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NEW FUTURE WORLD

The digital age we live in completely changed everyone's lives and without a doubt increased the speed we were used to doing things in our daily lives. Adapting to the "New Future World" was no small task but we as humans are survivalists and can adapt to any situation thrown at us.

Agriculture is booming across the board at the moment and we are anticipating a successful upcoming season, but unfortunately, the prices of raw materials have increased significantly at the end of 2020 and in the beginning of 2021. We had no other option than to increase our price list on all our Falcon manufactured products to gradually keep up with the increases as they keep surprising us. We ensure our dealers that what we manufacture is of the highest standards and we will not procure inferior raw materials in order to save money.

Falcon has a lot of exciting upcoming events, training schedules and a brand new user-friendly website that will launch in the first quarter of 2021. Our new website will include live commodity prices, exchange rates, Safex market prices and reports, as well as all our new videos, photos and events to keep our clients updated on the latest and greatest at Falcon.

Exciting new products will be launched in the upcoming months. Due to COVID our project schedule was delayed by a few months, so we have been working hard to test our prototypes and getting them ready for the market.

We want to thank our valued dealers for all your support. Keep safe and we wish you the best for your businesses in the upcoming seasons.

NUWE TOEKOMS WÊRELD

Die digitale era waarin ons leef, het almal se lewens heeltemal verander en sonder twyfel die spoed wat ons gewoon was om dinge in ons daaglikse lewe te doen, vermenigvuldig. Om aan te pas by die "Nuwe Toekoms Wêreld" was geen geringe taak nie, maar ons as mense is vegters vir oorlewing en ons kan aanpas by elke situasie.

Die landbou floreer tans regstreeks en ons verwag 'n suksesvolle komende seisoen, maar helaas het grondstof pryse aansienlik toegeneem aan die einde van 2020 en aan die begin van 2021. Om geleidelik tred te hou met die toenames, het ons geen ander opsie gehad as om ons pryslys te verhoog op al ons Falcon-vervaardigde produkte. Ons verseker ons handelaars dat die hoogste standaard gehandhaaf word as dit kom by ons vervaardigers en dat ons nie minderwaardige grondstowwe sal bekom om geld te probeer bespaar nie.

Falcon het baie opwindende opkomende gebeurtenisse, opleidings skedules en 'n splinternuwe gebruikersvriendelike webwerf op pad in die eerste kwartaal van 2021. Ons nuwe webwerf sal lewendige kommoditeitspryse, wisselkoerse, Safex-markpryse en -verslae insluit, asook nuwe video's, foto's en gebeure om ons kliënte op hoogte te hou van die nuutste en beste by Falcon.

Nuwe produkte word in die komende maande bekendgestel. Weens COVID is ons projek skedule met 'n paar maande vertraag en ons het hard gewerk om ons prototipes te toets en gereed te maak vir die mark.

Ons wil ons gewaardeerde handelaars bedank vir al jul ondersteuning. Bly veilig en ons wens jul die beste vir jul besighede toe in die komende seisoene.



#BLACKFRIDAYATFALCON

And so the “new normal” took hold of our calendars during 2020, and even set aside our traditional Nampo, leaving everyone to really start thinking outside the box. Here at Falcon, too, we had to adapt in a hurry to stay in touch with our valued dealers and end users. And one of the things we really did not want our valued end users to lose out on, was our annual Nampo prices, as the products were already on their way from Amazon, Germany. The solution, let's hold a Black Friday special.

Our marketing department started the **#BLACKFRIDAYATFALCON** campaign through our social media platforms in the form of a countdown, which started on November 3rd, leading to the final date of November 27th. I must say, this initiative attracted a lot of attention and anticipation for what was to come next, until the very last day on 27 November. Ultimately a very successful campaign, which led to a very satisfactory demand, but more so, very good sales through our authorised Falcon dealer network. I guess one should check this space again in 2021...

En so het die 'nuwe normaal' ons kalenders gedurende 2020 beetgekry, en selfs ons tradisionele Nampo opsy geskuif, sodat almal regtig buite die boks kon dink. Ook hier by Falcon moes ons haastig aanpas om in kontak te bly met ons gewaardeerde handelaars en eindgebruikers. En een van die dinge wat ons regtig nie wou hê ons gewaardeerde eindverbruikers moes verloor nie, was ons jaarlikse Nampo-pryse, want die produkte was reeds op pad vanaf Amazon, Duitsland. Die oplossing, laat ons 'n Black Friday-aanbieding hou.

Ons bemarkingsafdeling het begin met die **#BLACKFRIDAYATFALCON**-veldtog deur middel van ons sosiale media-platforms in die vorm van 'n aftelling, wat op 3 November begin het, wat geleidelik het tot die uiteindelige datum van 27 November. Ek moet sê, hierdie inisiatief het baie aandag en verwagting getrek vir wat volgende kom, tot op die laaste dag op 27 November. Uiteindelik 'n baie suksesvolle veldtog, wat geleidelik het tot 'n baie bevredigende aanvraag, maar meer so, baie goeie verkope deur ons gemagtigde Falcon-handelaarsnetwerk. Ek dink 'n mens moet hierdie spasie weer dophou in 2021 ...

Written by_Geskryf deur: Ruben van der Merwe



WindControl (NEW / NUUT)

Combination of ArgusTwin (prerequisite!) and [WindControl](#) provides optimal lateral distribution. The spreading disc speeds and the positions of the delivery systems are adapted independently to compensate for the effects of wind.

Kombinasie van ArgusTwin (voorvereiste!) en [WindControl](#) bied optimale laterale verspreiding. Die strooiskyfspoed en die posisies van die afleweringstelsels word onafhanklik aangepas om vir die gevolge van wind te vergoed.



OVK Prize giving Prysuitdeling

OVK recently announced 2020's top suppliers during a function in Ladybrand. The suppliers must meet several criteria and are nominated by the 52 branches. Falcon Agricultural Equipment (Pty)

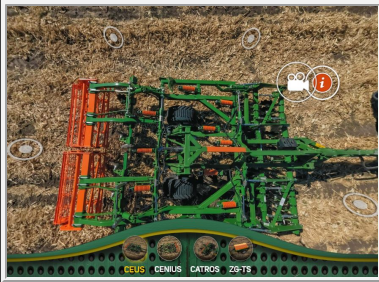
Ltd was announced as the winner in the Mechanisation category.

From left: Ockert Esterhuse, Ruben vd Merwe, Hennie van Romburgh, Willie Dietrehsen and Rocky le Roux.

OVK het onlangs 2020 se topverskaffers tydens 'n geselligheid in Ladybrand aangekondig. Die verskaffers moet aan verskeie kriteria voldoen en word deur die 52 takke genomineer. Falcon Agricultural Equipment (Pty) Ltd is as wenner aangekondig in die Meganisasie kategorie.

Van links: Ockert Esterhuse, Ruben vd Merwe, Hennie van Romburgh, Willie Dietrehsen en Rocky le Roux.

Written by_ Geskryf deur: Hennie van Romburgh



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NEW Website / NUWE Webtuiste



PHOTOSHOOT Behind the scenes

What is a new website without new photos?

FOTOSESSIE Agter die skerms

Wat is 'n nuwe webwerf sonder nuwe foto's?



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