



Local Anniversary Celebration

Quick guide how to get started

Time to salute our employees!

- 2019 marks the year of the past and future for Kverneland Group. This year we will celebrate our 140th anniversary. We look forward to an eventful year of celebration together with our customers and business partners worldwide, and of course **all colleagues working within Kverneland Group!**
- It all started in 1879, when founder Ole Gabriel Kverneland built his small forge in the village of Kverneland, Norway. His company was then called “O.G. Kvernlands Fabrik”, which manufactured scythes, sickles and knives. From 1879 the company developed and specialized in horse powered Ploughs and Harrows. Over the history we have developed and grown from Kverneland as both company and product brand to Kverneland Group as company brand and the well-known Kverneland product brand. Throughout the year, the 140 years anniversary theme will be highlighted via several celebration activities, both external and internal, **and at all entities.**
- The impressive history, development of the company, and all Kverneland’s innovative milestones can be summarized in one single asset: It has been **made possible by our highly motivated, skilled and competent people.**
- This anniversary is a great opportunity to give all KvG employees a **Wow and We-feeling**
- We want to **salute our Kverneland Group employees!** Together we are a part of The Future of Farming!

Targeted celebration



Anniversary logo for Kverneland Group can only be used when Kverneland Group is the sender. Should be used towards KvG employees.

Kverneland Group has a broad history as a company. At the same time our vision describes our path into the Future of Farming.



Anniversary logo for Kverneland can only be used by Importers and Dealer markets towards our end-customers (farmers/contractors).

Kverneland is the product brand that has existed in 140 years and is continuing as a strong implement brand in the international market

How to plan your local celebration

1. Select a suitable date during 2019 for a moment of celebration for KvG employees at your entity
2. Involve your local Marketing Manager who has received the *140 Anniversary Communication Package* via email. It is up to each local entity to plan and relocate budget to facilitate this celebration
3. Start planning the local celebration; Where, What and When! Remember to send “save-the-date” invites to employees in their calendars to plan well ahead



























Anniversary Toolbox

- We have gathered all communication material needed for the 140th anniversary communication and celebrations in a dedicated folder in our [Download Centre](#).
- Here you will find **anniversary logos and guidelines, images & banners, print files for activities at local celebrations or events**, and much much more. This has been developed by a cross company project group for the common purpose to represent the Kverneland group 140 year anniversary in a uniform way.
- [Login page](#)
- **Username:** importer
- **Password:** kvg567

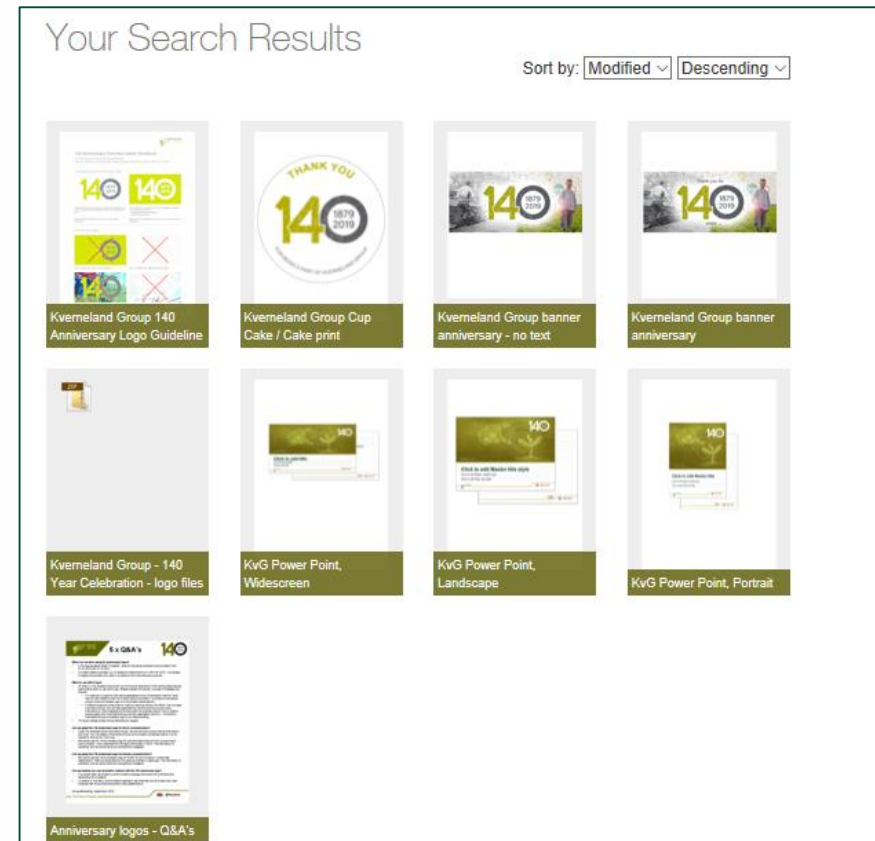
Anniversary toolbox in DC



<p>Power Point Presentations</p>  <p>Download Power Point product and corporate presentations</p>	<p>Marketing Elements</p>  <p>Corporate marketing elements</p>	<p>Marketing Material, Other</p> 	<p>Web Publisher Support</p>  <p>Support and guides for KvG online tools</p>								
<p>Social Media Images</p>  <p>Images that are good for Social Media posts</p>	<p>140 Year Celebration</p>  <p>Communication material for the 140 year anniversary in 2019.</p>	<table border="1"> <tr> <td data-bbox="888 856 1139 1042"> <p>Kverneland - 140 Year Celebration</p>  <p>Kverneland Product Brand communication</p> </td> <td data-bbox="1159 856 1352 1042"> <p>Kverneland - 140 Year Celebration Images</p>  <p>Kverneland - 140 Year Celebration Images</p> </td> <td data-bbox="1371 856 1564 1042"> <p>Kverneland Group - 140 Year Celebration</p>  <p>Kverneland Group communication</p> </td> <td data-bbox="1584 856 1823 1042"> <p>Kverneland Group - 140 Year Celebration Images</p>  <p>Kverneland Group - 140 Year Celebration Images</p> </td> </tr> <tr> <td data-bbox="888 1056 1139 1243"> <p>Guidelines and Q&A's</p>  </td> <td colspan="3" data-bbox="1159 1056 1823 1243"> <p>Questions and Support</p>  <p>For Questions and Support,</p> </td> </tr> </table>		<p>Kverneland - 140 Year Celebration</p>  <p>Kverneland Product Brand communication</p>	<p>Kverneland - 140 Year Celebration Images</p>  <p>Kverneland - 140 Year Celebration Images</p>	<p>Kverneland Group - 140 Year Celebration</p>  <p>Kverneland Group communication</p>	<p>Kverneland Group - 140 Year Celebration Images</p>  <p>Kverneland Group - 140 Year Celebration Images</p>	<p>Guidelines and Q&A's</p> 	<p>Questions and Support</p>  <p>For Questions and Support,</p>		
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Anniversary toolbox in DC

- In the Kverneland Group anniversary folder you will find several tools available, which could be helpful when planning your local celebration;
- KvG Anniversary logo & guidelines
- KvG Anniversary banner and images
- KvG Anniversary cake print
- KvG Q&As



Ideas for anniversary celebration





A wireframe illustration of a hand holding a small plant seedling. The hand is on the left, and the seedling is on the right. Both are composed of a network of yellow-green lines and dots. The background features concentric circles and upward-pointing chevrons.

140
1879
2019

The Future of Farming

*Let us celebrate the success story
together – and continue on the path in
the years to come!*