



# Logging equipment for the 21<sup>st</sup> Century

Agricultural machinery has released Humankind from centuries of toil. Today, the technology in forestry work has matured, with sophisticated appliances for every task, and TAIFUN Planina d.o.o. of Slovenia is taking the international market by storm.

TAIFUN is specialised in the development, design and production of single- and double-drum logging winches and firewood processors. Its target groups are private forest owners, farmers, and professional wood-processing companies.

The concern was founded in 1967 by Jože Špan. It began with the production of hay-blowers, and in 1971 it manufactured its first hay-tedders. In 1979 the firm began making agricultural winches. It was at that time that the company was nationalised. Mr. Jože Špan was forced to sell the company to the state. However, he remained director of the company. In 1991, the democratic state of Slovenia was founded, and the company was re-privatised. 20% of the newly founded company's shares went to Mr. Jože Špan, while the rest were distributed to the employees.

The firm then began production of its new 'A'-Type-winches, and as a consequence of the loss of the ex-Yugoslavian market, the firm's export strategy became increasingly focussed on Western Europe. The next milestone was the introduction of the firewood processor RCA,



Logging winches ready for delivery

which has since become an important second revenue stream. The efforts of TAIFUN's 143 employees generated a turnover of 14 million EUR in 2007, and the company is currently Europe's number one for winches. It is also among the first three in the firewood processing machinery field. Its marketing efforts are concentrated on international, national and regional trade shows, and its excellent Internet platform provides illustrative support to field staff. TAIFUN exports around 95% of everything it produces, to 40 countries. Its main markets are Germany, Austria and France. Its market in

Russia is being developed by a local subsidiary with a Russian director. Success to TAIFUN in the free market era has come through the rapid growth of its export business, which in turn is driven by the firm's presence at international trade fairs – particularly Frankfurt's Agritechnica fair. Links have been forged with three international partners, and these new relationships have paid dividends, in terms of increased business. "A lot of our success can be put down to our willingness and devotion to learn constantly," explains Mr. Iztok Špan, the firm's managing director. "We are constantly improving the design of our

products and we have a rolling investment programme in new manufacturing equipment.

Mr. Iztok Špan's vision is to steer the company to the top of the global table. "We manufacture niche products which are the best of their kind anywhere. And so we want to increase our sales territories into countries that have never heard of TAIFUN. In particular, we have set our sights on the USA and Canada. We are looking for new partners there who know the local market and who can establish our products in the minds of our potential new customers."

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