

Dear Dealer,

Thank you for supporting Kelly Engineering and the Kelly range of products. We wish you many years of continued success as our relationship continues to grow from strength to strength.

Kelly Engineering is a family owned and operated business situated on the family farm near the small rural community of Booleroo Centre in South Australia. We commenced equipment manufacturing over 30 years ago driven by the necessity to find equipment to suit our sustainable farming ethos. It is from these humble beginnings that the Kelly Tillage System was born.

The Kelly Tillage System is a platform that supports year-round tillage options for farmers. The interchangeable range of ground tools provide superior residue management, excellent mechanical weed control and creates the perfect seedbed.

Our aim is to make our relationship with you an important asset to your business where dealing with us is easy and enjoyable. We will go out of our way to make your job as easy and as profitable as possible.

For our part we undertake to;

- Provide high quality and innovative products in a timely manner.
- Provide warranty and spare parts back up.
- Abide by and respect your sales territory.
- Work with you and your customers to continually improve our products.
- Maintain communication with you regarding pricing, upgrades, new information and innovations as appropriate.

In return we ask that you;

- Adhere to the commercial terms of our arrangement.
- Offer and deliver a superior service in respect of our products.
- Work with our sales department to grow market penetration within your area of responsibility.
- Communicate promptly with concerns or suggestions for improvement.

As we continue to increase our presence in all states of Australia the need for extensive support, management and spare parts backup is essential. As part of our plan to continue to improve we are pleased to be able to offer several policies that will benefit both you and your customers. These are contained in this pack.

If you have any questions or concerns, please contact our sales team on 08 8667 2253. We look forward to a long and mutually beneficial relationship.

Kind Regards

Shane Kelly
Managing Director

Calvin Stead
CEO

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Kelly Engineering
PO BOX 100, Booleroo Centre, SA 5482



Australia: sales@kellyengineering.com.au

Europe: sales@kellytillage.eu

USA: sales@kellyharrows.com

South Africa: sales@kellyengineering.com.au



+61 8 8667 2253

+41 76 386 7477

+ 417-865-2100

+ 27 82 567 8245



www.kellyengineering.com.au

www.kellytillage.eu

www.kellyharrows.com



+61 8 8667 2250