



partmaster  
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MORE THAN PARTS





**In October 2004 the new name was announced for South Africa's leading wholesaler of agricultural replacement parts. The Partmaster name and distinctive logo is set to become the best-known trademark in the field. This is not a new company, just a new name; to better reflect the type of operation that it is engaged in.**

Partmaster started business over twenty years ago as an engineering firm and manufacturer of agricultural machinery, trading as Falcon Engineering. As the manufacturing division expanded, the company was renamed Falcon Equipment. Whilst creating an efficient parts logistics system for its own machines, Falcon recognised a growing need in the farming community for a reliable source of supply that could provide the parts required for other brands of farm equipment. Eventually a separate parts division was formed as Falcon Agriparts. An extensive Dealer network was established and the variety of parts grew to cover a wider and wider range of equipment.

A partnership was formed with international parts suppliers, The Kramp Group. This meant that the venture now had access to the enormous range of agricultural parts supplied by Kramp, sourced from the World's leading manufacturers. The scale of the Kramp operation meant that the best quality parts were available at very

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competitive prices. The parts business had, by now, grown to be considerably bigger than the manufacturing division so it was renamed Kramp South Africa.

The latest chapter in the story is that Kramp South Africa is now 100% South African and the name has changed to Partmaster. Only the name has changed, the team remains the same with the same product specialists available in Howick for information on their particular areas of expertise and the same representatives calling on the countrywide dealer network – ready to help with advice and eager to provide the excellent service that has come to be expected of this unique company.

#### **Original equipment and leading brand parts for tractors and implements**

Original parts are supplied for many of the leading brands of equipment including Accord, Fahr, Falcon, Greenland, Hustler, Kverneland, Maletti, PZ, Taarup, Vicon, Votex and Zweegers. In addition, Partmaster is the distributor of many leading brands of parts and accessories for most makes of agricultural tractors and implements. A strategic alliance with the Kramp Group means that all the products supplied by Kramp (Over 100,000 line items) are available to Partmaster.

#### **Parts for all types of grass cutting and haymaking equipment**

Partmaster established its reputation initially by supplying

parts for the full range of rotary cutters on the South African market. Since then this department has expanded to cover the wide variety of mowers and haymaking equipment sold locally with parts for drum, disc, flail and sickle bar mowers, balers, tedders and rakes.

#### **Combine harvester parts**

Just about any v-belt or flat belt, for most makes of combine, is stocked at Howick. The combine catalogue also includes a wide range of fast moving parts as well as parts for popular forage harvesters.

#### **Tractor parts and accessories**

This is currently the fastest growing department at Partmaster. The aim is to be the first choice destination for all requirements in the field of tractor parts and accessories. Only the very best components are supplied either as original brands or as top quality replacements marketed under the Partmaster brand name.

#### **The widest range of ground engaging parts**

Partmaster supplies the widest range of ground engaging parts in South Africa, including both locally manufactured components and specially imported items. The imported items are from the World's leading manufacturers and because of the materials used and the unique processes employed in the manufacture, they are particularly suitable for the harsh conditions experienced in Africa.



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### **Transmission and hydraulic components**

The Hydraulics division of Partmaster has experienced exceptional growth since its inception. A vast range of hydraulic pumps, motors, valves, hose and fittings is stocked and the personnel in this department have the expertise to tackle all types of hydraulic installations. The Transmission sector includes PTO drive shafts and components, V-belts and pulleys, bearings and seals, transmission and conveyor chain, gearboxes and electric motors.

### **Shop and Workshop equipment and tools**

The Shop and Workshop catalogue lists a variety of tools, both for workshop and garden, ranging from budget priced items to professional equipment of the highest quality. Fasteners of every kind are supplied including pre-packs in readily saleable sizes. Staff are available for advice on the setting up of attractive Partmaster shop areas at dealer's premises; eye catching displays that encourage walk in customers, increasing showroom traffic and overall profitability.

### **Logistics**

At a time when short delivery times, speed and reliability are more important than ever,

efficient logistical facilities are of the essence. The 2500 square metre Partmaster warehouse in Howick employs state-of-the-art logistical techniques to ensure customers receive consistently superior service, time after time. All daily orders received before 4 pm by the highly qualified telesales team are packed and dispatched on the same day to an extensive dealer network of more than 1000 Retail outlets

### **Workshop facility**

Partmaster is able to offer its customers a manufacturing and assembly facility. PTO shafts for unique applications can be manufactured to the customer's specifications. Hydraulic components, which need to suit particular requirements in the field, such as unusual operating valve sets and special pump or motor configurations, can be assembled to order by the technical team.

Partmaster is the new name for the business that is well established as a reliable and efficient supplier for all the needs of the farming community. A firm with a remarkable record of growth based on the mission of the company, which is, "To exceed the expectations of all our customers!"



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