



# UKAL

**THE LEGACY OF A PASSION | 2022**





# UKAL, THE LEGACY OF A PASSION

UKAL is a family business with over 55 years of know-how serving farmers, hobby farmers and gardeners.

## OUR KEY COMPETENCIES

A solid industrial group comprising two firms, UKAL and Horizont:

- Central purchasing knowledge
- A specialised sales force
- Marketing and merchandising expertise
- An optimised, efficient supply chain
- An integrated after-sales service

## OUR VALUES

The synergy of two family businesses with a vision that is focused on the future.

Our values: **HONESTY**, **OPENNESS** and **COMMITMENT**.

Our spirit of excellence is guided by the **SATISFACTION** of our customers, the **WELL-BEING** of our employees, the **QUALITY** of our products and our **INNOVATIVE SERVICES**, and the quest for continuous **IMPROVEMENT**.

# 55 YEARS AT YOUR SIDE

- **2022** UKAL celebrates its 55th anniversary! Optimisation of our supply chain. Implementation of a WMS.
- **2021** New strategic orientation with the creation of 3 new divisions: UKAL AGRI, UKAL TECH and UKAL GREEN. Implementation of a TMS. Redesign of the Heiniger website.
- **2020** Agreement signed with Horizont (European leader in electric fencing).
- **2019** UKAL added 3,000 m<sup>2</sup> of space.
- **2017** UKAL celebrated its 50th anniversary.
- **2015** Purchase of the ELVAGRI livestock farming brand, heating and other businesses from NEODIS, a subsidiary of the InVivo cooperative.
- **2006** Construction of new premises in Eschbach in Alsace (67).
- **2000** The acquisition of the Beaumont brand went through on 30 August 2000.
- **1998** Founding of UKAL Canada.
- **1992** UKAL and HEINIGER, a leading brand in livestock clipping, formed a solid partnership to develop clippers on the French market.
- **1973** UKAL took part in the Agricultural Show in Paris for the first time.
- **1972** UKAL launched its horse-riding range.
- **1967** Company founded by Ulrich Keiff, a doctor of pharmacy, and his wife Léontine Arnold. The first products were for cattle, sheep and poultry farming, but also pets.



# OUR COMMITMENTS

## The future of UKAL is being shaped today

Ever since its creation, UKAL has been committed to both farmers and nature. We believe that to do our job well – a job we are passionate about – we must take account of the well-being of farmers and strive to protect nature.

We are engaged in a **CSR process** that promotes the values of ethics, diversity and the environment.

Whether it is with our employees, our customers or the company's different stakeholders, we listen to their needs and intervene to enhance their well-being.

## 4 AREAS OF COMMITMENT

- Biodiversity
- Reduction of packaging
- Search for new suppliers in France and Europe
- ECOCERT certification on a range of products



# UKAL, BESPOKE EXPERTISE



DISCOVER  
OUR 3 DEPARTMENTS  
ON VIDEO



**The world is changing. Consumers' expectations and farmers' concerns have evolved, bringing about a slow but progressive shift in the farming sector and even throughout society as a whole.**

We constantly adapt to these changes by offering new products. This more comprehensive offer is a response, of course, to the expectations of livestock farmers, but also to those of gardeners, hobby farmers and, at the end of the day, just about everyone else.

Confident in our expertise in the world of farming, we have constructed and segmented our offer into three main product lines – **UKALAGRI**, **UKALGREEN** and **UKALTECH** – to continue to perpetuate our heritage whilst embarking on a new chapter in the life of our firm.



# UKAL AGRI

## The livestock specialists

### Livestock farming, the legacy of a passion.

Because mankind will always need food, we will continue to advise and assist those generations of farmers and livestock specialists passionate about their profession.

Our mainstay since we were founded 55 years ago, the **UKAL AGRI** division has changed and adapted constantly over the years and will continue to be our core business. Our close partnerships with **Horizont**, **Heiniger** and more than **48 other brands** position make us an essential player on the livestock farming market. As livestock farming specialists, we make a point of honour of always being innovative, offering value-for-money products that improve animal welfare and simplify the livestock farmer's day-to-day life.

Along with our **After Sales Service**, which can supply a great many spare parts and offers a repair service, it is our wish to extend the lifespan of the products that we sell.



# UKAL

1. Effax Leather balm
2. Choplin "Premium grainé" adjustable helmet
3. Heiniger Xperience 240V clipper
4. Klaktrap Putange mole trap, pack of 2
5. Beaumont insect killer 30W IPX 4 360°
6. Borotto Lumia 16-egg digital automatic incubator
7. Horizont Hotshock A300 electric fence energiser
8. Antahi Colostrum bags
9. Green line feeder with anti-pest hopper 20kg





# UKALGREEN

## The reason why: an alliance of efficiency and environmental protection.

"Good for me, good for my garden, good for my animals, good for my home, good for the planet." This, in a word, is how we sum up our ambitions for this new division.

Much more than a passing fad, the green economy has well and truly taken a dominant role in our company. To meet the expectations of private individuals, gardeners and farmers, it was high time for UKAL to embark on a strategy of diversification and propose a range that combines efficiency and natural products.

The **UKAL GREEN** division aims to provide an answer for exacting consumers looking for products in line with their convictions. Ethical and eco-responsible, **UKAL GREEN** brings you quality products, made in France and Europe, which are also environmentally friendly.

Our product range will be expanded accordingly over the coming years, always adhering to these demanding requirements.



# UKAL

1. Ekopin outdoor floor cleaner 3 in 1 - 1L\*
2. Ekopin special barbecue cleaner 3 in 1 - 750ml\*
3. Portland Garden Slug & Snail Control Plus 3% - 750g\*
4. Farmwash professional ecological laundry detergent 5L
5. Beaumont IPX4 outdoor insect killer
6. Chick'A double cylinder drinking trough, 6L



1. 2. 3. 4. 5. 6.

\* French market only



# UKALTECH

## Innovation to meet future challenges

### The agriculture of tomorrow: the evolution of our profession 2.0.

Precision agriculture is becoming increasingly widespread, an irresistible trend. The farming world is changing and the sector is developing to keep step with technological progress. The UKAL TECH division focuses resolutely on the future and wants to offer its know-how and expertise to arable and livestock farmers.

With **UKAL TECH** we are adapting to the specifics and constraints of livestock farmers, their animals and their farms. To meet their new expectations by offering expert, bespoke solutions is our objective in order to improve production, the quality of life of livestock farmers and animal welfare. We are putting our money on agricultural innovation and digitalisation.

**UKAL TECH** focuses on specific themes such as water management, a priority issue for farmers, and on specific fencing projects.

Our experts look forward to hearing from you and will be able to answer any questions you may have and draw up a personal quotation. Want to know more about our new **TECH** division and discover its products? What are you waiting for? Don't waste any more time, visit [ukal-tech.fr](http://ukal-tech.fr) today.

**UKAL-TECH.fr**

1. Luda Farm Camera  
FarmCam Mobility 4G
2. Milky electric creamer  
85 litre
3. Reber meat mincer  
N5 - 400W

4. Evo professional  
shearing plant, 230V  
300W. 3 speeds,  
flexible pin drive
5. Solar pumping kit -  
Complete kit 0-10 m



# UKAL

# BRANDS

Over 50 partner brands



## WELL-KNOWN BRANDS

We choose to collaborate with **high-performance** brands that are well known in the world of livestock breeding.



## QUALITY

We make sure that all the products we sell are of high quality and comply with the **most recent standards** on the European market.



## ADAPTABILITY

We choose our partners for the qualit/price ratio they offer, but above all for their ability **to adapt to the needs of breeders and farmers** whilst respecting animal welfare.

# OUR KEY FIGURES





# AN INNOVATIVE AND EFFICIENT WAREHOUSE

Our warehouse is located in Alsace and offers a wide range of products available immediately from stock.

- More than **7,450 m<sup>2</sup>** dedicated to the storage of our products
- Over **860** products in **6,450** pallet spaces
- Over **1,600** more products in the Kardex automated storage system
- More than **1,0000** small packages shipped every year
- **98%** of our products available from stock
- Modern, efficient **TMS** and **WMS**



# AN INTERNATIONAL VISION

UKAL is putting in place all the necessary means to become a key player in the international livestock farming market.



Our recent partnership with **HORIZONT** (2020) has allowed us to pool our synergies and optimise our sales forces throughout Europe to reinforce our position as **EUROPEAN LEADER**.



**1** subsidiary in Canada

**1** privileged partnership with Horizont

**107** countries

**30%** of our turnover on the export market





# OUR SALES NETWORK

## FIELD SALES FORCE

A network of 10 sales representatives and merchandisers cover France to meet all your needs. Our partnership with Horizont allows us to benefit from a real international strike force by taking advantage of their sales network. We also have an **export department** to meet the needs of our international customers.

## SALES MANAGEMENT

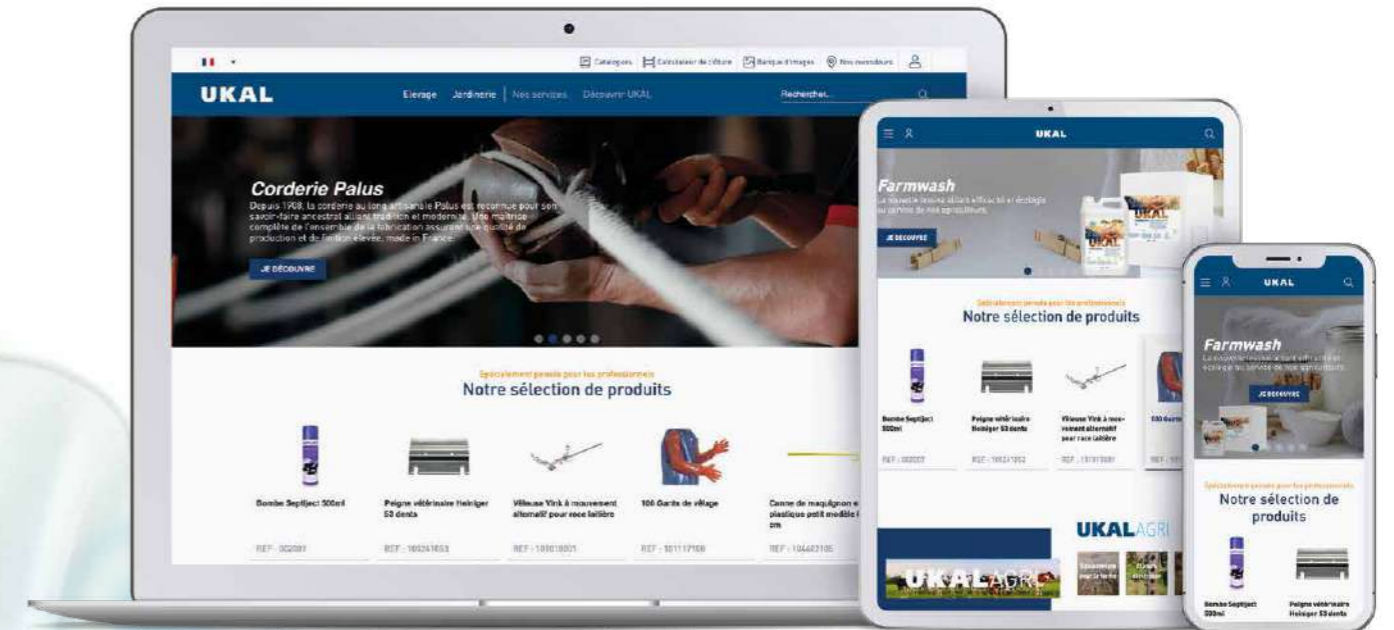
Our sales team at head office can be contacted by email... and provides an **effective customer service**.

## UKAL WEBSHOP

Since July 2019, our customers have been able to place their orders directly with our **online shop** as well as benefit from additional services.



# WEBSHOP. OUR SALES NETWORK 2.0



More than **6,000** products available  
More than **50** brands to satisfy you  
More than **2,000** spare parts available

### Available on your customer page:

- **Private, secure** account
- All our merchandising materials developed to **enhance your points of sale**
- **Quick order entry** with Excel file import
- **Attentive customer service** available by email, phone or via social media.
- Our **new fence calculator**
- **Store locator**: list of retail outlets
- **Access** to all our product catalogues
- **Frequently asked questions** by product

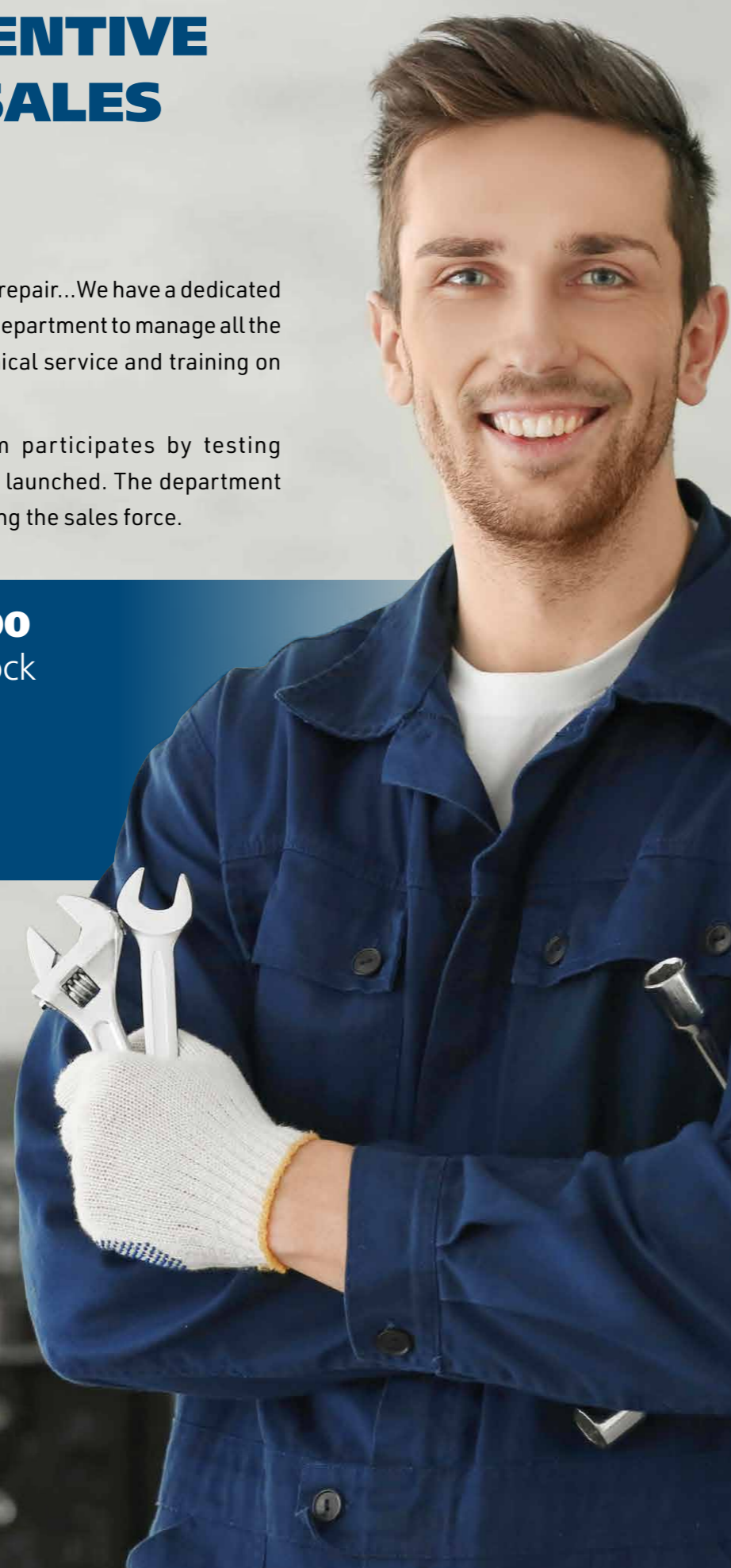


# AN ATTENTIVE AFTER-SALES SERVICE

Start-up, maintenance & repair... We have a dedicated **after-sales department** to manage all the remote assistance, technical service and training on our products.

This technical platform participates by testing products before they are launched. The department also participates in training the sales force.

More than **2,000** spare parts in stock  
**Over 9,000** Sharpenings/year  
Repairs in **48h**



# MATERIALS CREATED FOR YOUR NEEDS

Our marketing department contributes to the development of your business by creating and distributing numerous communication materials to promote our products.

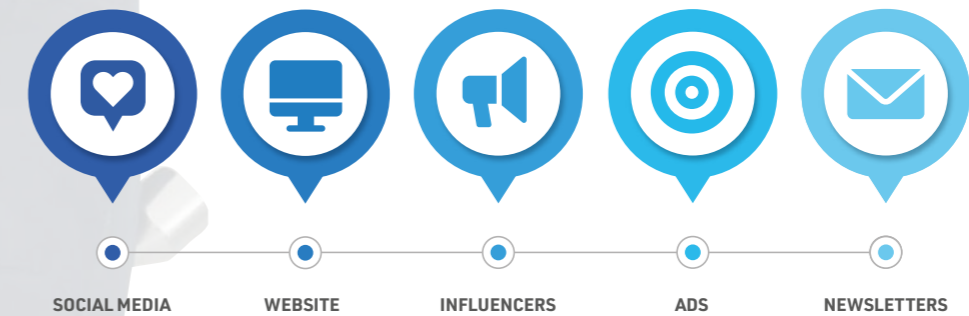
Full-service communication for each of our customers.

**Know your needs, imagine your future.**

## DIRECT & OFFLINE COMMUNICATION



## DIGITAL COMMUNICATION



## POINT OF SALE COMMUNICATION







## THE WORLD OF LIVESTOCK

### UKAL ÉLEVAGE

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UKAL.com





# ANTAHI

## LOS BENEFICIOS DEL CALOSTRO EN TERNEROS JÓVENES

Descubra nuestra gama completa para desarrollar la inmunidad de sus terneros.

### LA PASTEURIZADORA



Pasteurizador de calostro  
(Capacidad: 2 x 4 litros de calostro)  
Ref. 120 098 300



### ALIMENTACIÓN DE LOS TERNEROS



Flexituber  
Ref. 120 096



Biberón con tetina  
Ref. 120 097



Bolsa de calostro con tetina y sonda x 10  
Ref. 120 095 200



Cepillo de acero inoxidable para bolsas  
Ref. 120 098



Bolsa térmica para las bolsas de calostro  
Ref. 120 098 400

Disponible en este distribuidor.

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