



# THE GRASS AND FORAGE SPECIALIST

KVERNELAND GROUP KERTEMINDE AS 





# THE FUTURE OF FARMING

**"OUR VISION"** BEING A LEADING PROVIDER  
OF INTELLIGENT AND EFFICIENT FARMING  
SYSTEMS CONTRIBUTING TO SUSTAINABLE  
AGRICULTURE, SERVING THE WORLD'S  
GROWING POPULATION.









# TOWARDS AN EFFICIENT FUTURE

We're part of the food chain.

Regardless of who we are, where we are, and under which conditions we live and work, there will always be a need for food - and someone has to produce it.

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 maximize food production efficiency.

Farmers produce high quality raw materials which once processed, provides the

food we eat. At Kverneland Group Kerteminde we see our machines and solutions as an integrated part of this crucial chain of production.

Through constant innovation Kverneland Group Kerteminde contributes with technology and equipment, helping primary industries manage land and maximize resources,

whilst at the same time keeping an eye on the environment.

Kverneland Group Kerteminde 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.









# SERVING FARMERS AND CONTRACTORS WORLDWIDE

From field to  
animal.

Kverneland Group, a leading international company, supplies agricultural machinery and services on a worldwide basis. We develop, produce and distribute innovative, market leading equipment to professional farmers and contractors globally.

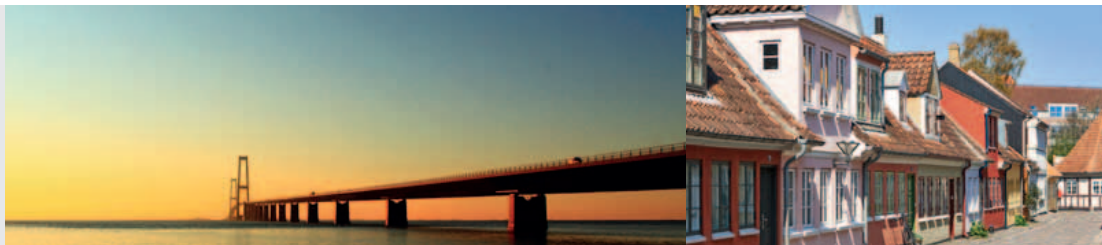
Kverneland Group Kerteminde is the headquarter of the Forage Division within Kverneland Group, specialised in developing and producing products dedicated for forage harvesting and feeding.

Kerteminde is an internationally oriented company, with more than 98% of the turnover generated from exports to more than 80 countries.

Facts about Kverneland Group Kerteminde

- Headquarters for the Kverneland Grass Division
- Founded in 1877
- Based on the island of Funen, Denmark
- 50,000 m<sup>2</sup> production facilities - 100,000 m<sup>2</sup> land
- 350 employees
- Brands: Kverneland Taarup, Vicom and Kubota, plus private label production for Deutz-Fahr (mowers, rakes, tedders and loader wagons)

- Competence centre in Gottmadingen, southern part of Germany, responsible for product development of rakes, tedders and loader wagons.









# CAPITALIZING ON MANUFACTURING CAPABILITIES

Flexibility is key.

At Kverneland Group Kerteminde new machines and concepts are developed in a close cooperation between R&D, product management and manufacturing and in tandem with our customers. All new machines are thoroughly tested in collaboration with farmers and contractors around the

world, ensuring best possible quality and design.

The production layout is based on a flexible manufacturing system, where machine and routing flexibility makes it possible for us to handle a wide range of product lines and models, but also allows us to meet changing demands, whether in volume, capacity or capability, with efficiency, high quality and fast delivery.

Production is carried out at 7 assembly lines, covering mowers, mower conditioners and bale choppers. Additionally two assembly halls are dedicated to rotary tedders and rakes.

Kverneland Group Kerteminde continually strives for operational excellence by leveraging it's global scale advantage.

Strong focus is on increasing productivity by automation and continuous improvements throughout the entire production.









# QUALITY AT THE CORE

## A focused factory.

A lean and efficient operation is at the heart Kverneland Group Kerteminde, and is crucial to our presence in the global market place. LEAN principles are a fundamental part of our organization, as these ultimately enable us to deliver superior quality across the complete

value stream, from raw material to finished output.

We are committed to following the LEAN roadmap established, because a continuous focus on quality across all production processes is a cornerstone of our current and future success.

More than 135 years of production has earned Kverneland Group Kerteminde a prominent role within the mechanisation of agriculture

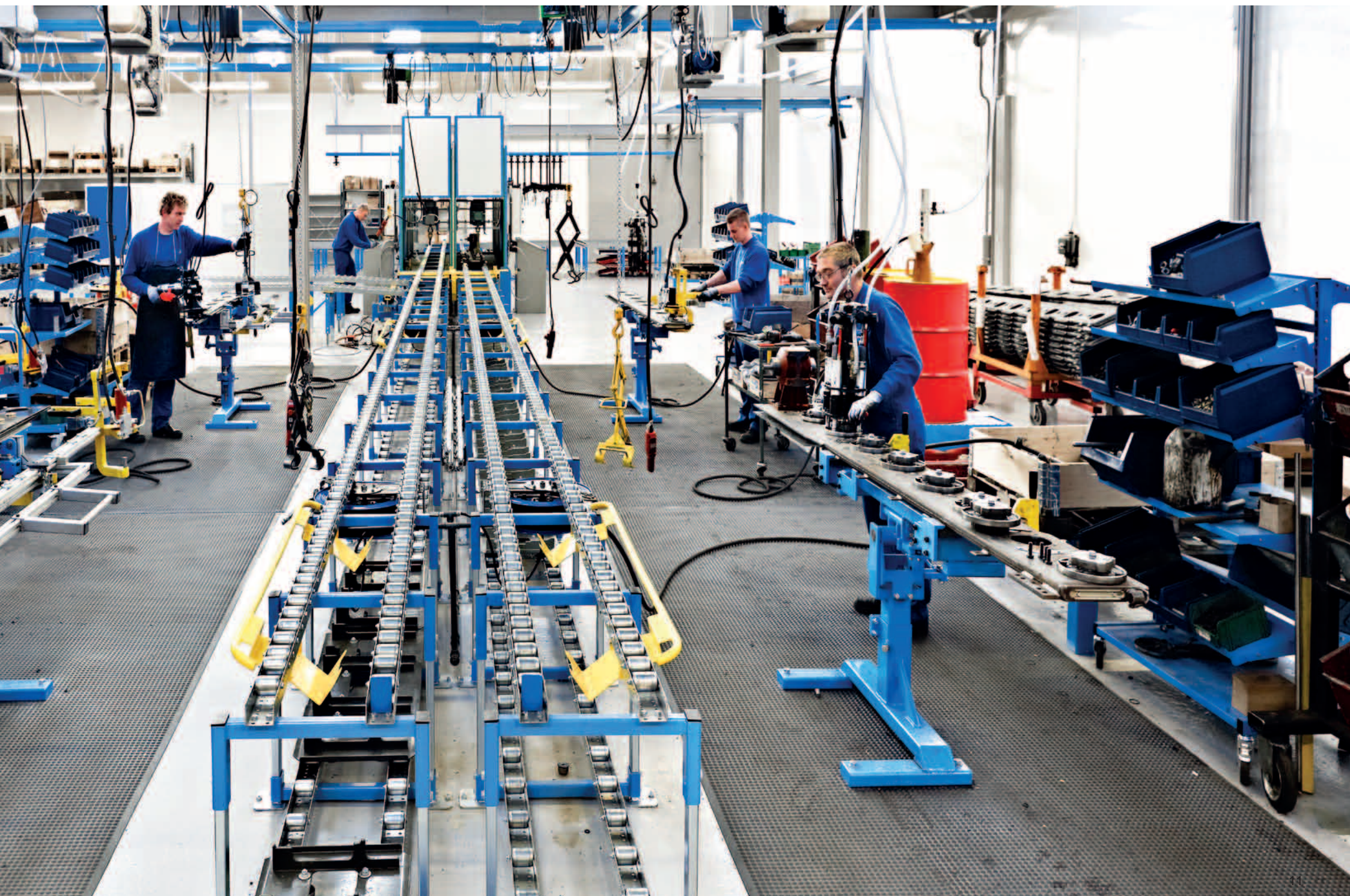
worldwide, and the core competencies developed and retained at the factory during this period, are invaluable assets in ensuring quality at every level of the manufacturing process.

To fully utilise these assets, large-scale investments are constantly being made into new production systems, technology and automation, like state-of-the-art laser cutters and robot technology.

These investments allow us to optimise production flow and capacity, and facilitate effective adaptation to ever-changing market demands.









# CHALLENGES CAN BE COMPLICATED – SOLUTIONS NOT

Value through  
sophisticated  
simplicity.

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

This form of sophisticated simplicity underlines everything we do. We believe simplicity is sophistication.

Through continuous innovation we are aiming for solutions integrating the maximum complexity in machines as simple as possible.

The more our 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.

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

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









# ACTIVE IN ALL PARTS OF THE VALUE CHAIN

From field to farm  
– it's all covered.

Kverneland Group offers one of the broadest and most attractive product ranges within forage equipment. The extensive range covers the entire value chain within feed production.

The product range includes disc mowers, mower conditioners, tedders, rakes, bale choppers, diet feeders, loader wagons, balers and bale wrappers.

The Kerteminde product range is marketed under the three well-known brand names Vicon, Kverneland and Kubota, each with their own profile and identity.

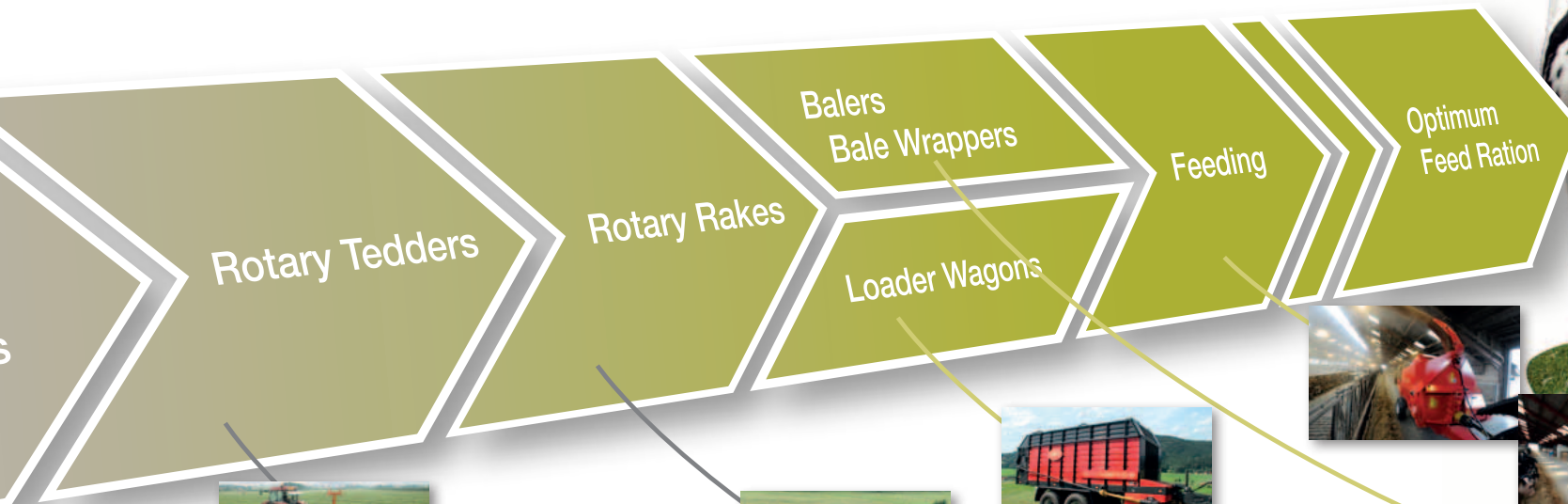
In addition, Kerteminde produces disc mowers, tedders, rakes and loader wagons as private label products for Deutz-Fahr.

Mowers  
Mower  
Conditioners



**Kverneland**







# SMART TECH – BOLD THINKING

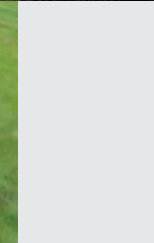
A complete range.

With the extensive product development that has taken place during recent years, Kverneland Group is able to offer an exceptionally comprehensive, fully updated, array of mowers and mower conditioners, designed to fulfill any need within the modern farming community.

More than 35 unique machines are offered in the two brands Vicon and Kverneland, stretching over working widths of 1.65 – 10.20m









# ELEVATE YOUR PERFORMANCE

Protect your business from the ground up.

The experience gained through almost 50 years within rakes and tedders has created the opportunity to benefit from a fully proven technology base, when designing machines capable of performing in even the toughest of conditions.

The Kverneland Group tedder and rake range is suitable for all sizes of operations and any requirement, with well over a dozen tedder and rake models each, offered in both Vicor and Kverneland, in working widths ranging from 4.6-13.3m and 3.2-15.0m for tedders and rakes respectively.









# BUILT FOR ACTION

The final links  
in the chain.

Kverneland Group is firmly positioned as one of the leading full line suppliers within the forage business. To complete the process from mowing in the field towards feed out, a broad range of transport, loader and silage wagons are offered in combination with a wide array of feeding equipment.

In total 36 different wagons are offered as both Kverneland and Vicon, while the feeding equipment comprises a very well established range of bale choppers/feeders.









# FIRMLY ROOTED WITHIN AGRICULTURE



It all began in 1877 in the village of Taarup outside Kerteminde in Denmark, when a smithy was opened by Hans Simon Larsen. Mr Larsen was a skilled craftsman and a man of enterprise, and he soon produced the very first Danish row cultivator.

Creation,  
Innovation,  
Globalization.

The story of Kverneland Group Kerteminde's rise from a one-man operation to a globally known and respected brand has been long and colourful. A rich and prestigious heritage defines Kverneland Group Kerteminde as a distinctive player within the agricultural business.

Starting in the village of Taarup more than 135 years ago, with the production of the very first row cultivator, Kverneland Group Kerteminde has played a prominent role in the mechanisation of agriculture worldwide.

Many key milestones have been set since then, including world-firsts like the mower conditioner and the introduction

of the swath belt and recently the front mower with actively driven swath former, redefining swathing.

Today the products from Kerteminde are known globally, and Vicon and Kverneland Taarup are some of today's most popular brand names within forage harvesting products.

1877

1911



The single-row cultivator proved to have an incredibly long lifetime, and rapidly

became popular with farmers all over the country. Mass production begins, and gradually a nationwide dealer network is established. In 1915, the company moves to the town of Kerteminde.



The high volume requires an expansion of the plant, and in 1954 the company decides to build a whole new 1600 m<sup>2</sup> factory at the premises where the factory is still based today. Kerteminde starts up its export business.



1954

1954

From being a manufacturer mainly supplying Danish farmers, Kerteminde now develops into a global company, exporting to all corners of the globe. The product range is massively expanded with more complicated machines, such as the Unidry drying system, precision chop foragers and pick-up wagons.



1965

1968



1974

Kerteminde is the first manufacturer to combine a disc mower with a conditioner. With the Taarup TSC 2100, the mower conditioner concept is born. This is a new and more efficient system that both cuts and wilts the crop in one pass.

1974

1983



During 1983 Kerteminde plans and executes a substantial 10.000 m<sup>2</sup> addition to the factory. At that time the biggest current building project in Denmark in terms of construction area and the 17th factory expansion since the opening in 1954.

Kerteminde introduces the first mower conditioner with a swath belt. Larger foragers demand larger swaths, so Kerteminde introduces a swath belt solution, placing two swaths alongside each other. The swath belt is still a very popular solution.

1984



1984

1993



Maskinfabrikken Taarup is taken over by Kverneland Group, and the brand name Taarup is gradually phased out. The product range is incorporated into the Kverneland product range, now in red and green colours.

1993



Kerteminde is among the very first to introduce an entirely new concept within mowing. With the triple-mower or butterfly concept, a massive 9 meter working width is achieved using a front- and two rear mounted mower conditioners.

2002

2006



2006



Kverneland Group is acquired by Kubota Corporation. Kverneland Group Kerteminde initiates production of mowers, rakes, tedders and bale choppers in Kubota brand.

2012



2012

2013



2013

Kerteminde introduces an entirely new concept within the plain mower segment with a front mounted mower with actively driven swath former, designed for both narrow swathing and wide spreading.



1957

Kerteminde receives its licence from the USA to manufacture the forage harvester, later to become so well known. The first forage harvester, Taarup S-1500, is produced in 1957, and this marks the start of a period of unbelievable growth.



1968

Kerteminde introduces its first disc mower, the Taarup TS 1650, with a working width of 1.68 m and four round discs.



# KVERNELAND GROUP

## A LEADING INTERNATIONAL MANUFACTURER OF AGRICULTURAL MACHINERY

Kverneland Group has a strong global and local presence.

The Group has its own sales network in 17 countries, and exports to a further 60 countries. The products are produced in 9 factories, all acting as specialised

competence centres with Production, R&D and Product Management closely linked. There are factories located in Norway, Denmark, Germany, France, the Netherlands, Italy and Russia.

Kverneland Group was founded in 1879, has 2500 employees, and its headquarters are in Klepp, near Stavanger, Norway.

- 1 Kverneland Group Klepp
- 2 Kverneland Group Norge
- 3 Satellite Warehouse Klepp
- 4 Kverneland Group Denmark
- 5 Kverneland Group Kerteminde
- 6 Kverneland Group Sverige
- 7 Kverneland Group UK
- 8 Satellite Warehouse UK
- 9 Kverneland Group Ireland
- 10 Kverneland Group Deutschland
- 11 Kverneland Group Soest
- 12 Kverneland Group International
- 13 Kverneland Group Gottmadingen
- 14 Kverneland Group België
- 15 Kverneland Group Nieuw-Vennep
- 16 Kverneland Group Benelux
- 17 Kverneland Group Mechatronics

- 18 Kverneland Group Modena
- 19 Kverneland Group Italia
- 20 Kverneland Group Ravenna
- 21 Satellite Warehouse Italy
- 22 Kverneland Group Iberica
- 23 Satellite Warehouse Iberica
- 24 Kverneland Group France
- 25 Kverneland Group Les Landes Génusson
- 26 Warehouse Metz
- 27 Kverneland Group Polska
- 28 Kverneland Group Czech Joint Venture, partly owned
- 29 Kverneland Group Slovakia Joint Venture, partly owned
- 30 Kverneland Group Hungary

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



- 31 Kverneland Group CIS
- 32 Kverneland Group Lipetsk
- 33 Satellite Warehouse Russia
- 34 Kverneland Group Representative Office Beijing
- 35 Kverneland Group Daqing