



FALCON FOCUS

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30 YEARS & STILL EVOLVING

This year Falcon celebrates 30 years of successfully serving the agricultural and turf industries in South Africa and sub-Sahara Africa. We are extremely proud of this achievement because, as we all know, on the one side it is a tough environment that we all operate in, but on the other side a great environment with great people. We as a company continue to evolve as we strive to adapt to the rapidly and ever changing playing field that we compete in.

From all the staff at Falcon we would like to express our gratitude to each and every one of you, our fantastic dealers, who have contributed immensely towards making us who we are today. Thank you!



As you are aware, we have two key focus areas in our business, namely local manufacturing and the importing and distributing of Amazone implements. On the manufacturing side we have recently launched the F60/450 Flexwing Slasher, the only locally manufactured flexwing slasher in the country. Because we produce locally, and being predominantly rand-based, we are 35% better priced than any of the imported, opposition implements. We are also currently far advanced in the development of a new range of flail shredders/mowers starting at 1,5 m through to 2,3 m, again the only locally manufactured flail implements in the country. We have two out in the field undergoing extensive testing and this exciting range will be available towards the end of 2015.

This will give us a price edge on the equivalent imported implements as well as the flexibility of stock holding and much better lead times. More about these exciting new developments over the page!

Schools, sports clubs and other recreational facilities are continually under financial pressure to provide more with less. We have been listening to this market and have recently introduced new models to our range of Blowermowers™ and Grassmulchers™ to assist in this regard. Based on the different applications and requirements we have made these implements more affordable to the price-sensitive buyer.

Our relationship with Amazone grows stronger each year and we have recently been appointed to look after the countries we already operate in across our borders.

Amazone continues to bring out new and innovative products, and the long-awaited Isobus features are already making their way into our market. The sale of sprayers, spreaders and soil tillage implements continues to grow, with the Amazone spreaders having become a market leader in our country. Our regional sales managers, together with technical staff from some of our dealers, have again been to Amazone in Germany for extensive technical training to ensure that we stay abreast of new technology and that we can provide the service our customers expect.

Another NAMPO has come and gone (my 13th), and it was once again great to meet up with everyone, do some good business in the winter and listen to all the feedback (99% positive) directly from the market place. My only regret is that NAMPO comes around too quickly and we are all another year older!

In closing, I have tried to stay away from the current negative trading environment we all find ourselves having to contend with, which includes severe droughts, failed crops, rising exchange rates, land reform, etc. Fortunately, knowing that South African people are tough, innovative and successful, we

are confident that the industry will bounce back and survive the challenges and hardships we currently face. We look forward to the upcoming season with good crop prices and enough rain.

Lastly, we welcome Elaine van der Westhuizen to our team as Marketing Manager, and with her intervention Falcon Focus is back in circulation.

Steve
Steve Thurtell
Managing Director



PS, "Aim not for what you are, but for what you could be." *Lucas Melder*
PSS. "In the middle of difficulty lies opportunity." *Albert Einstein*

NAMPO 2015

The first Harvest Day was held in 1967, and the first NAMPO Harvest Day at NAMPO Park in 1974. Since 1995 Falcon has been at NAMPO every year. This year was the 20th year that we were present there.

Each year Nampo grows in size with more and more exhibitors showcasing their goods to customers from all over South Africa, Africa and many other countries across the world.

Once again, Falcon and Amazone were well represented on stands 99 and 100 and the feedback from everyone was positive and encouraging. There is no doubt: Falcon and Amazone are well-known brands, and for all the right reasons. Customers come to Falcon for quality, durability, consistency and value for money and want to be associated with a company that has been serving the industry for 30 years. Even with fewer feet through Nampo this year, Falcon recorded a higher sales percentage than last year with respect to both Falcon and Amazone products.



NEW FALCON PRODUCTS

Falcon Equipment is known for the quality implements it manufactures locally for various market segments. Falcon focuses on continually bringing new and innovative implements to the market, both to the commercial and the high-income market, as well as to the non-commercial and more price sensitive market.

Not too long ago Falcon introduced the medium-duty Grassmulcher™ and Blowermower™ ranges for the more price-conscious buyer. These medium-duty ranges have proved to be very popular among users, as they provide an important combination of quality and affordability.

FALCON GRASSMULCHER™

The Grassmulcher™ is designed for one-pass maintenance of sports fields and parks and overcomes collection problems. The Grassmulcher™ is a typical choice for a customer looking for the perfect cut and a wider option.



FALCON BLOWERMOWER™

The popular medium-duty Blowermower™ is used largely in areas such as school fields, sports clubs, parks, nature reserves, and municipal areas. It is known for being effective and tough in any landscape and guarantees a perfect mow every time.

The medium-duty Blowermower™ comes with a grass bag attachment as an optional extra.



FALCON F60/450 FLEXWING SLASHER

Whereas increasingly bigger implements usually require the use of even larger and more powerful tractors, Falcon has turned this trend on its head by designing an implement that does not set such a demand, despite its size: the Flexwing rotary cutter which has been added to the well-known Falcon slasher range.

The Falcon F60/450 Flexwing slasher is the largest locally manufactured rotary cutter (slasher) in South Africa. The continual need for increased productivity combined with the ever increasing costs of labour and diesel and the weakening of the rand has resulted in the design and launch of the new Falcon F60/450 Flexwing slasher.



For more information, or to arrange a demo, contact your nearest Falcon Regional Sales Manager.

AMAZONE FOCUS

Falcon together with Amazone continues to look for new innovative implements aimed at satisfying the ever increasing demands of the consumers. Two of the latest implements that have been introduced are the new Amazone GreenDrill seeder as well as the Amazone ZA-TS 4200 Ultra Profis Hydro fertilizer spreader.

AMAZONE GREENDRILL

The Greendrill unit is Amazone's new solution for the sowing of catch crops and reseeding grass. The GreenDrill can be mounted onto a variety of Amazone soil tillage implements up to 6 m working width such as the Catros compact disc harrow, the Cenius mulch cultivator and the KG rotary cultivator or KE rotary harrow.

The 200 and 500 litre GreenDrill seed hopper is easily reached via its access steps. The seed shaft, that is located within the metering unit underneath the seed hopper, can be equipped with normal or fine seed metering wheels, depending on the seed type and application rates. After metering, the seed is delivered via hoses to a series of baffle plates where it is applied directly in front of, or behind the roller, of the soil tillage implement.

The seed shaft and the blower fan are driven electronically or hydraulically respectively.

For controlling the unit, Amazone offers two alternatives with differing levels of operational comfort. The GreenDrill, in its basic version, provides the means for switching on the seed metering, powering



the blower fan and setting the speed of the seed shaft. In the comfort version, the in-cab terminal also provides a menu to assist the calibration test and includes a display of the forward speed, the worked area and the operating hours.

AMAZONE ZA-TS ULTRA PROFIS HYDRO FERTILIZER SPREADER

The Amazone ZA - TS fertilizer spreader is the latest addition to the well-known and successful Amazone series of fertilizer spreaders. When it comes to technology and precision it is clear that Amazone has moved the goal post with this addition. The ZA - TS has a maximum hopper capacity of 4200 litres and boasts with a spreading width of up to 54 m.

The ZA - TS also works on the modern ISOBUS platform and is equipped with two weigh cells that also include a tilt sensor for optimal weight indication and automatic calibration.

Section control comes in the form of 16 sections, which can be switched from outer to inner sections or vice versa and the unique Auto - TS (boundary spreading) function is also standard equipment. Precision and speed are highlighted qualities with the ZA - TS spreader, as it has the ability to spread an incredible 50 ha per hour. Definitely an implement that is setting the pace in the modern era.



NEW FALCON DEALER MARKETING PACKS COMING YOUR WAY SOON!

Falcon is pleased to announce that the new Falcon Dealer Marketing Packs are ready and on their way to Falcon dealers. Each marketing pack consists of a custom-designed brochure stand filled with the latest product brochures and supplied with a wall-mounted



Falcon/Amazone dealer board. The brochure stand has two outside frames designed for Falcon and Amazone brochure display purposes and the middle frame contains a marketing banner that is easily changeable. The stand has the ability to swivel at both ends to a desired position depending on floor space available. The new marketing packs will definitely enhance and promote the Falcon and Amazone brands and products in your dealership and we look forward to increased sales growth as a result thereof. As part of the roll-out over the next year, we will be distributing the marketing packs starting with our stocking dealers; your regional sales manager will keep you up to date as to when you can expect delivery.



SOCIAL RESPONSIBILITY

FALCON'S 3 FOCUS AREAS

We at Falcon have 3 focus areas when it comes to our social responsibility:

- Looking after children (God's Little Lambs).
- Looking after the terminally ill (Howick Hospice).
- Looking after the environment (African Birds of Prey Sanctuary).

God's Little Lambs

Our adopted pre-school, God's Little Lambs, has always held a very special place in our hearts. God's Little Lambs relies extensively on the kindness of others, and when we heard that the school was in desperate need of repainting, and of a new secure fence due to some recent expansion, we donated the paint and labour required to repaint the inside of the school, as well as the new fencing for the newly acquired property.



Repainting God's Little Lambs



New fencing constructed at God's Little Lambs

Howick Hospice

Howick Hospice, our second charity group, is a non-profit organisation committed to caring for the terminally ill through home-based care, education and training, social welfare and bereavement support. Hospice relies on support and financial contributions from the general public, corporate sector and philanthropic donors. Falcon continues to support Howick Hospice on a regular basis.

African Birds of Prey Sanctuary

Our environmental charity group, African Birds of Prey Sanctuary, is a working facility dedicated to the conservation of indigenous raptors and is a base for ongoing research, breeding and rehabilitation projects for birds of prey. Headed up by Shannon Hoffman, the sanctuary cares for over 180 different birds of prey of 50 different species. Falcon is particularly fond of this charity group and the work they do.



Solo (left) the Falcon sponsored by Falcon Agricultural Equipment

FALCON & AMAZONE MARKETING

Promotions are often run by our dealers and advertisements placed in various marketing channels to get the word out. Falcon would like to encourage all dealers to involve us in such projects. Please feel free to contact us if you need any help with the design and production of the artwork or for obtaining any visuals.

Please also send your promotions to us so that we can place them on our Facebook page.

Should you require any Falcon or Amazone marketing support, please contact our marketing manager, Elaine van der Westhuizen, at info@falconequipment.co.za, or phone 033 330 4764.



MEET THE MANAGEMENT TEAM AT FALCON



Steve Thurtell
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Isak Nel
Regional Sales Manager
North-West, Northern and Western Free State and Central Gauteng



Wessel Vosloo
Regional Sales Manager
Limpopo, Mpumalanga and the rest of Gauteng