



SOIL EQUIPMENT COMPETENCE CENTER

Kverneland Group Les Landes-Genusson

Vision & Mission

Kverneland Group's Vision

Being a leading provider of intelligent and efficient farming systems contributing to sustainable agriculture, serving the world's growing population.

Our Mission

is to develop, market and support products, systems, and services that are giving superior value to customers throughout the whole value chain. Our products & innovations shall contribute positively to the contractors and farmers' development & long term success.

According to UN estimates, by the year 2050 the world population will have risen to approximately 11 billion. To feed all these people, we need to optimise the efficiency of food production.

Kverneland Group works closely together with the professional farming community worldwide to meet these challenges. Our goal is simply to make farmers' work easier and more profitable by providing high quality machinery and offering professional after-sales service.

Today, Kverneland Group employs 3200 people worldwide.







When Farming means Business

Preparing and cultivating your soil in order to achieve the highest possible yield is about choosing the correct tillage system.

Increase productivity and efficiency

Realising the full potential of farming is about growing and developing your business, not only your crop or livestock, but also your profit.

Improved productivity and profitability means focusing on the positives and minimising disadvantageous aspects by strong, dedicated management.

Success springs from determination and clear targets, from laying down the appropriate strategy and allocating correct investments for the future.

High-quality results require the right ideas and equipment. When there is work to be done, you need the optimal setup and smart solutions that support you towards an easier, more profitable way of working.

You need solutions that make tough and demanding conditions less complicated.



*Listening to the farmers' needs -
creating new innovations*



iM FARMING - smart, efficient, easy

Maximum return on investments, that is what iM FARMING, Kverneland Group's concept for Precision Farming solutions, is all about.

Kverneland's electronic solutions

iM FARMING describes and presents Kverneland's offering of ISOBUS machines and solutions for electronic steering.

The farming community is becoming more and more aware of the potential benefits of Precision Farming for crop production and the environment.

Savings of fuel, effort and time by more precise application and avoiding any double passes have an immediate pay-off!

Smart and modern technology prevents waste of expensive fuel and power requirement and avoids wearing. For example, the Kverneland Turbo T i-Tiller cultivator lifts-up automatically if defined values have been achieved or weight transfers to the tractor axle to get optimum traction and grip.

All plants benefit from a good soil structure and optimum access to nutrients and water, which will result in strong plant populations, smooth harvesting and increased yields.

Kverneland Group's iM FARMING precision farming solutions make farming smart, efficient and easy.



Smart farming technologies for increased efficiency and operator convenience.



The Kverneland ISOBUS cultivator Turbo Ti-Tiller® optimises work and comfort for maximum efficiency

*Serving farmers
and contractors worldwide*

8



*Company "S.I.C.A.M." is founded
1948 by M. Nauleau.*

Setting Historical Milestones

Kverneland Les Landes-Genusson with more than 75 years of experience and expertise in soil preparation.



Kverneland Les Landes-Genusson is based around 50km from Nantes in the middle west of France where a very active industry exists. 100 people are employed and work on a factory area of 13,500m².

Pro ecology and economics

The Kverneland Group Les Landes-Genusson evolved from the former "S.I.C.A.M" which was founded in 1948. SICAM, the producer of agricultural technology, developed cultivators and harrows, introducing new ideas into the field. In 1971 SICAM started a co-operation with the German RAU family, which in 1986 built up into the RAU Agrotech SA Group. Specialised in soil and seed bed preparation, seeding and crop care, in 1989 more than 1300 employees worked for the RAU Group in Germany, France and Italy. The RAU vision was not only to sell machines but to offer different crop establishment systems with the motto "pro ecology and economics".

In order to expand the international sales distribution and to benefit from the established distribution network, in 2001 RAU Agrotech Group was integrated into the Kverneland Group as "Kverneland Group Les Landes-Genusson", the center of competence for soil equipment technology. The factory now benefits from Kverneland's special steel heat treatment processes, new steels of unique strength and hollow tine technology. The equipment is built for high performance tillage in any soil conditions.

By using ISOBUS technology, Kverneland has also developed the first ISOBUS trailed cultivator called Turbo T i-Tiller, with functionalities like AUTO-PROTECT and ON-THE-GO DYNAMIC TRACTION CONTROL for optimum traction, less wear and reduced fuel consumption.

Since 2012, Kverneland Group Les Landes-Genusson, along with the rest of Kverneland Group, has been acquired by the Japanese corporation KUBOTA, to continue its development further.



Kverneland Group Les Landes-Genusson has recently invested in a new paint line to match with higher quality needs and also to increase the efficiency of the painting system.

High Productivity and Quality

The focus is on continuous optimisation of the production processes, maximising product quality and increasing productivity.

Continuous process of constant improvement: KAIZEN

KAIZEN means continuous business improvement involving everyone who works for the company. Therefore, employees are the key in all of our processes. By ongoing training, employees are made aware of how success is being achieved by daily perfection, right down to the smallest detail.

The KAIZEN philosophy is a major driver in the manufacturing concept, where we constantly strive to further improve the quality performance and the production flow.

This also facilitates the adjustment to the changing demands of the market.

Kverneland Group Les Landes-Genusson invested in a paint line to produce cultivators with improved coating quality and also to increase the efficiency of the painting process.

Kverneland Group Les Landes-Genusson offers a wide range of cultivators. These are produced for three brands: Kverneland, Kubota and Great Plains for the US market.

It is all about flexibility. Thanks to the modular design of the product range, it's possible to produce different models on the same production line in a continuous and efficient flow.

Kverneland Group Les Landes-Genusson is continuously striving towards perfection, with a constant focus on the overall quality as well as a close attention to all details.



Enjoying the work, using skills, developing talents and encouraging personal growth.

Kverneland Steel and Tine Technology

Optimise robustness to maximise profitability.

Kverneland's unique steel

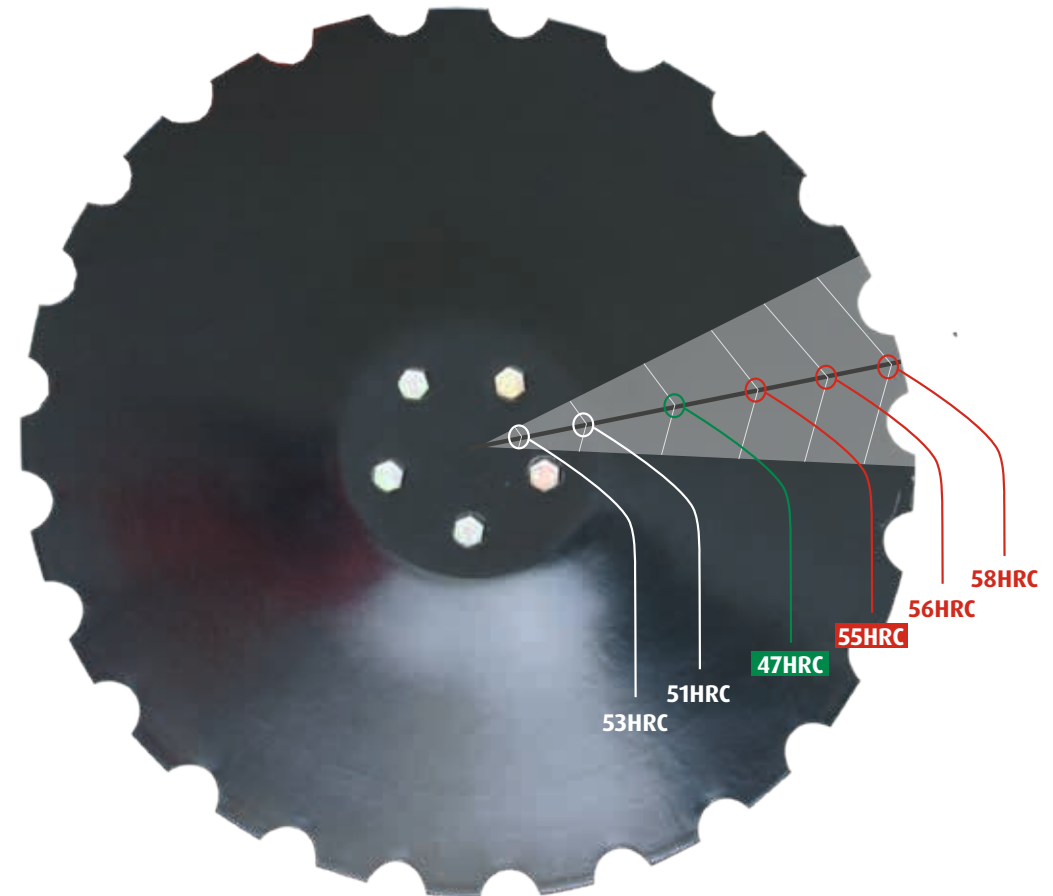
More than 140 years of experience in developing special steel grades and heat treatment processes have resulted in an unsurpassed quality and wear resistance.

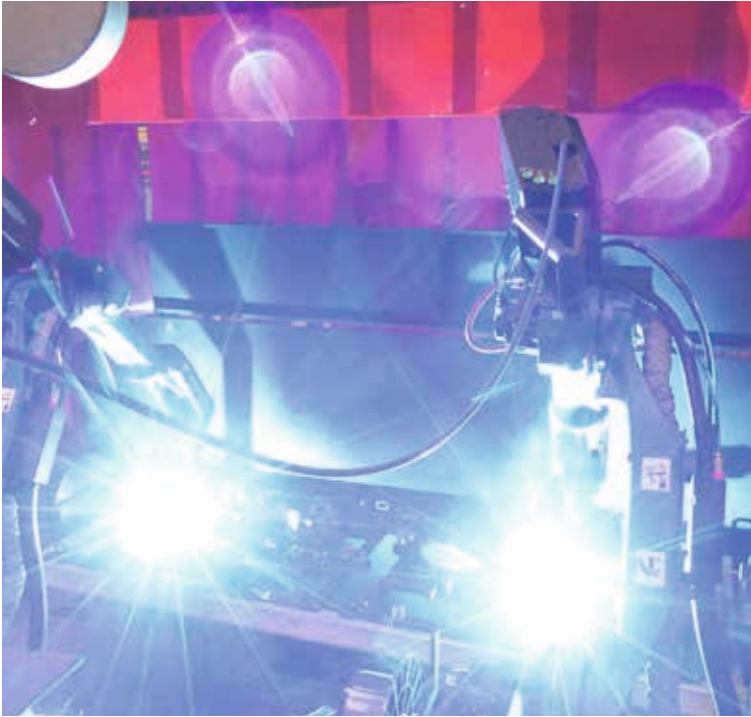
Induction hardened

The natural quality of fine grain steel and the use of the heat treatment process provide immense strength to a simple piece of steel like a tine, disc or frame tube.

The induction process and the hollow tine technology allows less steel to be used, which results in less weight to pull and lift whilst ensuring a higher resistance. In addition, the Triflex 700 tine which is used on the Enduro and CTC range is more flexible and can "flex around" obstacles and erase stress peaks by dispersing it throughout the implement.

The Kverneland special heat treated disc of 55-58HRC (215 kg/mm²), which is mounted onto the Qualidisc range and DTX is one of the hardest discs on the market! The softer center increases the flexibility against obstacles and extends the lifetime.





To maximise lifetime and performance, Kverneland uses welding robots which results in constant high quality and stability.



Innovation is Strength

We constantly strive to create value for our customers by optimising existing products and by developing new solutions.

Customer first - Creating values

It is our task to offer the right systems for daily work and requirements, helping to reduce costs and to increase yield. In order to define and master these challenges, we are in close contact with farmers and therefore contribute to making their business more efficient.

At Kverneland Les Landes-Genusson, new machines and concepts are developed by the R&D, Product Management and Manufacturing departments working closely together, also involving our customers. All new machines are thoroughly tested in collaboration with farmers and contractors around the world, ensuring that the quality and design are right. The frames are the result of a long study made by FEM (Finite Element Method) calculation to optimise the steel over the working width.

Understanding market trends and the possibilities of new technologies, have always been the basis for the development of soil preparation implements.

Modern agriculture

Capacity and cost of ownership are keywords within modern agriculture. Our Research & Development department aims to make farming more efficient and hence more profitable for our customers.

During the development process, material and functional tests are carried out inside our premises and outside in the field meet the highest expectations.







All settings are easily adjusted and can be done either directly from the tractor cab like the working depth adjustment on the Enduro Pro or can be done manually like on the Kultistrip toolless.

Sophisticated Simplicity

Simplexity is the art of making complicated things easy - to develop simple solutions to complex problems and situations.

Value through sophisticated simplicity

Through continuous innovation, Kverneland is aiming to create solutions that integrate the maximum complexity of machines, as simply as possible. The more the machines are simple to use, the more the approach of the farmers towards it becomes intuitive, easy and natural.

Nobody needs to add complexity into daily living, however everyone is led to find the best solutions to make life easier.

Kverneland machines are not only developed for performance, they are designed to make everything about using them simple. Which is why Kverneland has added design features to keep it as simple as possible, without compromising on performance.

From setup to operation and maintenance, ease-of-use is what we are striving for.

Each tine releases independently from each other using the well-known Kverneland leaf-spring system.



Tillage

It is a necessary step in most crop management solutions.

Kverneland range

Tillage is the use of soil preparation technology to: cut-off and mix residues, improve water capillarity, loosen compaction, prevent volunteer crops and reduce the potential for fungi diseases and weed growth.

Kverneland Les Landes-Genusson has developed a full range of tillage implements from stubble cultivators, seedbed or short disc harrows, subsoilers up to strip-till machinery along with a wide range of rear-rollers for perfect consolidation, in any type of soil. They are machines that can operate at high forward speeds whilst maintaining a consistent working depth, as well as machines that will leave a weatherproof seedbed or loose compaction at a certain depth.

The cultivators can be equipped with different tines, shares, rear-rollers and accessories adapted to all soil conditions and are easy to set-up and to operate. Shares can be easily changed due to the Knock-on system for optimal performance. Customers can choose the correct rear-roller for consolidation such

as Cage rollers, Actipack, Actiring, Actiflex or Actipress Twin.

Subsoiling will enhance air flow and bacteria development, together with an increase in moisture content. This facilitates the general soil activity and nutrient access for the plants.

The Kultistrip is Kverneland's answer to strip-tillage. It works by preparing only the part of the soil in which the crop is supposed to grow. This not only protects the soil against erosion and drying but also reduces the tillage costs.



Subsoilers CLI, DTX and Flatliner for loosening soil compaction



Stubble cultivators Enduro/Enduro Pro, CLC and CTC



Stubble and seedbed cultivators Turbo and Turbo T i-Tiller



Short disc harrows Qualidisc Farmer and Qualidisc Pro



Seedbed harrows TLD and TLG



Strip-Till cultivator Kultistrip



Kverneland rigid mounted subsoiler DTX can be combined with the a-drill integrated seeder for one pass operation.

Global Presence

- Production Plant/Competence Centre
- Sales Company
- ◐ Spare Parts Warehouse



NORWAY

- Kverneland Group Klepp
- Kverneland Group Norge
- ◐ Warehouse Klepp



BELGIUM

- Kverneland Group België



CHINA

- Kverneland Group Representative Office Beijing
- Kverneland Group Daqing



CZECH REPUBLIC

- Kverneland Group Czech, Joint Venture, partly owned



DENMARK

- Kverneland Group Denmark
- Kverneland Group Kerteminde



FRANCE

- Kverneland Group France
- Kverneland Group Les Landes-Genusson
- ◐ Warehouse Thionville



GERMANY

- Kverneland Group Deutschland
- Kverneland Group Soest
- Kverneland Group International
- Kverneland Group Gottmadingen



HUNGARY

- Kverneland Group Hungária



IRELAND

- Kverneland Group Ireland



ITALY

- Kverneland Group Italia
- Kverneland Group Ravenna
- ◐ Warehouse Ravenna



POLAND

- Kverneland Group Polska



RUSSIA

- Kverneland Group CIS
- Kverneland Group Lipetsk
- ◐ Satellite Warehouse Russia



SLOVAKIA

- Kverneland Group Slovakia Joint Venture, partly owned



SPAIN

- Kverneland Group Ibérica
- ◐ Satellite Warehouse Ibérica



SWEDEN

- Kverneland Group Sverige



THE NETHERLANDS

- Kverneland Group Nieuw-Venep
- Kverneland Group Benelux
- Kverneland Group Mechatronics



UNITED KINGDOM

- Kverneland Group UK
- ◐ Satellite Warehouse UK

