



FALCON FOCUS



Est. 1985

FALCON®

ISSUE 51 • FEBRUARY 2017

FALCON ORIGINAL SPARE PARTS

First of all, best wishes for the upcoming year – we look forward to a positive and prosperous 2017!

At a previous Falcon business strategy session the Falcon management team confirmed that we wanted to continually improve in respect of customer service, quality, safety and productivity. We therefore needed to get better at documenting and measuring our processes. We decided to adopt the ISO quality management system (ISO 9001/2008), as it works across all aspects of the business. We have rolled out the processes across a large percentage of the business and are already seeing positive results. Our safety has improved and the reworking of poor quality products has definitely decreased, resulting in improved productivity and customer service. In the near future we will be upgrading to the ISO quality management system (ISO 9001/2015) and applying for certification.

Recently we have communicated to you that Falcon will be sourcing and distributing all our Falcon OEM (Original Equipment Manufacturer) parts directly from our factory in Howick from 1 March 2017. We are vigorously working through a process in line with our ISO procedures to ensure that all our OEM parts conform to our high quality standards that our customers have become accustomed to over the past 31 years. This includes:

- Verification of all suppliers
- Rationalisation of suppliers and appointing new suppliers
- Reissuing and controlling of all updated manufacturing drawings to suppliers
- Revising all quality procedures for receiving and dispatching
- Branding of all OEM parts.

Wherever possible, our parts and components will be Falcon branded, which will give our customers the assurance that the parts have been sourced or produced by Falcon and therefore conform to the required specifications.

They will be marked or labelled with the name

Falcon, which is a registered trademark in the agricultural industry, or with the new Falcon Parts logo below. This is to ensure that we are all able to differentiate between our OEM parts and substitute (pirate) parts.

LAUNCHING 1 MARCH 2017



It has been brought to our attention that a local competitor has recently been advertising Falcon parts using the Falcon name, despite its being a registered trademark, as well as our H and M part numbers in pamphlets that they have sent out to dealers across the country. These are being passed off as original parts, which are totally unacceptable, and we have addressed this through our lawyers. These parts do not conform to the Falcon specifications and quality checks and therefore may be unsafe and will affect any warranty claims should they occur.

Our strategy will be to carry sufficient stock to ensure that we are never out of stock of any of the fast movers, and we are currently gearing up to be in this position. We have already taken on additional staff in the sales department as well as the factory to ensure that we can cater for the additional capacity that we will require in the future. We are currently training and up skilling the staff to ensure that we are ready for 1 March 2017.

We also continue to understand the in-depth needs of our end users and respond accordingly with new implements and other innovations. As a result, the year ahead will see some improvements to our current products: we will be launching the new F60/350VT Trailed Haymaker®, which will replace the current model, as well as a new mower for the turf industry. We will also be launching the Amazone ZA-V range of fertiliser spreaders, which are covered in more detail over the page.

Lastly, with any new venture there will be some teething problems, and our team is geared up to do whatever it takes to keep these to a minimum to keep customer service at a high level. Should you experience any challenges during this transition phase, please contact your Falcon Regional Sales Manager or Internal Sales at Falcon who will assist you in this respect. Also, please feel free to call me should you feel that I can be of any assistance.

We at Falcon are very excited that we will be doing our own spare parts going forward and we know that we will not let you down. We have always appreciated your commitment, loyalty and honesty towards us, and we look forward to achieving the same success together with regard to our spare parts that we have achieved with our implements.

Warm regards

Steve Thurtell
Managing Director



“Start by doing what’s necessary; then what’s possible; and suddenly you are doing the impossible.”
– Francis of Assisi

“What we find is that if you have a goal that is very, very far out, and you approach it in little steps, you start to get there faster. Your mind opens up to the possibilities.”
– Mae Jemison



THE FALCON PROMISE

The Falcon Promise is about trust and loyalty.

You can have peace of mind knowing that we bring Values, Customer Service, Experience, Great Design, Economical Costs and Local Availability. You can be assured that along with our products, our Promise will stand the test of time.



The Falcon Promise is our business philosophy that forms the foundation of the Falcon core values and deliverables. It is what we live every day and how we do business.



Falcon stands the test of time, generation after generation



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- CUSTOMER SERVICE
- LOCAL
- ECONOMICAL
- DESIGN
- EXPERIENCE
- OUR VALUES



For more information please contact us on 033 330 4764 or visit your nearest Falcon dealer.
www.falconequipment.co.za



Above: The Falcon Promise being incorporated into our Falcon advertisements.

THIS IS US

Over the years our Falcon logo and brand identity have evolved. Our registered logos are the following:



This logo is always used to represent Falcon "the Company", which manufactures and imports a number of brands.



This logo, with the tagline "works for you", is used to market and promote the range of Falcon-manufactured implements.



This new Falcon spare parts logo will be used to identify, market and promote all OEM Falcon spare parts.

OTHER LOGOS



Please note that there are different logos for different colour backgrounds and it would be appreciated if you would contact our marketing department for the correct logo for each use.

MACHINE OF THE YEAR 2016: ZA-TS FERTILISER SPREADER

The new Amazone ZA-TS fertiliser spreader with Argus Twin is now allowed to carry the title "Machine of the Year 2016". This title was awarded to the German technology company for special innovation.

Together with international partners from France, Sweden, Denmark, Hungary, Romania and Russia the agricultural technology editors of the **dly** publishing company (Deutscher Landwirtschaftsverlag) made this official presentation to Amazone for the Amazone ZA-TS fertiliser spreader in the category of crop management (fertilising and spraying).

The innovation on the ZA-TS with Argus Twin features the monitoring of the lateral distribution of the fertiliser at both spreading discs with the aid of 14 radar sensors. In case of deviations from the predetermined values, the electric delivery system is fully automatically readjusted, ensuring a constant optimum lateral distribution. This also applies to changing fertiliser qualities, travelling on slopes, starting and braking procedures or worn spreading vanes.



ZA-V FERTILISER SPREADER – THE PROGRAMME IS COMPLETE

To complete the spreader series we would like to introduce you to the ZA-V Tronic and ZA-V Profis Hydro Spreaders from Amazone.

The ZA-V introduces a highly efficient fertiliser spreader which has been designed especially for high operational speeds of up to 30 km/h. ISOBUS communication, weigh-cell technology (Profis) and many other innovations make the ZA-V one of the most state-of-the-art fertiliser spreaders in its class.

Using ISOBUS communication, 8-fold part-width section control via spread rate adaptation comes as standard on both the mechanically driven ZA-V Tronic and the hydraulically driven ZA-V Profis Hydro, with the Hydro model being able to handle 16-fold part-width section control in automatic mode due to disc speed control.

The high outputs of up to 390 kg/min and a maximum working width of 36 m allow areas of up to 33 ha/h

to be covered. The strong frame with its favourable centre of gravity characterises the ZA-V as a robust mounted implement. The high-quality, deep-pressed hopper is manufactured in one piece and ensures an optimum fertiliser flow. The ZA-V Tronic will be available with a hopper capacity of 1 700 l and the ZA-V Profis Hydro 2000 l. An optional 600 l extension is available on both models to increase the capacity to 2 300 l and 2 600 l respectively.

Eco Line: ZA-X



New Line: ZA-V



Classic Line: ZA-M



High Line: ZA-TS



Your Falcon RSM will contact you to make further arrangements with regard to the introduction of and training on this new series of fertiliser spreaders. A comprehensive table comparing all of these spreaders for ease of reference and comparison is also available from your RSM.

NEW CENIUS TX TRAILED CULTIVATOR

A third of all input and machinery costs on farms can be allocated to soil tillage and cultivation. Rising prices, costs of inputs and low producer prices once again are exacerbating the situation even further.

When it comes to choosing an implement, many farmers are looking for equipment that will not only help reduce establishment costs but also be as versatile as possible. The solution can be found in the Cenius cultivator range.

The mounted Cenius with working widths of

3 m, 3,5 m and 4 m, the trailed Cenius-2T mulch cultivator with a 4 m working width, and the Cenius TX with working widths of 4 m, 5 m, 6 m and 7 m can be used for shallow stubble work down to the deep loosening of topsoil. Thanks to the different models with varying specifications, the implement can be adjusted to suit nearly every local application.

In combination with the optional GreenDrill mounted seeder box for fine seeds and catch crops the Cenius can also perform seeding and soil tillage in one pass.



STAFF NEWS

As part of Falcon's apprenticeship programme we up-skill our factory staff in the trades of turning and boiler making.

Malusi Dlamini and Kirsten Thathiah have recently been appointed as apprentices. They will both be attending Shukela Training Centre to become artisans at their trade.



Malusi Dlamini



Kirsten Thathiah

We also want to welcome our new Stores Controller Rishen Sukram to the Falcon Team.



Rishen Sukram

FALCON ACKNOWLEDGES 30 YEARS OF LONG SERVICE FOR TWO EMPLOYEES



Kay Debideen, Steve Thurtell and Enoch Dlamini

Falcon Agricultural Equipment (Pty) Ltd presented two of its longest serving employees with long service awards at the company's year-end function in Howick, KZN, in December 2016.

Kay Debideen and Enoch Dlamini joined the business in 1986, just a year after the company was founded. They have both witnessed significant growth and changes to the business in the years they have been serving, and have also grown personally through increased responsibilities and promotions into senior positions.

Steve Thurtell, Managing Director of Falcon, commented:

"At Falcon, we feel it is important to recognise the achievements of our staff throughout the company, especially in regard to commitment and length of service. We are proud of our long service record, and the expertise and experience this brings to the business, for its future success."

Kay started at Falcon as an artisan and is currently the Factory Manager. "It's really hard to believe I have worked in the business for 30 years," says Kay. "The time has gone so quickly. Every day there are new challenges and I really love what I do, which has made the time go even faster," he continued.

When Enoch joined the company he was employed as a general labourer when we began to build the Factory. After the building was completed he was

employed permanently and was taught to use the guillotine machine and many other factory machines and tools. In 1986 he was able to purchase a home, having never owned one before. "The biggest thing Falcon has taught me," he said, "is to work together as a team." Today he holds the position of Fabrication Shop Supervisor.

Both Enoch and Kay are passionate about running and have been training partners for many years. Together with 8 other Falcon employees they completed the Comrades Marathon in 2006 and have shared countless other events, races and miles together on the road over the years.

Three decades of service from Kay and Enoch working as a team with the rest of the Falcon staff certainly pays tribute to the old African proverb which says, "If you want to go fast, go alone; if you want to go far, go together."

FALCON CELEBRATES STAFF WELLNESS DAY



All staff ready for the start of the fun run/walk

Falcon celebrated its annual Wellness Day on Friday, 28 October in the theme of "Commit to be Fit", with a company fun run/walk, followed by a relaxed staff celebration at the offices and factory in Howick, KZN.

The Wellness Day is held each year to focus the staff's and the company's attention

on their health and wellness. "Our staff are the absolute key to our success," said Falcon Managing Director Steve Thurtell. "Assisting our staff in caring for their health by providing them with free testing and relevant information means they can manage any health concerns or conditions properly, ensuring that they remain productive, healthy and happy," he said.

TEST	2015	2016
Cholesterol	27	53
Eye screening	19	16
HIV	51	32
TB	12	35
Blood pressure	24	55
Sugar levels	40	44
Hearing test	47	44
Lung function test	15	16
TOTAL:	204	295

Number of staff in 2015 vs 2016 who opted into the various tests offered by Falcon

REGIONAL SALES MANAGERS ALWAYS ON CALL

Western, Eastern and Northern Province
Riël Deyssel
072 650 0786

North-West, Northern and Central Gauteng
Isak Nel
082 560 2266

Limpopo, Mpumalanga and the rest of Gauteng
Wessel Vosloo
082 443 5916

KwaZulu-Natal, Swaziland, Eastern and Southern Free State
Hennie van Romburgh
082 458 6243