

Company Profile

Falcon Agricultural Equipment (Pty) Ltd is an owner-managed business and the largest manufacturer of rotary cutters in Africa. The company opened its doors in 1985, at its current premises in Howick, KwaZulu-Natal, South Africa. This is the ideal location, as it is in an agricultural area with a leading agricultural college nearby. We have a skilled labour force of approximately 70 people, who are a dedicated team we can be proud of.

Our primary market is the agricultural market, with niche efforts into the industrial and turf implement markets. We distribute our products through over 350 authorised dealers countrywide, as well as across our borders into other African countries such as Botswana, Malawi, Uganda, Zimbabwe, Swaziland, Mozambique, Namibia, Zambia and Kenya.

We manufacture the Falcon and Locust ranges of implements as well as importing a range of implements that complement the locally produced ones.

The Falcon range includes slashers, Haymakers®, material handling implements, mulchers, mowers, spreaders, rotavators and ploughs. Each one is designed to be simple, safe and serviceable, offering excellent value for money. They are built to last and are capable of coping with the difficult South African conditions. An increasing focus on innovation has resulted in products such as the 3,5 m Haymaker®, the Falcon Side Discharge Mulchers for orchards and vineyards, and the versatile Uniloader™.

In many parts of South Africa, "Falcon" is the generic term for grass-cutting implements, making us the undisputed leader in our field. The delivery of a marketing promise is the foundation of any successful marketing drive and farmers buying the Falcon brand buy more than a product - they buy the heritage and expertise of a company that has been around for a long time!

The Locust range of implements is particularly suited to small holders, the more price sensitive buyer and the emerging farmer. This limited range of cost effective implements works well with older or lower powered tractors and includes slashers and a rollermower.

The imported range includes the Amazone range of spreaders, sprayers and mowers (Germany) as well as Votex Shredders and mowers (including reach mowers) (Holland) and the heavy-duty Woods Batwing rotary cutters (USA).

Falcon Agricultural Equipment (Pty) Ltd is committed to supporting local communities in many different ways. The main focus is the well-being of the children. We are contributing towards building suitable and safe accommodation, providing classroom-related necessities such as tables, chairs and books, and contributing clothing, mattresses, blankets and other items throughout the year.

Our team prides itself on its professional approach to business. We have built long-standing relationships with our dealers and their customers, based on honesty, trust, respect and integrity. Excellent customer service is an important part of the Falcon promise.