

A close-up photograph of Eddie Perdok, the CEO of KRAMP, smiling warmly. He is wearing a dark jacket over a red shirt. The background is a blurred industrial setting with rows of red metal parts.

# STRATEGY AND DEVELOPMENTS IN PARTS DELIVERY

*Eddie Perdok (CEO)*



## KRAMP HISTORY

- Founded **1951** by Mr. Kramp
- **1951-1975** strong growth in the Netherlands
- **1975-2000** Focus on international business
- After **2000**: European business; “Think Global, Act local”.



## KRAMP IN EUROPE

- 14 countries
- 5 distribution centers
- 18 sales offices
- 1 purchase office (China)



## MORE THAN 35.000 ACTIVE CUSTOMERS



**AGRICULTURE (22.500)**



**CONSTRUCTION (2.500)**



**OEM (2.500)**



**FOREST & GRASSCARE (7.500)**



## KRAMP SERVICES

- Scan 2 Order
- Warehouse services
- Kramp Academy
- Repair Service
- Laundry Service
- Cylinder Repair



## INNIGHT DELIVERY

**ORDER BEFORE  
18:00**



**AT THE CUSTOMER BEFORE  
08:00**



## MORE THEN 1.400 KRAMP PEOPLE



**120** Account Managers



**200** Local  
Product Specialists



**100** Purchase &  
Category Management



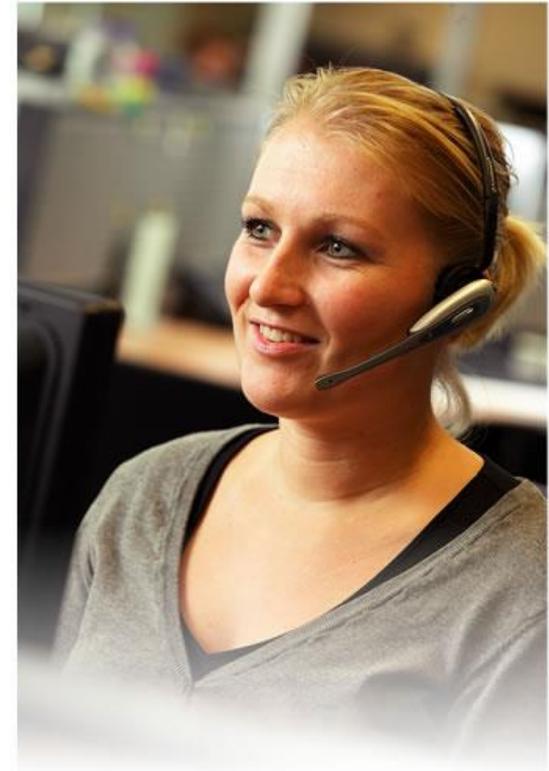
**700** Logistics



**80** IT



**200** Administration  
& Support



**GRENE**

 **GRENE**

## GRENE HISTORY

- **1915** Grene is established in Skjern by Chr. C. Grene.
- **1974** Hydra-Grene established
- **1988** Grene is sold to Schouw & Co
- **1992 – 1999** Expansion:
  - Sweden
  - Finland
  - Norway
  - Poland



## GRENE TODAY

- **Eastern Europe** division includes:  
Poland, Lithuania, Latvia, Estonia,  
Belarus, Ukraine.
- **Scandinavian** division includes:  
Denmark, Sweden, Norway,  
Finland.



## **MORE THAN 15.000 ACTIVE GRENE CUSTOMERS**



**GRENE AGRO**



**GRENE INDUSTRY**



**GRENE WIND  
INDUSTRY SUPPLY**



**GRENE INDUSTRY  
SERVICE**

## MORE THAN 60.000 GRENE PRODUCTS



Fastening, technical articles



Clothing, safety equipment, personal care



House and toys



Garden, Park and Forestry



Harvesting and Grass cutting



Chemistry, paint, equipment



Soil & field equipment



Electrical articles



Hunting and game management



Hydraulics



Hoses, water & couplings



Stable, domestic animals & fence



Tractor & trailers and OEM & 12/24 V components



Tractor & contractor parts etc., by manufacturer



PTO



Transmission



Pneumatics & air treatment



Tools, workshop & inventory equipment

## GRENE SERVICES



- **Fast delivery** – Night or the same day
- **High consistency** of supply – the goods are always in stock
- **24/7 service** – when you need spare parts day and night
- **Scan2order** with label printing from the webshop simple and easy to order products
- **Quick handling** of large and small orders

## **GRENE PEOPLE**

More than 900 people



**Our strength lies in our employees!**

In Poland, Grene employs **500 people**.

In Nordics, Grene employs more than **400 people**.

Know-how. Product specialists. Logistics. Service

## KRAMP & GRENE TOGETHER

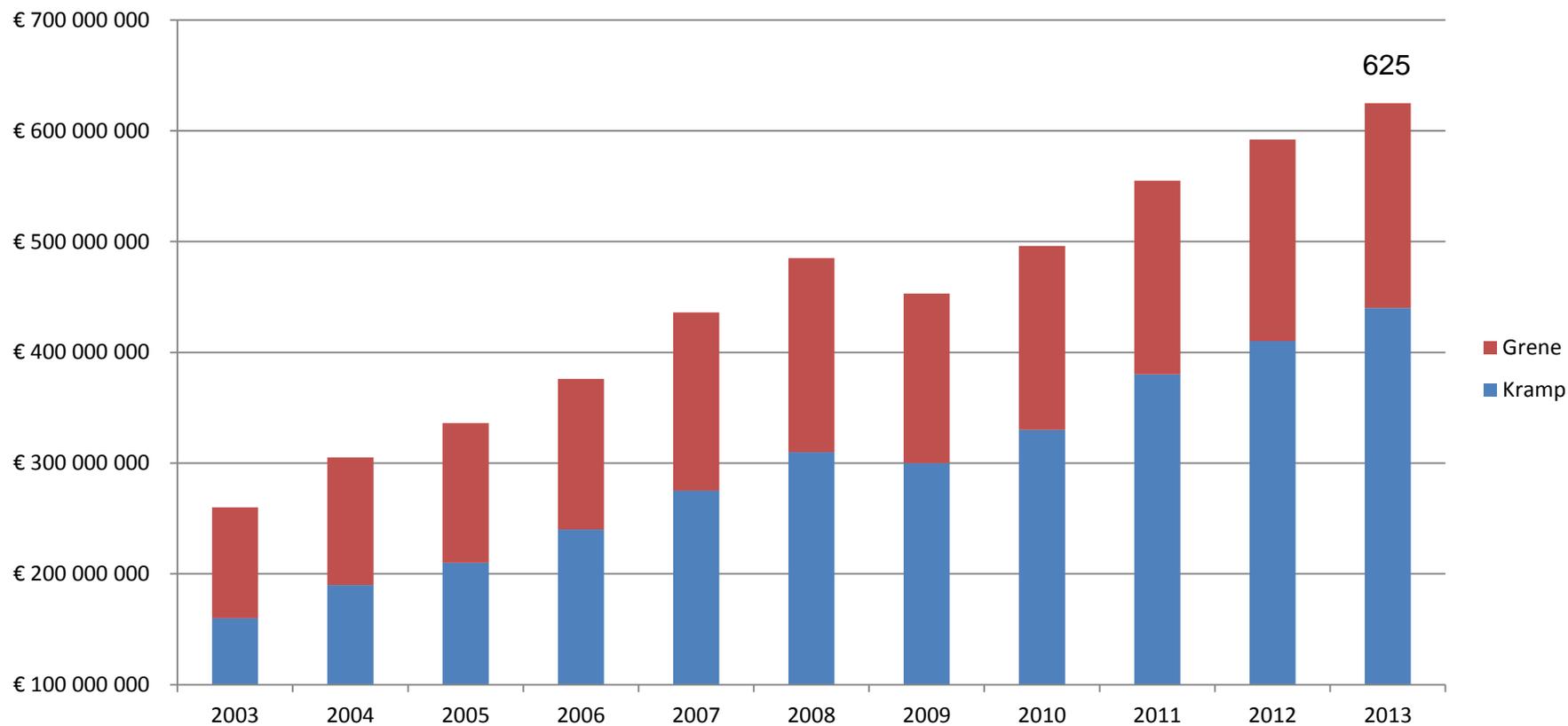
### Countries

Countries	22
Employees	2.300
Products	560.000
Customers	50.000
Warehouses	9



## KRAMP & GRENE TOGETHER

Turnover



## STRATEGY OF KRAMP/GRENE

Growth

- Expansion in South europe



## KRAMP PARTNERS

Kramp preferred supplier for dealers of AGCO and SDF



## STRATEGY OF KRAMP/GRENE

Growth

More products and services

- A-Brands



- OEM Brands



- Kramp/Grene and Gopart

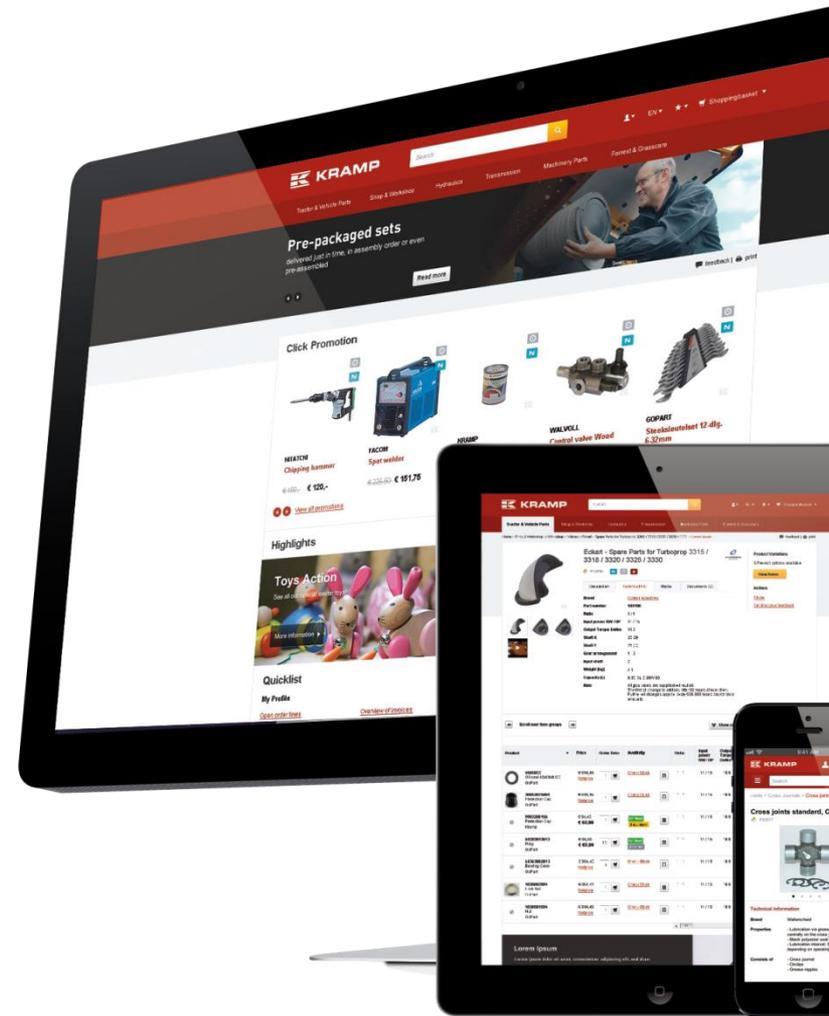


# STRATEGY OF KRAMP/GRENE

Growth via E-Business

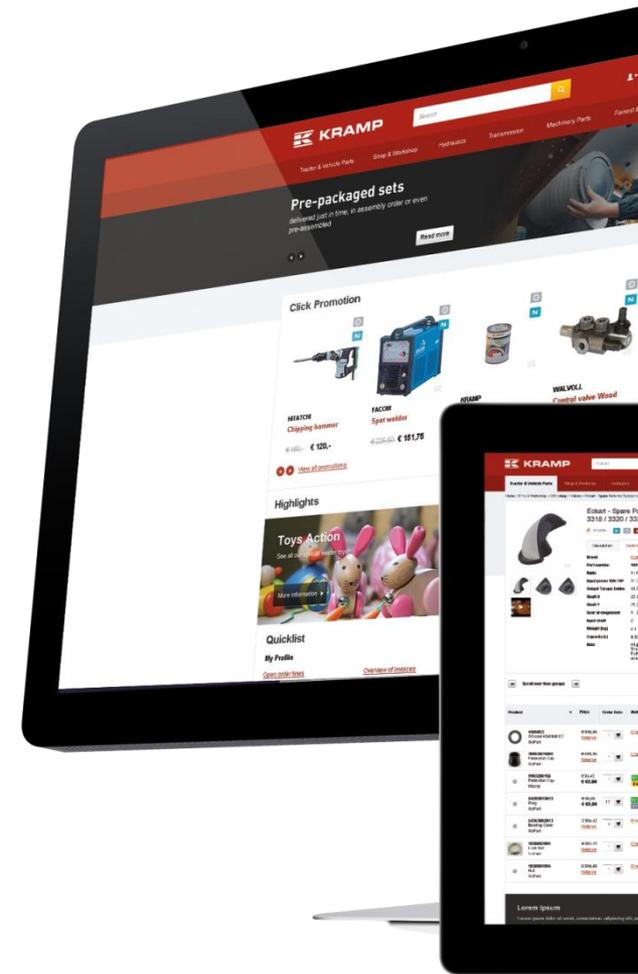
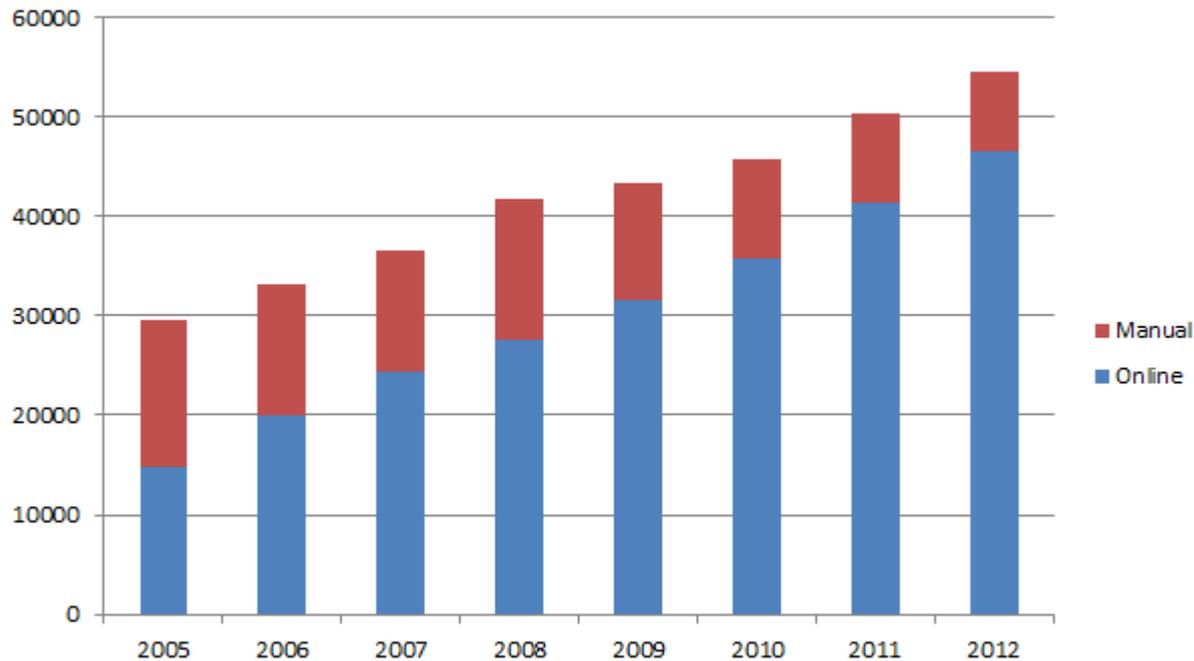
## Webshop figures per day

Searches	170.000
Logins	34.000
Ordering Customers	5.600
Orders	10.000
Order Lines	50.000
Languages	11
Availability	24/7



# STRATEGY OF KRAMP/GRENE

Growth via E-Business



## STRATEGY OF KRAMP/GRENE

Operational Excellence



- Invest in IT and automation/mechanization of our warehouses

## STRATEGY OF KRAMP/GRENE

Development of people and organisation

- People make the difference, they make Kramp



**Entrepreneur**

**Together**

**Engaged**

**Customer  
First!**

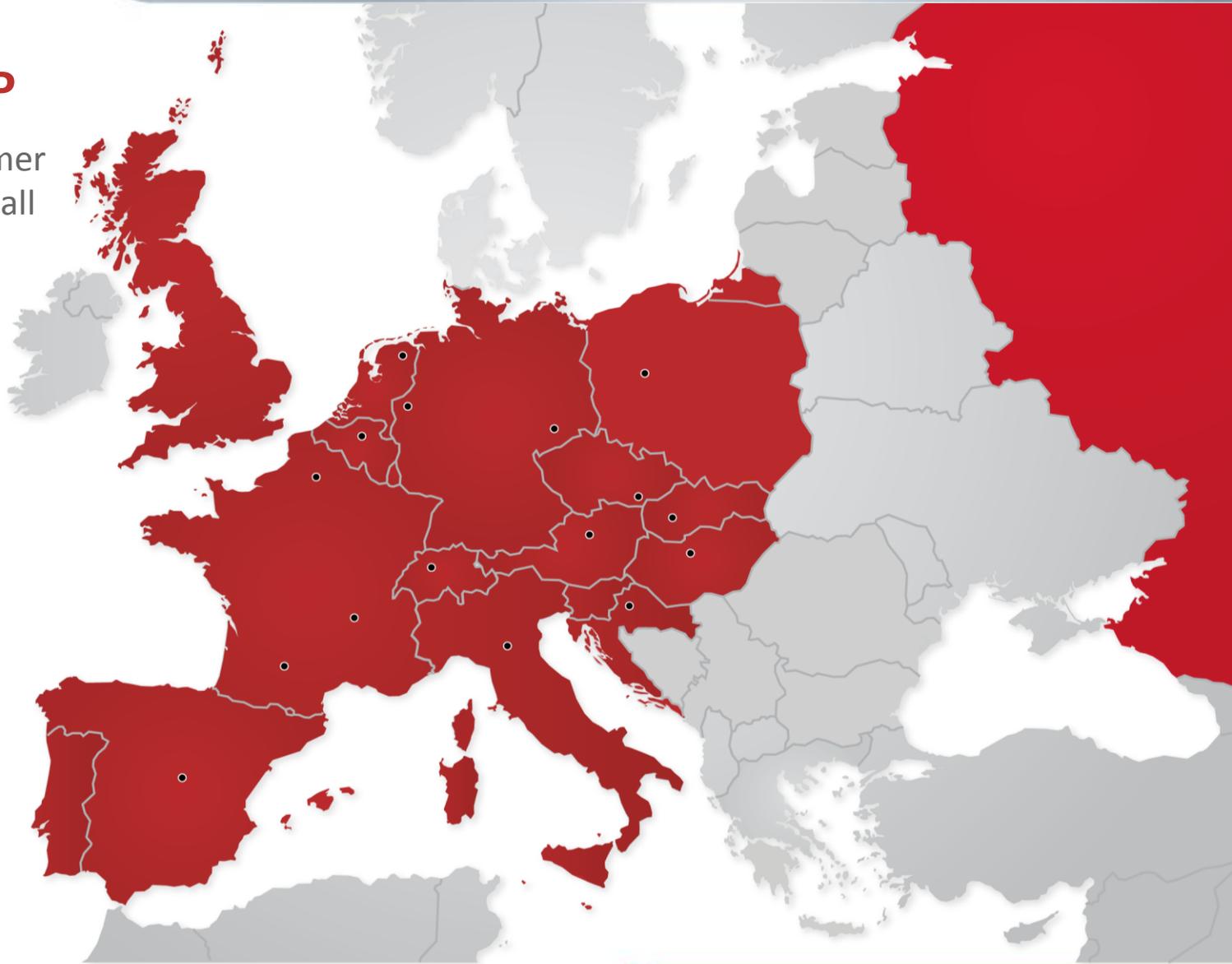
## DEALERS IS OUR PARTNER

Your success is our success!



## **PARTNERSHIP**

Close to the customer  
with salesteams in all  
countries



## **PARTNERSHIP**

Retail

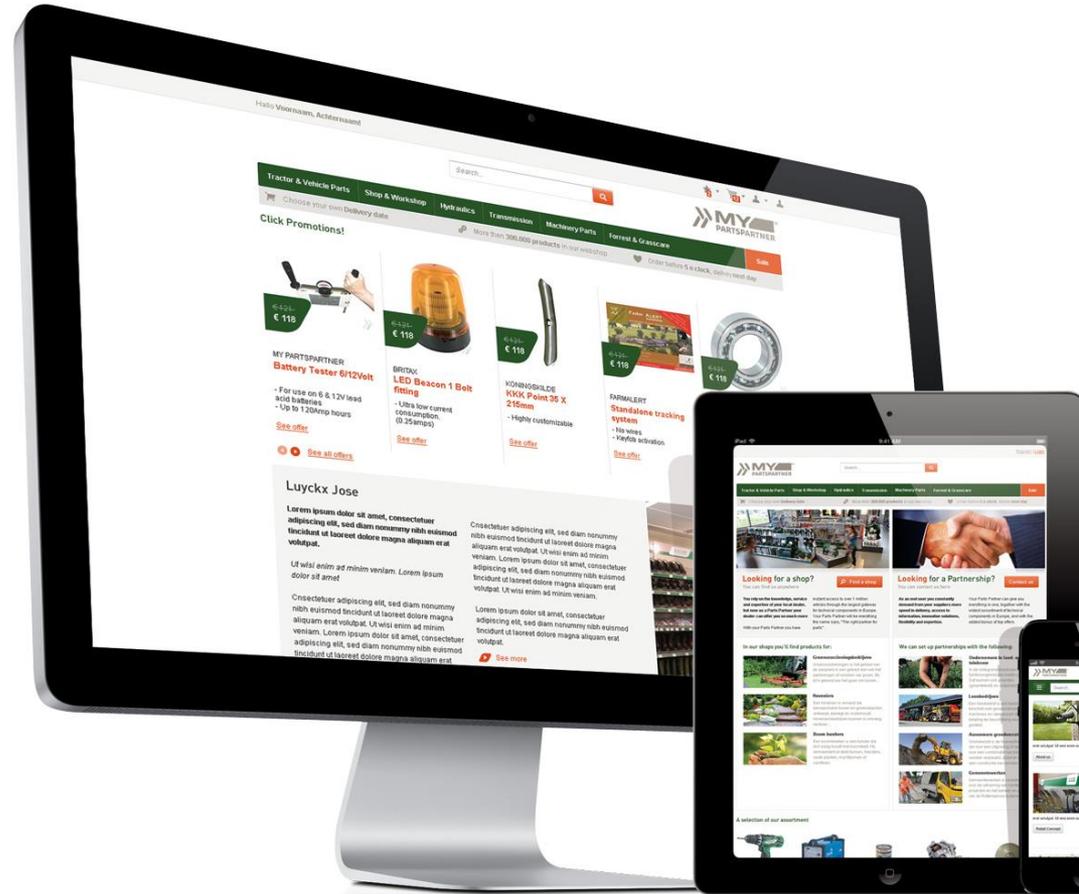
### **Shop concept**

- Multibrand and multichannel
  - Mypartspartner
  - Agricenter (SDF)
  - Agcoshop
  - More than 400 shops in Europe



# PARTNERSHIP

E-Tail



A close-up photograph of a man with short brown hair, smiling warmly at the camera. He is wearing a dark jacket over a red collared shirt. The background is a workshop or factory floor, with rows of red metal rods or pipes hanging from a rack, slightly out of focus. The lighting is warm and focused on the man's face.

IT'S THAT EASY