



ONE SOURCE

When it comes to ploughing day in and day out, sturdy equipment makes all the difference. Belgium-based Joskin has made a name for itself manufacturing premium agricultural products.

Joskin makes almost all of its products itself. Eighty to eighty-five percent of its manufacturing is done in-house, a bold claim considering that the product range for just one series involves some 73 basic types with 1,200 variants. The company produces over 2,500 vehicles a year.

It also has its own spare parts warehouse with capacity for a full year's supply. But that's not all: Joskin also maintains its own fleet of

trucks that transport spare parts and end-use products to customers.

One thing is clear: Belgian manufacturer Joskin does things its own way. 'Complete control of processes from design to production and supply is our recipe for high quality', says Marketing Manager Paul Menz.

Headquartered in Soumagne in the Liège province, the company is a specialist in the agricultural sector and has an excellent reputation worldwide – products are exported as far as New Zealand. This island nation in the South Pacific is one of Joskin's top ten export markets.

The company's tank trailers play a central role in the distribution of liquid manure. With a production output of 1,500 to 2,000 units a year, Joskin is the world's largest manufacturer of this type of special trailer.

The company's product portfolio ranges from a simple 2,500-litre vat for small-scale farmers to a three-axle, high-tech vehicle for industrial use with a capacity of 32,000 litres.

The requirements for this type of equipment are high: Not only must the device be able to extract its load from a considerable depth (up to four or five metres), but it must also be able to chop it into smaller pieces before spreading it if required. Powerful pumps are essential in this business.

And it's not always enough to simply spread the manure using sprinkler-like technology. Special injectors pulled behind the vehicle as a trailer often work the material into the soil as they move along.

Products from a single source: As an advocate of maximum in-house manufacturing, Joskin both designs and produces this type of injector as well as stocks over a dozen additional product lines ranging from manure spreaders to dump trucks for use in agriculture and civil engineering.

And when Joskin does buy components, such as a brake system, only the best is good enough: From air pressure tanks to relay and



Joskin invested heavily in new systems during the financial crisis.



trailer control valves and coupling heads, Joskin purchases relevant products for nearly the entire chassis from Haldex. Joskin has also ordered its first EBS kit from Haldex: Although this item is still far from the norm in this sector, Joskin is convinced it is the future for agricultural vehicles. The company's production manifests a level of professionalism and automation that is extraordinarily high for a manufacturer with a current annual turnover of almost EUR 105 million. SAP software is used to help manage all aspects of the overall organisation. The automated steel



■ Marketing Manager Paul Menz: 'Maximum in-house manufacturing for the best quality'.

warehouse has an enormous capacity of 2,400 tonnes, making it one of the largest in the whole of Benelux. Paul Menz explains why: 'Having such a large warehouse puts us in the best possible position to react to market fluctuations and to ensure high productivity on a permanent basis'.

Look at any aspect of production at Joskin - CAD technology in the 40-strong engineering department, computerised laser cutters for sheet-metal parts, an

in-house pressing plant, robotic welding for dumping bodies or hot-dip galvanising - and one thing is clear: This family company does not compromise on quality when it comes to technical standards. In addition to its two plants in Belgium, the Joskin Group has another plant in France (Bourges) and one in Poland (Trzcianka). Around 830 employees earn their living at Joskin, and there were no redundancies during the 2008-2009 financial crisis. Instead of letting its employees go, the company invested significantly in modernisation and set itself the ambitious target of increasing turnover by about ten percent a year, thereby doubling by 2021. ■



■ Robotic welding is standard in Joskin products.



■ The braking systems utilise a high proportion of Haldex technology.



■ The product range includes dump trucks for civil engineering.