



SOUMAGNE (B) – February 2015. Thanks to an important phase of investments, JOSKIN radically changed its technical production organization. According to JOSKIN, it is a sufficient reason to adopt a sales strategy that differs from the traditional one.

In its production field, i.e. transport and spreading of agricultural products, JOSKIN is unquestionably innovative. In 30 years of production, JOSKIN has built factories fitted with very modern tools, which are sometimes especially manufactured on its demand, in order to produce ever bigger agricultural machines and in this way meet the requirements regarding quality and productivity of an ever more demanding agricultural world.

The five-year investment program (from 2010 to 2014) radically modified the JOSKIN production tool, with among other things, the construction of 45.000m² of halls on 3 production sites, the installation of many sometimes spectacular pieces of equipment (very large automated warehouses, laser cutters for tubes with a large diameter, galvanization, etc.), the reorganization of the production lines with more spacious areas, and even the opening of a training centre, which is put at the disposal of regional professional schools.

JOSKIN opened its doors at the beginning of 2015 on the occasion of the modification of this production tool and did not expect to welcome so many visitors. Murielle Joskin, Events Manager of the Group, explains: *"During 2014, the company had already welcomed more than 150 groups of 15 to 80 persons. But the open days in the beginning of this year attracted a lot of Belgian and foreign professional visitors: in total more than 12.0000 persons and 15 organized coaches."*





With its new modern production techniques and its 18.000m² (1,8ha!) of covered exhibition areas, JOSKIN proves, probably without realizing it, to be innovative regarding production and exhibition. The actors of the agricultural world cannot make any mistake about it: rare are the manufacturers of a certain size who proposes such a visit where things which cannot be seen in brochures or on the Internet, can really be touched.

What is unusual about the visit of the JOSKIN facilities, is that it is complete, from the beginning of the manufacturing process of the big transport machines until their marketing, passing by all production steps, the services and trainings.

The result is a complete understanding of the way machines are manufactured, including all complementary services, especially the before-sales service, which is dear to JOSKIN, and of course the after-sales services.

Such visits are not only proposed during the open days. The JOSKIN Technic Centers are constantly open and all facilities can be visited by appointment.

For groups, prior information (number of persons, origin, type of potential meal, etc.) is needed so that they can be welcomed according to their professional structure (agricultural co-operatives, technical and agricultural schools, contractor, farmer, etc.). On arrival, JOSKIN greets them in their own languages (7 different languages are spoken in the company) and explains them the Group's history as well as how the different companies operate.

After a visit to JOSKIN, there is no more doubt, if there ever was one: given its facilities, the way it manufactures, its exports and its personalized approach to customers (before-sales service), it is obvious that JOSKIN's position as a global leader, on which it prides itself in its domain, i.e. material for transport of agricultural products and spreading of livestock manure, is not usurped.