

OUR INNOVATION.  
**35 YEARS**  
 YOUR SUCCESS.

# FALCON FOCUS



ISSUE 58 • JULY 2020

## THREE MONTHS THAT CHANGED OUR LIVES

With Covid-19 being the biggest event since World War II, the year 2020 will not be forgotten.

Our way of life changed overnight, the whole world has been affected and everyone is anticipating that the worst is yet to come. My message to everyone is to stay positive and to try to adapt to the changes – we still have a lot to be thankful for. I would also like to express my deepest condolences to businesses and employees who have lost everything during the lockdown period.

Firstly, I would like to thank my mentor and friend, Steve Thurtell, for all his support and wisdom over the past seven months. Every business owner has his own unique way of managing his business, and to learn and take over from someone as inspiring as Steve was an absolute pleasure.

I am proud to say that I have been fully “Falconised”. Having been in the agricultural sector for 14 years, adapting to the new challenge felt like second nature to me and walking into Falcon on my first day I knew that the sky was the limit.

I would also like to thank all my colleagues for their continued support and trust in my ability to lead Falcon into the future.

Starting at a new company in a year like this was and still is the ultimate test. Life has changed, and we needed to adapt to a new way of living in some respects. Thanks to the digital era we live in we could maintain constant communication with all our dealers throughout the country and other parts of Africa. As humans we often expect the worst, and adapting to changes is never easy, but some of those changes work much better than practices that were previously implemented.

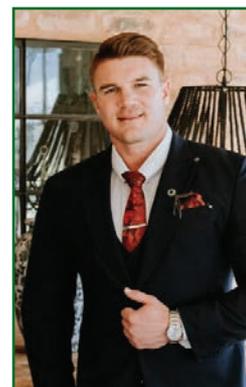
From a financial point of view Falcon has been blessed so far. We ended our financial year in April and the results were fantastic, if we had to compare our current situation with what is going on in the agricultural sector overall. We received numerous Amazone pre-season orders from our dealers in March that helped pave the way for the coming months. Our general sales and spare parts sales compared with those of the previous year were also higher. That said, our challenges may still lie ahead, but we as a company strive to be on top of any situation and make the best of everything.

We have exciting news to share in the coming months. Our R&D department is busy with a few new product developments that are in production and will be tested soon.

That is all for now from my side, until next time.

Kind regards

Martin Coetzee  
 Managing Director



pacifica

Our new products will launch in the year 2021 and we will keep all our dealers updated as time progresses.



# FALCON HOSTS ITS FIRST AMAZONE WEBINAR

Due to the current restrictions on physical demos and training sessions, Falcon presented an online webinar for dealers on 23 June 2020 to reveal the exciting new implements and products from Amazone for the upcoming season. The webinar, which was hosted by Martin Coetzee and Ruben van der Merwe, took delegates through all these new developments as well as giving dealers the

opportunity to ask any questions in the Q&A session at the end.

These technological advancements ensure that we can continue to offer engaging and helpful information to our dealers during these difficult times and possibly beyond.



## IMPLEMENTS FOR ORCHARDS? WE'VE GOT IT!

Falcon Agricultural Equipment has long been known for its lawn-care and haymaking implements. With the sharp growth in the macadamia, pecan and walnut industries, Falcon can also offer implements that can meet the maintenance needs of orchards.

For cutting grass, cover crops and weeds in orchards, our wider rotary cutters are the perfect implements. The Falcon F60/300, F60/300T and our F60/450 Flexwing Slashers are very reliable implements that significantly shorten cutting time. The towed models enable you to use smaller tractors with optimal performance. The Woods range of rotary cutters from the USA can be ordered to obtain cutting widths of up to 6 m.



The Falcon Side Discharge Mulcher is a very popular implement for processing grass, cover crops or pruning and for placing the cuttings under the trees to form an organic mulch layer for moisture retention and soil enrichment. The chute can be adjusted to move this material at different distances depending on the orchard row width, using tractors between 45 and 80 kW.



Falcon is the importer of the Votex Shredder, a heavy-duty mulcher. It is available in working widths from 1,5 to 2,25 m and is equipped with hammers to process prunings, cover crops, grass and weeds.



The locally manufactured Falcon flail implements are very popular for orchard applications. Our Falcon Flail Cutter is used for processing heavier materials and comes in cutting widths of 1,5 to 2,3 m. This implement has a 500 mm hydraulically operated off-set hitch allowing cutting up to boundaries and fence lines. The flail cutter is close up behind the tractor for easier turning in an orchard.

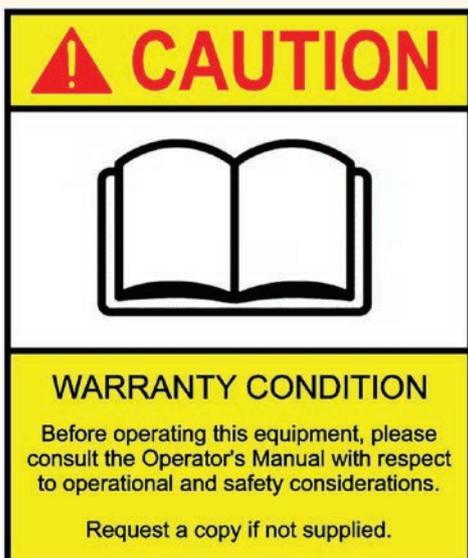
The Falcon F290 Flail Mower is the latest addition to our product range. It is a medium-service implement and has a working width of 2,9 m. The implement is designed to process cover crops, grass and residues, and is suitable for orchard maintenance needs. All Falcon flail implements can be equipped with hammers or blades for different needs.

*Philip Janse van Rensburg*



**Please contact your nearest Falcon regional sales manager for more information.**

# WARRANTY – WHAT ARE YOUR AND FALCON'S RESPONSIBILITIES?



Having been in existence for almost 40 years, Falcon has become known for the innate quality of its products. These are manufactured in strict accordance with well-established quality standards, and are subjected to various comprehensive checks and tests before delivery to our Dealers. This, in combination with our almost 40-year legacy, allows us to confidently support our products through a limited warranty policy against defective materials and workmanship.

In establishing the scope of our warranty, we have given very careful consideration to the widely varying and arduous local conditions under which our products are put to use – and most importantly, with the understanding that our Dealers and their customers are dependent on the uninterrupted serviceability of these products.

Our warranty, known as the Falcon Limited Retail Warranty, is therefore “limited” only with respect to what is covered and what can be reasonably excluded from cover.

The relevant Falcon product Operators Manuals provide a comprehensive description of the scope of our Warranty Policy, what is covered and what

is excluded, and most importantly, it details the responsibilities of Falcon, our Dealers and their customers in ensuring compliance with the policy. It also describes what actions should (or should not) be taken in response to a Falcon product's having failed, or being considered defective.

More generally, our warranty policy provides two important benefits:

- It is intended to provide our Dealers and their customers with the least possible disruption to their businesses, in the unlikely event that a Falcon product should fail or become defective.
- It allows us to eliminate the risk of defective processes and other non-conformities from entering our manufacturing operations, and most importantly, of going unnoticed.



Consequently, it is in all parties' interests that our Dealers thoroughly investigate and provide appropriate support to their customers in response to a claim of a potentially defective product. This will always be conducted in consultation with, and under the experienced guidance of, a Falcon representative – typically the Falcon Regional Sales Manager.



In some cases Falcon may request that specific investigative processes be provided, and in this respect our Dealers are once again key contributors to this process, providing us with accurate observations, analysis and technical feedback on the nature of the failure or suspected defect.

In more challenging cases, Falcon may request that the defective item be returned to our factory for assessment and analysis under controlled circumstances. In these cases it is critical that the product is presented to us in an “uncontaminated” state, providing us with undisturbed evidence and allowing us to arrive at fair and objective adjudications.

This policy, like other aspects of our business, has evolved over the years to become a proven and appropriate management mechanism in a sensitive area of our business. It allows us to respond timeously and appropriately to our Dealers' needs and allows them, in turn, to continue to satisfy the needs of their dedicated customers.

For more information please contact your Regional Sales Manager who can offer further advice and guidance on dealing with prospective warranty claims, or the contents of this article.

*Russel Jerome*

## PROAGRI ARTICLE: SAVE TIME AND MONEY WHILE INCREASING YIELDS

An article was written by Salim Dawood, for ProAgri Zambia magazine. Do yourself a favour and go read it on the ProAgri website.

“Find the money because in the long run it saves money, it saves time in the field, works more efficiently, and makes you more productive at the end of the day. And this machine will pay for itself within a short time.”

– Bruce Robinson, the Crop Protection Manager, Agrivision Zambia, Somawhe Estate

What can also be seen is the new layout and design of our Amazone adverts. Simple, clear and so much more informative.



# FALCON BIDS FAREWELL TO STEVE AND JULIE THURTELL

Steve Thurtell, previous CEO and owner of Falcon Agricultural Equipment, officially retired from the company at the end of June 2020. Due to Covid-19 restrictions, the company was not able to celebrate with him in the manner in which they would have liked; however, this did not dampen the celebrations that were held, which were heartfelt and filled with much gratitude, appreciation and respect.

Steve joined Falcon in 2002, when he was 41 years old and had a 14-year-old daughter and 12-year-old son. At the time, he and his family were packed and ready to emigrate to Australia to begin a new life abroad when the Falcon opportunity came about. Steve has never looked back. He has been instrumental in so many iconic Falcon milestones, including securing the Amazone franchise in 2005, seeing the launch of many new Falcon implements and innovations, taking the spare parts division in-house in 2017, and more recently the sale of the business to Senwes in 2019.

Steve is an exceptional business leader who has led Falcon into becoming one of the best-performing companies in its sector and a business admired in the industry. His vision and drive, combined with his commitment to serving the best long-term interests of the company, have strengthened Falcon from year to year. He leaves a dedicated, resilient company, well placed to succeed in this unpredictable and fast-changing industry.

In his farewell address Steve thanked every one of the employees for their hard work, friendship and all the fun and good times enjoyed during his almost 19 years at the company. His gratitude to his friends and colleagues was tangible, as was his excitement for this new chapter in his life with Julie.

Julie joined Falcon in 2004 as the financial manager and performed various integral roles in the business over the years. Her kindness, happy manner and welcoming hospitality are going to be sorely missed by everyone at Falcon.

With three grandchildren part of the family now, Steve and Julie are looking forward to their next chapter. Falcon wishes them all the best in the next phase of their life and every happiness in their retirement years.

*"After climbing the mountain, you can finally enjoy the view." – Anonymous*



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