no longer enough, Sergey (the first employee), the notorious retired gang, and other employees found their way to the KRAFT company. In 2000, brother Frank joined the company. In 2004, he and his wife Petra ventured across the pond, emigrating to make KRAFT Brothers in the USA what it is today. KRAFT Brothers is a major contributor to the success of KRAFT Horse Walkers.



One of the first construction sites...



Retired gang after work in USA 2001



At that time still with „ordinary“ 2005



the best Team - today

from left: Michi, Steffen, Conny, Simone W., Beate, Simone K., Annette, Jochen, Mattias, Jakob, Alexander, Chantal, Julian, Reinhold, Reiner, Trajan, Antonia (e), Anabell, Uwe / n. i. Bild: Tobias, Andrea, Walter + Ute

Long-time employees such as Annette Hald, Reinhold Conrad, Michi Klementschts, Steffen Ulbrich and operations manager (since 2020) Jochen Grasso hold the store together, while Uwe enthusiastically finds new customers all over the world. Recently, young faces can be seen in the office or in the passenger seat. The next generation is showing interest. It's not there yet, but there is already a clear sign on the horizon. Despite all the passion that the founder still has today, he has made it a point to hand over the baton on his 60th birthday, which is in 10 years' time, and retire from active business!

By the way

We encounter this more often: „I wouldn't have thought that. Between the A6 and A7, in a village of 1,000 people, at the end of a dead-end street and people who know everything else but High German, is the company KRAFT? A world-renowned BRAND in the horse sector. Unbelievable“.

K[®] Hooray, we celebrate with you

For all those who have „attentively“ read the last lines, you can still win a high-quality horse exerciser blanket from KRAFT by the way. Write us an e-mail to beate.lindauer@kraft-fuehranlagen.de or use the contact form on our website and write us the answer to the following question:

For how many years has KRAFT been all about moving horses?

Kraft Horse Walker [®]

Kraft-Führanlagen

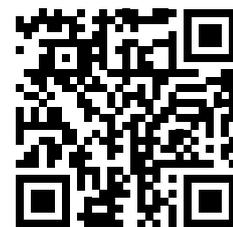
- die besten Anlagen
- die besten Referenzen
- das beste Team

?? Jahre ... simply the best!!!

Jubiläums-Gewinnspiel

Kraft ...bewegt Pferde!

Mitmachen! Mehr unter www.fuehranlagen.de



Use the QR code and let us surprise you.

K[®] Kraft ...bewegt Pferde!

25 years ... simply the best!!!



extra Kraft Brothers

It was probably one of the best entrepreneurial decisions to establish a subsidiary in the USA. A brief look back: Eckhart Moltmann, founder of EMO-Trans, made Equitana in Louisville palatable to Uwe when he bought a railroad planner (still in the ice cellar at the time). There was great excitement when the first visit to the trade fair took place in 1997. The Americans were thrilled and immediately bought the horse walker they had brought with them, along with the planner, eagerly ordered from pictures in the brochures they had brought with them, and we were amazed. Equitana translator Harald Hayes became the first „USA dealer“ and managed the fortunes of the first years until Frank decided to emigrate.

What started modestly (as Hohenloher are :-)) with a piece of land, a trailer and a small production hall made of sheet metal, developed into a modern company with 12 employees. Frank and Petra have been running the business for more than 15 years and are largely responsible for its success. The USA simply ticks in its entire dynamics and dimension completely differently than Europe. Joy and sorrow, but for us as a company far more joy than sorrow.



The USA is about 28 x larger than Germany and Europe would fit 2.3 x into the USA. In a 100km radius around Lexington there are about 120 horse walkers from KRAFT!



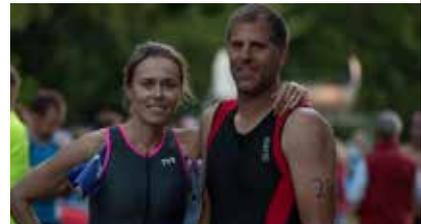
Winstar has 12 horse walkers from KRAFT. That speaks for itself. Good customer service goes hand in hand with customer loyalty.



KRAFT Brothers USA



The struggle for power



*Petra and Frank Kraft
- Winning is part of life.*

2021 The business is running like clockwork. One order after the other comes in. A Covered Lunging Pen with a Ceiling-Mounted Horse Walker, another one, another one, a Water Horse Walker and so on. Round stables are currently very popular in the USA and have potential. Frank has taken over the installation at the Wildkiss Farm in Montana. Well thought-out, adapted to the needs of the farm managers, economical and with two possible uses, stable and horse walker, all conceivable synergies are exhausted.

In the USA, life is almost back to normal. Mountain biking with the whole family and friends is possible again. Breathing a sigh of relief everywhere - and homesickness for homeland. In July, part of the family hopes to arrive for Uwe Kraft's 50th birthday. Let's hope that Corona doesn't throw a spanner in the works.

Future needs origin

We tell 25 years of KRAFT family and company history. Influenced by agriculture and craftsmanship, we have become what is visible today: a modern metal construction company that reaches out to customers and partners all over the world, meets foreign worlds with curiosity and joy, and continuously delivers what is desired in the market. Life brings change and transforms. We know that. Agility has been our hallmark from the very beginning and will continue to be so in the future. This is what we are made of. Those who are firmly anchored and grounded can confidently venture new things and look to the future with hope.

Another 25 years ... simply the best!!!



Kraft ...bewegt Pferde!



25 years ...simply the best!!!



Sales activities

So far, we can't report any Corona-related losses, rather the opposite. Every week, a new project is added and all that without any trade fair business. Is there a change or is this only temporary? This much is certain: Our trade show planning will be subject to critical examination in the future! Fortunately, our supply chains are still functioning and we can meet our promised deadlines. Material prices, especially steel and wood, have skyrocketed. Freight overseas is scarce, i.e. difficult to obtain, and has become very expensive.

By the way:

Follow us on Facebook or subscribe to our Instagram channel. That way you are always well informed!



Current projects

We have already told so much about us that we will limit ourselves today only to the most necessary. In the next newsletter then again more :-).

At **Gut Moos** a oval 15x30m Horse Walker for 11 horses has been built. Mr. Steinbach wanted a flap at the farthest end to sweep out the manure. This is a smart idea, which we have included in our portfolio. Thanks to Lower Franconia :-).

At **Gut Schönweide**, the construction work has been completed. Here a KRAFT oval Horse Walker 18x30m was allowed to move into a venerable building. Roll-up partition grids ensure smooth cleaning of the running surface. A project that thrilled us.

An order that makes us super, super happy goes to Jettingen in Bavaria. Gussed? Exactly, **Sportpferde Weishaupt**. The agricultural roots immediately set off the spark. Father Josef Weishaupt and Uwe Kraft hit it off right away. The newly crowned Vice-Champion of the 2021 German Championships in show jumping, Maximilian Weishaupt, relies on KRAFT and, like his brother Philipp (Olympic winner/Stable Beerbaum), has arrived in the upper league. Congratulations!



New shine in the stable: Boxes „Sandberg



Gut Schönweide: History meets modernity



Nightcap on the Baltic Sea beach!

Samuel Dahinden realized two orders in Switzerland. In nearby Austria, Karl Neuherz was able to accompany the construction of a slip ring horse walker, 18m. The shipment to Asia continues. The Hong Kong Jockey Club is expanding its training with two more ground horse walkers. Especially here the equipment of the ground horse walkers with two motors. They provide trotting in the horse walker. A ground horse walker shines in Korean style near Seoul. Kwan took care of this order and the implementation.



At Gut Moos it's really going on now :-).



Hong-Kong the second: Slowly we also understand „Chinese“, but it took time.



In the past, the village beadle came and announced NEW. We now do the same in analogue form and announce each new order by bell! All can rejoice with!



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Farewell Paul Spliethoff †

At the end of January, we received the news of the death of our friend and business partner Paul, who passed away after a short, serious illness following his 60th birthday. He leaves a gap in our hearts and we are very sad not to have him among us anymore. We have known Paul as a very loyal, generous and absolutely reliable partner. Our common roots in steel construction combined with our focus on equestrian sports welded KRAFT and Platzmax together from the beginning. The friendship started after a trade fair in a bad hotel over a nightcap. Since then, we have attended many trade fairs together and have traveled all over the world together. Together we have opened up markets, supported each other and cooperated in an excellent way. Paul's personality was characterized by depth and lightness combined with humor and seriousness.

We are losing a highly valued business partner and friend. We miss him very much. We will give everything, especially to support Marie and Bernd in the succession of the company and will remain loyal to Rampelmann & Spliethoff GmbH as well as to the family Karin Spliethoff.



At the Horse Equist in Istanbul.



Celebrating together at the 10th anniversary of KRAFT Brothers in USA.

Employees



Are good at talking: Uwe Kraft and Jochen Grasso

Since 01.01.2021 Jochen Grasso is officially with letter and seal operation manager of the Uwe Kraft Reitsportgeräte & Metallbau GmbH. Already for a long time the right hand of the boss around operational procedures and organization, he will also celebrate his 15th anniversary this year. The role of operations manager is a key position in our company. This is where all the threads come together. If anyone in the world needs a visit from KRAFT, Uwe can leave with confidence. He knows that things are running smoothly at home. That's something you can't put a price on. Andrea Pajerkin is our new face in management. We will introduce her in detail in the next newsletter.

The four is coming to an end

If we are now celebrating 25 years of strength, it is not surprising that our boss is also slowly getting on in years. On July 18, he will celebrate his 50th birthday. „Uwe, we congratulate you very much. Carry the five with composure and pride. Without you there would be no KRAFT. Your personal story is directly linked to the company's history. Who would have ever thought that everything would develop in such a way. Thank you for your courage, your drive, and your Highloean stubbornness. A company needs all that. We are glad to have you as our boss!“for the team B. Lindauer



Uwe turns 50.

50

50

50

50



Part of growing is sowing.



In convivial company at the Honhardt „fair“



Horses are his passion.

50
50



25 years ...simply the best!!!

Breeding and boarding stable

There is also a lot of movement in the Kraft stable. The construction work in Paradise has been completed. The young horses have moved into the two practical pasture stables, with plenty of run all around, and are enjoying horse life. Grunting can be heard again this year in the outdoor pigsty. Anabell takes over the responsibility and marketing this year. Together with the Highlanders, Paradise lives up to its name.

A chestnut lady by Quantensprung / Fidertanz was born on the farm this year (see picture). If everything works out, five foals should be born in 2022. Among the 4-year-old riding horses, Cetch-Up and Ludo are doing very well. Even daddy is allowed to ride out with Ludo on Sundays, he has such a great character and does his rounds.

The Kraft children are also growing up: Olivia completed her half „voluntary social year“ at Kraft with flying colors. The office lit up when she came in, and father Uwe took the liberty of inviting her for a daily snack with a sandwich. She spends the second half of the year at Gut Berl with the Nieberg family before starting her commercial apprenticeship at the beginning of September at what is probably the most famous screw dealer in the world. Felix uses his bridging time until his 2nd apprenticeship as a metal worker starts in September to step in where things are stuck, whether in the yard, in the company or during the renovation of a property in Kirchberg. Josefin will finish her studies this year and already has an employment contract with a large auditing company in her pocket.



Feeding time with sunset



„Lucky“



Good prospects :-)

By the way:

The Kraft family runs the farm with 20 hectares (including 6 hectares of fenced pasture suitable for horses) and around 25 horses, 5 highlanders, 8 pigs and 3 goats in complete self-direction with the power of three generations. Communication is a masterpiece here and social competence is learned here live and in REAL. No study in the world can convey this in this way :-).

Final

Looking back at how it all began, we are full of gratitude and joy. The beauty of our passion is the visibility of what one creates. Traveling through our world, we see our fruits here and there. Quite often it goes beyond the orders and relationships and friendships have grown. This is great happiness and our greatest asset. In all the downturns and low points, which there have always been, the bond with our partners and customers strengthens us. If we think in terms of generations, as we did back then, when agriculture was no longer sustainable and the parental farm was no longer sufficient to provide for the family and the farm, something new has opened up on the horizon with the horse breeding and boarding business. If we think about the next generation, which is already in the starting blocks, we are certain: the future of KRAFT horse walkers has potential for development, no matter how it will twist and turn. Because: **KRAFT ...simply the best!!!**

We wish you a relaxing summer, with vacations beyond the balcony and proper celebration-live formats again.

In the name of the Kraft family and the Kraft company

Yours

☺ *Open your favorite drink and toast with us! The table is already set. The music sounds to dance (use QR code). Let's go!*



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