



FOKUS/FOCUS

and still going strong!

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'n Seisoen van Dankbaarheid en 'n Nuwe Begin

Soos 2025 tot 'n einde kom, neem ons 'n oomblik om terug te kyk na die reis wat ons saam afgelê het. Hierdie jaar was gevul met groei, mylpale en gedeelde suksesse, en niks daarvan sou moontlik gewees het sonder u as ons lojale, toegewyde handelaars en gewaardeerde vennote nie.

(Lees verder [hier](#).)

A Season of Gratitude and New Beginnings

As 2025 draws to a close, we take a moment to reflect on the journey we've travelled together. This year has been filled with growth, milestones, and shared achievements, and none of it would have been possible without you, our loyal, dedicated dealers, and valued partners.

(Read further [here](#).)



Meet The Team

Regional Sales Managers & Internal Sales Team



Mauritz van Der Heever

Elaine Niemann

Mpumulanga, part of
Gauteng & Swaziland



Hendri de Korte

Teneal Hagen

Western Cape, part of
Eastern Cape & Zambia



Joe Greyling

Genevieve Steenkamp

Parts of North West &
Eastern Cape, Northern Cape,
South West Free State,
Botswana & Namibia



ZW Nichols

Kiyara Debideen

KwaZulu Natal,
Eastern Free State &
Zimbabwe



Isak Nel

Claudia Wolmarans

Limpopo, Gauteng &
part of North West



Meet The Team

Product Support Technicians



Geert Slump



Gerhard de Wet



Christiaan de Bruin



*Celebrating 40 years
of Falcon*

NEW LOOK

Same Trusted Performance

FALCON F50/60/80 GEARBOXES

Locally designed and manufactured:

- CAD designed
- Laser cut
- CNC machined
- Tested and proved for robustness and reliability

SOLID | RELIABLE | SERVICEABLE



Evolving with Strength and Purpose

Read more [here](#)

Wellness Day 2025



Celebrating 20 Years of Dedication: Ruben van der Merwe Honoured by Amazone

Falcon Agricultural Equipment is proud to celebrate a remarkable milestone achieved by our National Sales Manager, Ruben van der Merwe. During his visit in September, to AMAZONE's Head Office in Hasbergen-Gaste, Germany, Ruben was honoured with a special trophy recognising 20 years of dedication, commitment, expertise, and the significant impact he has made to the AMAZONE brand in Sub-Sahara Africa.

The trophy was officially handed over by Wilfried Koldehoff, AMAZONE Export Manager, who praised Ruben's consistent professionalism and his role in strengthening AMAZONE's footprint in the region. Over the past two decades, Ruben has played a key role in building trust, expanding market presence, and ensuring that AMAZONE's world-class technology is supported by exceptional service.

His commitment not only reflects his personal passion for the agricultural industry, but also embodies Falcon's values of partnership, excellence, and long-term growth.

We extend our heartfelt congratulations to Ruben and express our sincere gratitude for his unwavering dedication to both Falcon Agricultural Equipment and the AMAZONE brand. This achievement marks an important chapter in our ongoing journey of innovation and collaboration.



AMAZONE Technician of the Year 2025

Falcon proudly announced that Louis De Villiers from Mooresburg Implements was the very first winner of the AMAZONE Technician of the Year South Africa competition. He was awarded with an

all-inclusive trip to Germany, where he received further advanced training on AMAZONE Equipment. This prestigious recognition highlights Louis' exceptional expertise and dedication to his work.

The AMAZONE Technician of the Year competition is designed to recognize the most skilled technician in South Africa specializing in AMAZONE equipment.

The competition consisted of two written tests of which the first test was open to all the technicians of Falcon authorized dealers. The second test was written by the top ten technicians from the first test, wherein Louis De Villiers achieved the highest score among them. Tommy Prins, Louis Kritzinger and Corne Kleingeld achieved second, third and fourth place respectively.

A ceremony was held in Mooresburg for the top four achievers.

On the 20th of June 2025, Louis De Villiers, among Falcon representatives left for Germany for training on AMAZONE spreader, sprayers, electrical systems and planters. Through this they gained a lot of knowledge and experience on the AMAZONE range.

Written by **Geert Slump** (Product Support Technician)



AMAZONE Technical Training in Germany: A Valuable Journey of Growth

Every year, Falcon has the privilege of taking our dealers' technical specialists to AMAZONE's intensive technical training in Germany. This year was no different, and even more special with the inclusion of our very first AMAZONE Technician of the Year, chosen after a series of tests.

The training took place in Hude near Bremen, where AMAZONE continues to expand and has even built a new training facility dedicated to the sprayer range. The week included in-depth sessions on spreaders, sprayers, planters, the Amatron4 system, and electronic components — a blend of theory and practical work that significantly strengthened every participant's technical insight.

Between training sessions, there was also time to explore Bremen's rich history and impressive architecture. This balance between culture and technical learning made the trip even more meaningful.

For many participants, the training not only broadened their knowledge but also boosted their confidence in explaining AMAZONE's products to farmers with greater understanding. The opportunity to connect with other technical teams strengthened collaboration and problem-solving, a valuable benefit for everyone involved.

A sincere thank you to Falcon, AMAZONE, and our dedicated dealers for making this experience possible. We return home with new skills, stronger relationships, and renewed motivation to support and promote the AMAZONE range even more effectively.

Written by **Gerhard de Wet** (Product Support Technician)
and **ZW Nichols** (Regional Sales Manager)

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