

# SERVICE DEALER

THE VOICE OF THE INDUSTRY

NOV / DEC 2015

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**FACE**  
to  
**FACE**

ROBERT MUIR  
E P BARRUS



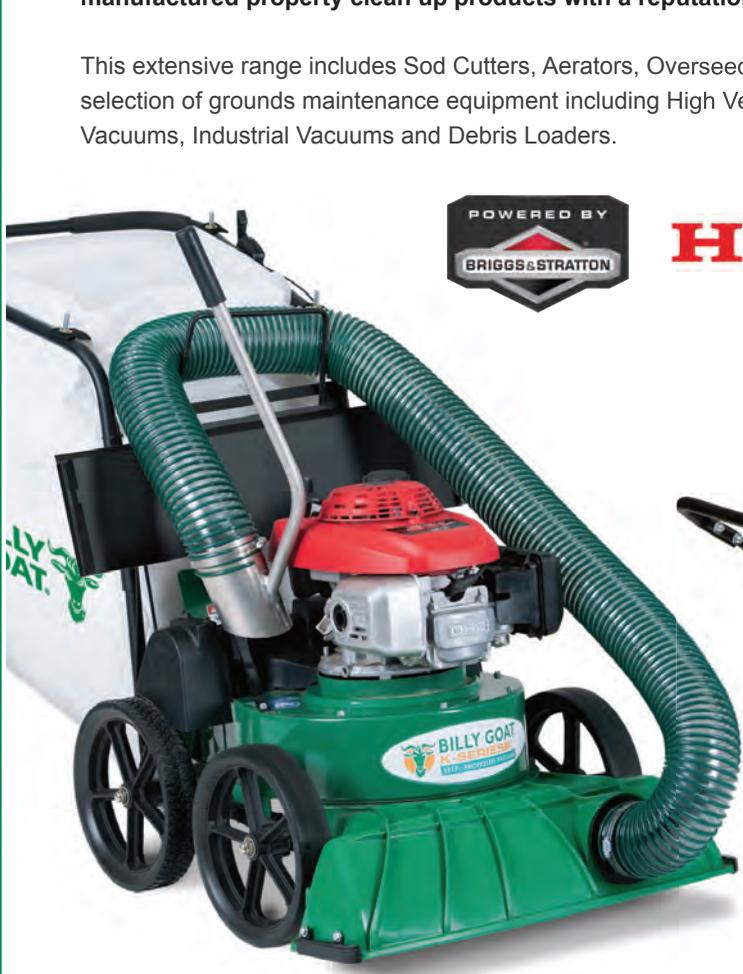
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# EDITOR'S MESSAGE

This is it! My last issue as Editor of the magazine after more than 27 years, and 319 issues. (I'll be editing the weekly newsletter until Christmas.) A moment tinged with slight sadness (obviously) but overwhelmingly with pleasure and pride at establishing what is today regarded as the industry's 'bible' – a description often used by readers. Our weekly e-mail newsletter, delivered each Friday at noon is avidly awaited, opened and devoured – and redistributed to colleagues around the globe. *Service Dealer* magazine has been given a fresh, modern look and is widely praised by readers.

The new owner of *Service Dealer*, Duncan Murray-Clarke, has a team of highly talented people to take the magazine to new heights in the coming years, whilst my faithful 'oppo', Steve Gibbs, who has been on a 14-year learning curve since joining me in 2001, will step into the Editor's chair. I shall be in the shadows next year – contributing a personal view to each issue of the magazine (to keep my hand in), So it's au-revoir – and heartfelt thanks to the countless people who have brightened and enlivened the journey from a modest, pre-internet, roughly hewn magazine to where we are today. The philosophy, however, will remain same: to report accurately, comment responsibly, provide information and inspiration.

Thank you.

**Chris Biddle, Editor**



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## ANNOUNCEMENT

# MEET THE NEW SERVICE DEALER TEAM!

## Magazine owner Duncan Murray-Clarke introduces the squad



I am extremely excited to be introducing you to our new team for the next stage of *Service Dealer's* life.

Firstly though, I want to personally thank Chris Biddle for all that he has achieved and built up over the past 27 years. *Service Dealer* is what it is today purely and simply due to his hard work, enthusiasm and expertise. I

think we would all agree there is no one quite like him!

But that's not to say Chris is running out the door waving over his shoulder and not looking back. He'll be editing the newsletter you receive in your inbox until Christmas whilst next year he'll be around as a consultant and will be contributing a regular thought-

piece to the magazine (which I'm sure will stir up debate and controversy!) Steve Gibbs, who has been working closely with Chris for the past 14 years and lately as Deputy Editor, takes up the role of Editor from January. Steve will be supported by Martin Rickatson as features writer.

So now to continue *Service Dealer's* success we have put together a strong team to push the title forward. It is very much a natural progression for us and the editorial integrity will continue to be at the forefront of what we do. And don't worry, we will not be making wholesale changes to a winning format. Hopefully you will just see a slight broadening of emphasis, expanding and adding to the magazine and newsletter.

We truly believe we will continue to offer a fascinating, readable and incredibly valuable resource for the UK independent dealer trade.



(L-R) Alex Faulkner, Martin Rickatson, Duncan Murray-Clarke, Ed Searle, Julie Gill, Steve Gibbs, Katariina Haikara

**Alex Faulkner**, Designer. Alex is in charge of the look and feel of the magazine and its related materials. He joined our team with the September-October 2015 issue.

**Martin Rickatson**, Features Writer. Martin is the latest addition to our team, but should be familiar to long-term readers of *Service Dealer* as he has contributed pieces for us in the past. A highly skilled journalist with renowned expertise in the agricultural machinery sector, Martin will be writing regular features with a particular emphasis on issues facing the dealer trade.

**Duncan Murray-Clarke**, Owner/Publisher. As MD of The Ad Plain I have been delighted to be working with Chris on *Service Dealer* for the past two years, and I see the title evolving even further in the future.

**Ed Searle**, Media Sales Executive. Ed also joined us just a couple of months ago, but already he's forging relationships with our clients, maximising

opportunities for them to gain exposure to our comprehensive UK dealer trade readership.

**Julie Gill**, Sales Director. Julie heads up our sales team and has been at the heart of the organisation of our upcoming Conference and Awards. Julie joined us earlier this year as a Board Director after a very strong career in media publishing and research.

**Steve Gibbs**, Editor. Steve has worked alongside Chris on *Service Dealer* since 2001 and he also edits our *TurfPro* weekly e-newsletter. He says he is excited and humbled at the opportunity to continue Chris's incredible work.

**Katariina Haikara**, Production Coordinator. Another recent recruit, Katariina will likely be your first point of contact if you need to get in touch. She will also be making sure the editorial and advertising departments are doing what they are supposed to be, when they are supposed to be doing it!

## OBITUARY

# RICHARD SMITH

*Death of one of our industry's 'true gentlemen'*



Richard Smith (right) pictured at a Tecumseh Karting Day at Sandown Park with (l to r) Tony Whitburn (Tecumseh UK), Nairn Brown (Nairn Brown Ltd) and Peter Jefferis (Allen Power Equipment)

Richard Smith, who worked for a number of leading farm and grounds care companies, has died at the age of 70. He passed away in St Michael's Hospice, Hereford on 30 August 2015 surrounded by his wife Liz and two children, Rosie and Douglas.

Richard started in the industry in 1968, working on warranty claims for Wiltshire farm machinery manufacturer Archie Kidd. In 1972, he moved to Ransomes in the plough division but after a year joined Knight Farm Machinery until 1975, when he moved to steel components manufacturer, Kitchins, in Chesterfield.

Richard then joined farm machinery manufacturer Bamletts, but a chance meeting with Jim Carroll with whom he previously worked at Archie Kidd resulted in him joining Jim's new venture, Polymark in Sussex. The company made plastic tanks for agriculture but was looking to diversify, and Jim knew of Richard's skills in developing ideas and machines. The result was the Beaver range of turf machinery, which Richard ran from 1978 until 1990. The company was subsequently bought by Greg

Hutchins' Tomkin conglomerate to amalgamate with the recently acquired Hayter company.

Richard found the transition to Hayter a difficult period and in 1991 jumped at the chance to set up a UK subsidiary for the US mower maker Snapper, which he based at Hamble in Hampshire, where he was joined by Duncan Martin (now MD of GGP UK) who had moved over from Hayter.

When Snapper decided to move its distribution arrangements into the hands of Saxon Industries, Richard joined the Hungerford company for a short while, before accepting an offer to become Managing Director of Wolf Garden UK in 1996, relocating from his Sussex home to Herefordshire. He stayed with Wolf until the company reorganised in 2004, when he left to set up his own consultancy, Lyston Business Services, which he ran until his retirement in 2007.

Commenting, Duncan Martin said: "Richard was simply one of the good guys and a true gentleman. Always diplomatic but determined and single-minded."

## INDUSTRY

# JOHN DEERE'S Q3 PROFITS TUMBLE

*Net income down 40% on previous year*

Deere & Company has announced its net income was \$511.6 million, or \$1.53 per share, for the third quarter ended 31 July, compared with \$850.7 million, or \$2.33 per share, for the same period last year. This is a fall of almost 40%.

For the first nine months of the year, net income attributable to Deere & Company was \$1.589 billion, or \$4.67 per share, compared with \$2.513 billion, or \$6.79 per share, last year.

Worldwide net sales and revenues decreased 20%, to \$7.594 billion, for the third quarter and were down 18%, to \$22.147 billion, for nine months. Net sales of the equipment operations were \$6.840 billion for the quarter and \$19.843 billion for nine months, compared with \$8.723 billion and \$24.918 billion for the corresponding periods last year.

## Farming downturn

“John Deere’s third-quarter results reflected the continuing impact of the downturn in the farm economy as well as lower demand for construction equipment,” said Samuel R Allen, Chairman and Chief Executive Officer. “Nevertheless, all of Deere’s businesses remained solidly profitable, benefiting from the sound execution of our business plans and the success of our efforts to develop a more agile cost structure. As a result, the company continues to be well-positioned to provide customers with



technologically advanced products and services, while funding its growth plans and returning cash to stockholders.”

Deere has downgraded its net income forecast for the year, from the \$1.9 billion forecasted in May to \$1.8 billion. For the year it sees equipment sales down 21% as opposed to an earlier forecast for a 19% drop.

## Forecast

Going forward, Deere is forecasting worldwide sales of agriculture and turf equipment to decrease by about 25% for fiscal year 2015. Gross sales in Asia will fall reasonably, led by declines in India and China, whereas gross sales throughout Europe will drop about 10% this year.

## INDUSTRY

# REDEXIM BUYS BLEC

*All assets purchased, including name*

Redexim bv, the parent company of Charterhouse Turf Machinery, has reached an agreement to purchase the assets of BLEC Global Ltd.

The deal includes the purchase of the BLEC name and means that the products will continue to be traded around the world by Redexim under the name of BLEC.

Redexim will now be responsible for the full manufacture and distribution of the current range of over 80 different BLEC machines throughout the world including the UK and Ireland. Discussions are currently underway to set up dealer arrangements in the countries within which BLEC operates, including the UK, and announcements about this will be made in due course.

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## DEALERS

# A DAY AT THE MUSEUM

## *With Rochford Garden Machinery*

The Haynes Motor Museum at Sparkford, Somerset saw a major turn out of over 180 Rochford Garden Machinery dealers on 19 August for the annual dealer day presentations.

### Investment

Rochford Managing Director Stewart Anderson opened proceedings, talking about the £1 million investment the company has made over the past year with the extension to the Wincanton showroom, spares and distribution facilities.

The new unit contributes to more than doubling the pallet space capacity of the building to 100,000 sq ft and forms part of the ongoing commitment to the dealer network. During this time Rochford has been restructuring the team and has spent £70,000 on staff training.

Stewart presented the strategy of the business, with some cautionary examples on margins and discounts,

leading to a motivating presentation by Mark Grimshaw of VFM Associates, specialist business development and training consultants. The emphasis was firmly on “managing your business”, dealer success, the power of focus and customer care, together with the importance of price, financial management and the effects of discounting. The latter subject drew major applause from the audience.

### New products

The presentation moved on to Mark Rochford’s overview of new products soon to be introduced, with emphasis on AL-KO lawn tractors, and the Mitox brand which celebrates its 10th anniversary in 2016. Mark talked about the phenomenal success of the Weibang Legacy rear-roller mower and made an apology on behalf of the company for selling out and underestimating the demand.

### Demonstrations

There was then the opportunity for dealers to move around the ‘pods’ representing the key aspects of Rochford’s business, including a popular, continued presentation from Mark Grimshaw, Parts and B3C fuel solutions. Lunch was followed by live demonstrations of the forthcoming new products including those from AL-KO, Mitox and Weibang, as well as new brands to be announced soon.



## INDUSTRY

# CROCODILE GOLF UNDER NEW OWNERSHIP

## *Becomes Crocodile Precision*

Crocodile Golf Products has been acquired by a new management team that plans to build on the firm’s 40-year heritage by investing in its staff, plant, equipment and brand.

The company, which manufactures quality cylinders and bottom blades for the grass-care market, has moved its operation from Wolverhampton to Derby and will now be known as Crocodile Precision Ltd.

Incorporating over 40 years of specialist technology in the manufacture of replacement cylinders and blades, the products will be uniquely and entirely engineered and made in the company’s Derby factory.

Ian Howard, Director, said: “With a solid reputation as one of the leaders in precision engineering, we will be continuing to invest in plant, equipment, technology and personnel in order to grow our market position.”

Marketing will commence imminently with stands at SALTEX and BTME already booked.

**Crocodile  
Precision LTD**



## APPOINTMENTS

# RANSOMES JACOBSEN ADDS TO TEAM

## *New CPO Sales Manager*

Mick Shaw has been appointed to the new role of CPO Sales Manager at Ransomes Jacobsen.

Certified Pre-Owned is the company's used machinery programme offering quality turf maintenance equipment that has been factory refurbished and reintroduced to the market with a one-year manufacturer's warranty.

Mick has over 30 years of experience in the turf-care sector, having joined Warwick District Council based at Leamington Spa back in 1982. He later moved to Carlton Horticultural, a family-owned business, introducing commercial mowers into its product range before establishing Abbey Mower Supplies as a Jacobsen dealer for the



West Midlands. More recently, he set up MCS Machinery, specialising in the sale of second-hand mowing machinery.

In this newly created position he will be responsible for the day-to-day sales enquiries relating to the CPO programme, working closely with the UK dealer network and his network contacts to leverage business and maximise sales opportunities.

As he grows the role, his responsibilities will expand to include mainland Europe and Ransomes' Jacobsen's international territory.

Mick will be based out of his home in the West Midlands, where he lives with his wife and three adult children.

## DEALERS

# BURDENS TAKES OVER FROM LMS

## *As new Ransomes Jacobsen dealer*

The Burdens Group Ltd has been appointed as a Ransomes Jacobsen dealer with a territory that encompasses Lincolnshire and East Nottinghamshire.

This new franchise will be operated by Burdens Groundcare, its specialist turf maintenance division operating from premises in North Kyme, six miles north-east of Sleaford in Lincolnshire.

The previous distributor, Lawnmower Services Lincoln (LMS) relinquished the franchise after 60 years of loyal service in the territory.

### **Established dealership**

Burdens is a major agricultural and groundcare business, with an excellent reputation in the area. Established in 1972 by the Chairman, Norman Burden, to deal in used agricultural machinery, the business has steadily grown offering a full range of agricultural and groundcare machinery from its three sites in Lincolnshire: Sutterton, North Kyme and Wrangle.

John Southern, Managing Director of The Burdens Group Ltd said: "The addition of the Ransomes Jacobsen franchise is an exciting development for our North Kyme groundcare division and now allows us to offer a full product portfolio to our wide range of professional users."

At the signing of the distribution agreement Rupert

Price, Sales Director at Ransomes Jacobsen, said: "The Burdens Group is a well-established, highly professional and respected business in the area. I'm convinced that, with its obvious enthusiasm for our brands, it will make a significant contribution to enhancing our presence across Lincolnshire and East Notts."

Acknowledging the contribution of LMS, he added: "It's always sad to lose a dealer, especially one such as LMS, that began purchasing spare parts from us, way back in 1954. I would like to go on record and thank Chris Overton and his team for their efforts."



# HANDY DOMINATES MACHINERY AT GLEE

## IMPRESSIVE SHOWING FOR DISTRIBUTOR, REPORTS STEVE GIBBS

It has been a number of years since I personally attended GLEE – the early 2000s probably. Then it was a key part of a dealer's calendar, with many machinery manufacturers displaying their latest wears.

Now, the whole show is a lot smaller than what I'd remembered, and certainly the machinery section is very much reduced. It's pretty much dominated by Handy Distribution's stand. However, its stand is very impressive and featured a number of brands within it including Webb, Bosch, GreenWorks, Flymo, McCulloch, Gardena, and Handy's own-labelled products.

Talking to Handy's Managing Director Simon Belcher, he still believes the exhibition is right for it. He said: "This show is so much better now they have moved it to taking place on a Monday, Tuesday and Wednesday. We used to find that a lot of end-users would make their way in on a Sunday through various means, but now we're just seeing quality trade visitors coming onto the stand.

"Whilst we've had good number of servicing dealers come through this week, it's mainly the garden centres that we're seeing attending."

### Webb

Making a big splash on its stand was the Webb range of mowers. Simon explained how the range had undergone a significant facelift and will now comprise three categories: Classic, Supreme and Elite. The first two levels will be available through all stockists, but the Elite range will be exclusive to specialist dealers only (and as a

consequence wasn't featured at GLEE). These Elite machines are high-end, premium products, all featuring Briggs & Stratton engines.

One exclusive mower that Simon said dealers could look forward to in plenty of numbers next year is a 16" rear roller with an aluminium deck. Simon said: "The Elite range offers our dealers that bit of difference. Consumers may familiarise themselves with the brand through the mass channels, but if they want the premium end of the Webb range they'll need to visit one of our dealers."

New, modern packaging supports the range and the attractive, traditional-looking wooden stands, which the machines were being shown off on at the NEC, are available to dealers for their showrooms.



Simon Belcher, MD of Handy Distribution, shows off the Webb range on the new wooden stands

### GreenWorks

Also taking a significant spot on the stand was the GreenWorks range of battery-powered garden machinery. Scott Lelliott, International Sales Manager for GreenWorks Tools Europe, was on hand to explain the benefits of the range, which uses a universal lithium-ion battery. He said: "GreenWorks is the biggest manufacturer of this type of battery-powered technology in

the world, making equipment for other major brands. We're now concentrating on getting our own-label machinery out there.

"Battery power is the future. Dealers need to embrace this new technology. We have a full range of machinery including mowers, which start from £199, hedge-trimmers, chainsaws, and even a snow-blower. And key to them all is our cutting-edge battery technology which we now have got 100% perfect."



Scott Lelliott, International Sales Manager of GreenWorks Tools Europe, with Simon Belcher

### Opportunities

Elsewhere around the show, other machinery exhibitors included Wolf Garten, LawnKing, Hyundai and a few Chinese manufactures including Ningbo Cheery Garden Tools.

DJ Turfcare Equipment was also in attendance, exhibiting its organic fertiliser products for lawns, not its lawn-edging machines. But MD David Jenkins believes that independent dealers should be thinking of broadening their stocking habits from just purely machinery, to become more of an all-encompassing lawn-care specialist centre. He said: "Shows like GLEE can give dealers inspiration to see products such as our Mo Bacter for example, to give them increased sales opportunities." ●

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\*Bosch recommends that the user has four batteries and two chargers. When tested the run time of the Bosch GRA53 did not drop below 45 minutes. When fully charged the Bosch GRA53 is able to cut grass from 60mm to 40mm up to a distance of 1500sqm



# ROBERT MUIR

MANAGING DIRECTOR, E P BARRUS LTD  
Chris Biddle talks to Barrus MD, Robert Muir, about tough lessons, business ethics, family values and transatlantic visions

**Y**ou don't have to be called Robert to get on in Barrus, but it obviously helps.

A trio of Managing Directors, Robert Bennett, Robert Glen and now Robert Muir (who took on the role in 2010) have headed the Bicester company for over 40 years.

Robert Muir says that he was “born to be a different type of accountant (but a bean grower, not bean counter.”) Both his father and mother were in professions, but life was rarely dull; his mother did the books for *The Who* and *The Stranglers*, and his family bought Shepperton Studios for The Who.

Robert had a spell at Lloyds of London before moving to a firm of chartered accountants at Richmond where he completed his accountancy exams (he is a Fellow of the Association of Certified Accountants) and looked after a range of blue-chip companies and fast-growing British enterprises.

One of these was G D Mountfield, the Maidenhead mower maker started in 1961 by Denis Selby, Don Hamilton, Gerry Cohen and Bert Jennings. There was no ‘Mr Mountfield’, the name was concocted with the initials of Gerry Cohen and Don Hamilton, plus a nod in the direction of Lord Louis Mountbatten, a hero of Denis Selby.

Robert was Mountfield’s auditor and got on well with Don Hamilton who spotted potential in Robert that would extend beyond ‘doing the books’ – and in 1977 offered him the opportunity to join the company.

“It was quite a challenge,” he says. “We were starting to introduce Japanese influenced ‘just-in-time’ manufacturing; demand was such that we were rationing stock to dealers, and we were expanding into Europe with a subsidiary in Luxembourg and the acquisition of European manufacturers BTS Green and Granja.”

Soon, Robert was as deeply involved on the shop-floor in production systems as he was in the financials. He spent six months in Italy getting the BTS Green factory integrated with the systems at Maidenhead.

Speaking no Italian, he enquired if any Mountfield employee could travel with him to translate. One brave soul volunteered, but much to Robert’s despair when addressed by the Italian manager on arrival blurted out something like “Hello-o, my-o, name-o Dono-o Lay-o!”

## TAKEOVER

Following the premature death of Don Hamilton, Denis Selby felt it was time to sell the company. Greg Hutchins’ Tomkins Group (later to buy Hayter) fought with a buy-out team led by Robert, however Denis wished to sell to a British institution where he felt the name would prosper. He received an offer reported to be worth £4.25 million from Ransomes in 1985, which he accepted and retired from the business with Robert appointed Managing Director.

A seismic change came in 1989, when Ransomes added Gerry Hazlewood’s Plymouth-based Westwood to form a new Ransomes Consumer division.

The impact was immediate.

“I’m not sure that Ransomes knew exactly what it had bought from Hazlewood,” says Robert, “but the decision was made very rapidly to close Mountfield’s plant in Maidenhead and move production to Plymouth.

“It was the worst period of my life,” he says. “We had to make 149 people redundant, with just 11 moving to Plymouth.”

There was also great uncertainty in the West Country. A few months earlier, in June 1989, Westwood had shed over 90 jobs, reducing its work-force by a third.

Robert became joint Managing Director of Ransomes Consumer with John Derham (who resigned almost immediately) and that year spent his time reorganising the factory at Plymouth and constantly travelling between Devon, Maidenhead and a new admin office established at Bourne End in Buckinghamshire.

One day in 1990, he received a visit from a delegation of Ransomes’ directors who invited him to dinner. “They made it plain that I was history! I don’t think they

liked the new style and ways of thinking. I wasn't sacked but the message was loud and clear."

Within a few months it was announced that Robert was to leave Ransomes Consumer. "I was shell-shocked, shattered and exhausted," he says. "I believe I had brought successful change and profitability to the group and managed the transition from Maidenhead to Plymouth, whilst at the same time dealing with a complicated situation when the Department of Trade and Industry tried to block the merger of Mountfield and Westwood at the 11th hour – some months after the move to Plymouth had been completed."

Robert's plight, and indeed his efforts, however, had not gone unnoticed. "Out of the blue, I received a call from Robert Glen, then Sales Director of E P Barrus, asking me to come over to Bicester to meet Managing Director Robert Bennett for a chat."

## BARRUS

E P Barrus is the name of founder, Ernest Prouty Barrus. Born in the town of Atholl, Massachusetts in 1878, he grew up in a community known as Tool Town, USA, due to the largest employer there being toolmaker L S Starrett.

Ernest worked for Starrett, first in the US, then he moved to the UK. In 1917, with a friend John Cullen, he set up a business, Barrus and Cullen, to become

company in 1959 and was appointed to the Barrus board in 1970.

Boating was Ernest's passion and in 1935, marine engine manufacturer Evinrude and Johnson appointed Barrus as its sole UK distributor. The introduction of garden machinery came through Barrus's association with Johnson outboards, then part of the Outboard Marine Corporation (OMC). OMC made Pioneer chainsaws, so Barrus agreed to add these to its distribution portfolio in the late 1950s, and later another OMC brand, Lawnboy.

The seeds of the most significant development in Barrus's history were sown at the Cologne Show in 1970. MTD (Modern Tool and Die), founded in 1932, is also steeped in family history. Run by the Moll family, it manufactured its first mower in 1954 and was also seeking representation in Europe. Barrus was its first distributor, appointed in 1972 to market MTD ride-ons in the UK under the Lawnflite name.

The two companies forged a close association and on 28 September 1982, Philip Barrus, Ernest's only son, decided to sell his 50% shareholding to MTD, the other half remaining with the Glen family.

## INVIGORATING MANAGEMENT

So it was that Robert's initial chat with Robert Glen and Robert Bennett was soon followed by a meeting with Dave Campbell, President of MTD, who flew in by Concorde for a day to meet the new recruit. As a result, in November 1990, Robert was appointed as Finance Director and Company Secretary of Barrus.

From his very low ebb, Robert says that he immediately felt at home after the traumas of the previous years. "Robert Bennett was the most incredible businessman, a superb communicator, and someone who was always ready to share success – or responsibility when things didn't go to plan." Of Robert Glen (now Barrus Chairman) he says: "He is the most passionate, driven, enthusiastic entrepreneur I have had the good fortune to meet."

Barrus might defy business logic. The fact that the company is owned equally 50:50 by the world's biggest manufacturer of lawnmowers – and a close-knit family in Oxfordshire – might spell potential trouble and strife to outsiders.

"Not a bit off it," says Robert Muir. "We have our healthy discussions, of course, but both partners respect each other's position." Curt Moll, MTD President sits on the Barrus board, while son Rob is CEO of the MTD empire. "We don't do politics," adds Robert. "Our ethics and vision for a successful business model are identical".

Today, Barrus operates six specialist divisions,

# OUR ETHICS AND VISION FOR A SUCCESSFUL BUSINESS MODEL ARE IDENTICAL

Starrett's UK distributor. Business progressed, and when John Cullen returned to the States, the company was renamed E P Barrus.

Ernest (who died in 1944) and his wife Stella had two children, Philip, and Dorothy who married Alexander Glen in 1935. Their son Robert joined the

notably in the marine sector, lawn and garden, industrial engines and a specialist product division.

“I’m fortunate to have a management team to die for,” says Robert, “and a Board of non-executives that are both invigorating and challenging.”

Recently, Barrus made the decision to drop the Lawnflite name in favour of the MTD Cub Cadet brand. “That caused a certain amount of mumbling within the dealer network,” comments Robert, “but whilst we treasured the Lawnflite name, dealers understood the reasons for standardisation and have really got behind Cub Cadet.

“We have to inspire dealers with new ideas and new opportunities,” he says. “Dealers can’t get too narrow in their product range. In my view, garden machinery dealers should be able to supply every garden, large or small, with something to make life

easier or more pleasurable.”

Barrus has been educating and enthusing dealers to take on Wolf and Wilkinson garden tools, two brands with established names. “Our dealer tool business has been growing and growing,” says Robert, “and whereas garden centre business has dipped slightly, sales through our dealers have soared over the past 12 months.”

Looking back, Robert Muir can reflect on almost 40 years of association with the garden machinery industry; two companies, two very different experiences. He says (like a lot of us), “I wish I had the experience then, that I have now – but that’s life!”

An hour or so spent with Robert Muir is filled with a succession of fizzing ideas, firm opinions, obvious respect for the company he represents, optimism – and enough ‘Muir-isms’ to fill several notebooks.

## PERSONAL FILE

### HOME & FAMILY

Horton-cum-Studley in Oxfordshire. Long-suffering wife of 35 years, Georgina. Three boys: Richard, Jonathan and Adam 32, 30, and 28 and daughter Ellie 19.

### EDUCATION

Matthew Arnold Boys’ School, and Kingston College of Further Education.

### FIRST JOB

Marine Hull claims adviser to Lloyds Underwriters.

### BIGGEST INFLUENCE

My mother and father.

### ROLE MODELS

The 2015 Japanese rugby team.

### FAVOURITE BOOK

*The Turquoise Mountain* by Brian Blessed.

### FAVOURITE FILM

*Zulu* – I watch repeats every Christmas.

### MUSIC

*The Who, Rolling Stones, Rat Pack* and Bert Bacharach (eclectic!).

### FAVOURITE FOOD

Japanese cuisine.

### HOBBIES

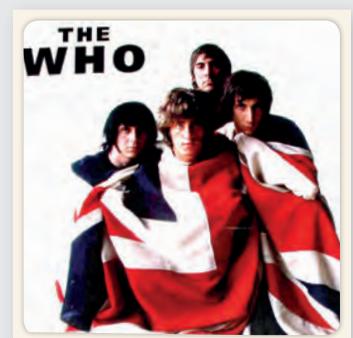
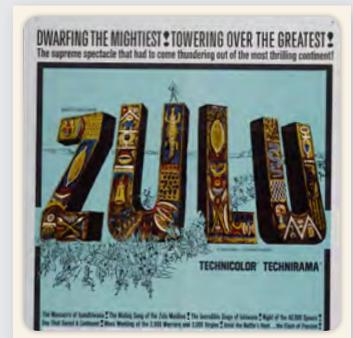
Sailing (from Fastnet to 21 years of competing at Cowes week), Skiing, off-road motorcycling (recently to Nepal and Tibet including Everest base camp, and Peru), and rugby (sadly only a spectator now).

### PLACE

Morvah Beach in Cornwall, and St Anton in the winter.

### SAYING

“Seize the day, boys, make your lives extraordinary.” (*Dead Poets Society*.)



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# 2015 SERVICE DEALER CONFERENCE

## A PROGRAMME OF FASCINATING PRESENTATIONS AND DEBATE

### CONFERENCE PROGRAMME

#### KEYNOTE SPEAKER

Kicking off the 2015 *Service Dealer* Conference, our Keynote Speaker will be familiar to viewers of BBC One's highly popular *Countryfile* programme.

Adam Henson has been a presenter on the show since 2001. He has jointly presented *Lambing Live* with Kate Humble, co-hosted *Nigel and Adam's Farm Kitchen* with chef Nigel Slater, and presented *Secret Britain* with Ellie Harrison.

He was chosen from over 3,500 applicants to feature in a regular spot on *Countryfile* where his open and straight-talking manner has proved popular with viewers.

Adam comes from a show business family. His grandfather, Leslie Henson, was a well-known comedian, actor and film producer before and after the war; his uncle is actor Nicky Henson; but the farming connection came from his father, Joe Henson MBE, a "lifelong champion" of farming and founder chairman of the Rare Breeds



Adam Henson

Survival Trust (RBST).

Joe set up the farm in 1971 to breed pedigree livestock and build interest in rare breed conservation, and later established the Cotswold Farm Park which today attracts over 100,000 visitors every year. He sadly passed away aged 82 on

5 October 2015.

Adam was born on the family farm near Guiting Power in Gloucestershire and gained an HND in Agriculture at Seale Hayne Agricultural College in Devon where he met his business partner, Duncan Andrews. After graduation, the pair travelled for over a year throughout Australia and New Zealand, working on sheep and arable stations, tea and kiwi plantations.

Adam and Duncan took on the lease of Bemborough Farm from his father, and the pair now jointly run the 650-hectare estate, growing wheat, spring barley and oilseed rape, alongside a flock of 350 commercial ewes. Adam lives with his partner, Charlotte, and their two children Ella and Alfie

Adam will speak as a customer of farm and ancillary equipment for his farm, on the state of UK farming today, diversification prospects for the future and of issues of succession within a family-run concern.

## DEBATING THE ISSUES OF TODAY – AND TOMORROW

A programme of thought-provoking debates at the *Service Dealer* Conference on 19 November will be led by panels of dealers representing the grass machinery, farm machinery, forestry and ATV/Quad sectors.

Following the keynote address by Adam Henson, three business sessions will consider three key issues:

- **DEALER OF 2020: What services will the dealer of tomorrow need to provide?**
- **IMPACT OF TECHNOLOGICAL CHANGE on service departments and new opportunities;**
- **COMMUNICATING WITH CUSTOMERS: Traditional social media.**

The topics for debates were those chosen as most important by readers of *Service Dealer* in a survey carried out earlier in 2015. The debates will be chaired by Roger Lane-Nott, former CEO of the Agricultural Engineers Association, and Chris Biddle, *Service Dealer* Editor.

The programme will conclude with our version of BBC TV's *Question Time*, with a panel considering pre-submitted questions from delegates.

The dealer panellists include representatives of multi-branch companies as well as smaller specialist dealerships.

Representing the larger dealer groups are Ian Nutt,

MD of Lister Wilder, and Alex Scott, newly appointed and third-generation MD of the T H White Group. Both companies operate a network of branches in the agricultural, grass machinery, forestry and ATV markets. David Sturges is well-known as a former manufacturer with lengthy spells at Hayter and Countax, but recently 'crossed the floor' to become General Manager at garden machinery dealership, Godfreys, which operates three branches in the South-East.

From Northern Ireland, and representing distribution and retailing, David Beck recently joined Belfast-based Cyril Johnston Ltd after a career with Ulster Television and a leading telecommunications company.

The professional turfcare sector will be covered by Steve Halley, MD of leading turf machinery supplier Cheshire Turf Machinery based in the North-West of England, while Andrew Meek of Congleton Garden Machinery will provide the perspective of a dealer who specialises in ATV/Quads as well as in

garden machinery.

Steve Bartle of The Mower Shop, near Northampton, runs a successful sales and repair dealership that has just celebrated 25 years in business, while Neale Hopley of Buxtons, in Staffordshire, founded 45 years ago, specialises in forestry equipment as well as garden machinery.

Representing the younger generation of dealers are Lewis Anderson, who has recently been appointed New Business Development Manager at Rochfords, the family-owned garden machinery distributor and retailer based in Wincanton, and James Hayes of Hayes Garden Machinery. James was a landscape contractor before deciding to set up his own garden machinery dealership in South Molton, Devon in 2011, since when he has opened a second branch at Barnstaple.

The panel line-up is correct at the time of going to press. Further names will be added nearer the event and announced in our newsletter. ●



**Adam Henson**



**Alex Scott**



**Chris Biddle**



**David Beck**



**David Sturges**



**Ian Nutt**



**James Hayes**



**Lewis Anderson**



**Roger Lane Nott**



**Steve Bartle**



**Neale Hopley**



**Steve Halley**

# CONFERENCE & AWARDS SPONSORS



We are very pleased to present the following organisations who have confirmed their sponsorship of the 2015 Service Dealer Conference & Awards which takes place on 19 November 2015.

We would very much like to offer our gratitude and

thanks to these sponsors for their invaluable support and input to our event.

Please keep an eye out for our special e-newsletters running up to the Conference & Awards date for any additional information from our sponsors and speakers.

## DIAMOND SPONSOR: (Conference and Awards) BRIGGS & STRATTON



Briggs & Stratton is the world's largest supplier of petrol engines, primarily for garden and outdoor power equipment, manufacturing around 10 million engines a year.

Founded in 1908 by Stephen Briggs and Harold Stratton, the company's familiar red, white and black logo is one of the world's best known brands.

Well-known for its innovation and continual product development, Briggs and Stratton engineers have recently announced a number of ground-breaking advances such as the new InStart system launched in 2015 which does away with the traditional rope pull and uses a rechargeable lithium-ion battery to provide push-button starting.

Briggs & Stratton engines are supported by a world-wide network of servicing dealers. Ian Small, UK Briggs & Stratton sales manager says, "It is clear that there is a pressing need for such a conference as DEALER 2020 to address the burning issues and challenges that face dealers in the coming years, and we are delighted to support the event as the Lead Sponsor."

## PLATINUM SPONSOR: (Conference and Awards) KRAMP UK



Kramp have been at the forefront of selling parts and accessories since the 1950s. When asked, Kramp defined themselves as a technical wholesale business, supplying over 325,000 products in the UK to a dealer network covering agriculture, forest and grasscare machinery and OEMs. But in order to help dealers turn parts into profit, Kramp offers a vast array of added value services, innovative concepts and dedicated technical expertise.

Kramp, whose UK Sales and Distribution Centre is at Biggleswade in Bedfordshire, are Europe's leading parts wholesaler, present in 22 countries.

Richard Kendrick, UK Marketing Manager says, "We strive to be an essential business partner for our dealers and this Conference provides an ideal opportunity for Kramp to support their efforts and plan for the future."

## GOLD SPONSOR: STIHL UK



There can be few more familiar names in outdoor power equipment than STIHL, a family company

founded in the 1920s. Throughout the years the STIHL name has stood for revolutionary technology and innovative ideas. Now, more than 80 years later, STIHL employs more than 14,000 staff worldwide and sells product in more than 160 countries globally, providing support for STIHL which has become the preferred choice of many professionals and gardeners worldwide.

STIHL GB is a wholly-owned subsidiary of the global STIHL Group. In Great Britain, STIHL products are available from more than 650 specialist Approved Dealers who offer expert customer service. Simon Hewitt, Head of Marketing at STIHL GB says, "These are exciting and challenging times for retail in Great Britain. STIHL GB is delighted to support this event which will bring dealers together to consider the future and what prospects it will hold."

## GOLD SPONSOR: HAYTER



The name of Hayter has been synonymous with British grass cutting for over half a century. As a pioneer of the rotary lawnmower, the company has become a household name offering a wide range of high quality lawnmowers for over half a century.

The Hayter motto "Makers of the Finest Mowers" tells a story - we constantly strive to produce

premium quality lawn care products – as we have since 1946. Used by homeowners and professional contractors all over the UK, Hayter mowers are a pleasure to use and will serve users well for many years. With a choice of electric and petrol products, there's a Hayter mower suitable for most households. *"Here at Hayter, quality is a way of life and we constantly strive to maintain and improve the standards upon which our reputation has been gained. Our dealers are key to this philosophy, hence why we are delighted to support this conference."*

**CONFERENCE NETWORKING SPONSOR: ARIENS COMPANY**



Ariens is another company still in family ownership. Founded in 1933, the company has grown steadily over the years through a loyal following in its US home market, and subsequently through acquisition of brands such as Gravely and Parker commercial equipment and complementary businesses including the Stens Corporation. In 2010, Ariens purchased Oxfordshire garden tractor brands Countax and Westwood. Jef O'Riley, Marketing Manager for Ariens in the UK says *"Ariens is a family company to whom a strong and profitable dealer network is central to its success. We are delighted to be associated with this exciting event."*

**CONFERENCE NETWORKING SPONSOR: BAGMA**



The British Agricultural and Garden Machinery Association (BAGMA) is

the Voice of the Dealer. Its members range across the garden machinery and farm machinery sector, members benefit from extensive support services such as banking, insurance, direct buying group and employment advice through its parent body, bira (British Independent Retailers Association). BAGMA director Keith Christian says, *"We are really pleased to be associated with this landmark conference which promises to be a highly constructive and useful day for dealers, whatever the size of their business."*

**CONFERENCE NETWORKING SPONSOR: ASSET FINANCE SOLUTIONS**



AFS Compliance is the Compliance arm of Asset Finance Solutions (UK) Ltd, one of the largest Asset Finance Brokers in the market. Formed in 2005, AFS Compliance has recently appointed a specialist to focus on the agricultural & grounds care market. *"At AFS we're able to assist in two ways,"* says Mr Mike Geddes, Commercial Director. *"First we are able to offer authorisation to dealers by making them appointed representatives, an alternative to direct authorisation by the FCA. Also, we work with a panel of 58 different lenders so that we can provide the dealer with a range of finance options for their customers. We see being involved with the conference as a way to answer questions that help and guide dealers through the compliance & authorisation minefield they face."*

**CONFERENCE NETWORKING SPONSOR: GARDENCARE**



Over the last 11 years Gardencare has become the leading garden

machinery brand for independent dealers in Northern Ireland and the Republic of Ireland. Gardencare is now bringing the same successful formula to Great Britain. Gardencare is much more than a superb range of lawnmowers and handheld machines – it's a full package of innovative dealer marketing support, a revenue-share website, back-up service and fast stock and parts delivery.

*"Gardencare is a proven success model and will now be distributed directly to dealers in England, Scotland and Wales" said David Beck, CEO. 'Dealers will directly benefit from the same best-in-class service, generous margins and market-leading 5 Year Warranties on both lawnmowers and handheld products. This is why we feel it is vitally important to support this Conference.'"*

**CONFERENCE NETWORKING SPONSOR: Kubota**



Kubota UK is a market-leading manufacturer of Construction and Tractor & Groundcare equipment. The company is celebrated the world over for its unrivalled reliability and superior build quality. Kubota's diesel engines are also widely recognised as the best on the market; and as such are in high demand across all construction, agricultural and groundcare sectors.

*"At Kubota UK, we consider our dealers to be partners in a combined task to provide the best customer satisfaction rate. Together we work to provide quality product offerings, the most advanced technologies and services that are safe and appealing. We see great value in events such as this and are delighted to be supporting the 2015 Service Dealer Conference and Awards."*

# CARVING THROUGH COMPUTING COSTS

## *Welsh dealer develops and markets workshop control system*

**S**mall family businesses are the ‘bellwether’ of our economy. Resourceful, reactive and responsive, there are no hand-outs, little in the way of grants, advice or support. When things don’t go to plan, they dust themselves down, take a big gulp, and learn from any mistakes. The key word here is ‘family’ – it is the tie that binds.

For an example, look no further than a small trading estate just off the western end of the M4. The fact that the motorway is the umbilical chord between Wales and the corporate heartland of West London possibly explains the recent growth of the Cross Hands Business Park near Carmarthen, but life here is very different from the hustle and bustle of the big city. Another world, and often another language.



The Jenkins Family - Emyr, Howell, Glynis and Gareth

The craft centre came first. Glynis, a teacher with an interest in arts and crafts, set up the business in a small unit. Shortly afterwards, Howell, who had been working for Western Farm Implements at

Howell and Glynis were able to move into the vacated Haines building at Cross Hands, and at the same time bought an adjoining parcel of land. Soon they had built one of the busiest retail destinations in the region with a catchment area of around 750,000 people.

In a feature for the July 2002 issue of this magazine, Howell told how the business mix had changed over the years since their opening. “In the early 1990s it was 55% garden machinery, but such is the growth of the craft section that it now accounts for 66%.” There was hardly a quiet moment. The spring was the peak for lawnmowers and garden machinery, whilst December was the busiest month with sales of Christmas decorations and gifts.

Soon a coffee shop was added that extended the time customers could spend in the store. Sales rose

## SOON THEY HAD BUILT ONE OF THE BUSIEST RETAIL DESTINATIONS IN THE REGION

It was here that Howell and Glynis Jenkins set up their craft and garden machinery business in 1986. They called it Garems, named after their two sons, Gareth and Emyr.

Gowerton selling farm and garden machinery, decided to go it alone. His timing proved fortuitous. Western Farm Implements folded shortly after he left, as did a local dealer, Haines Garden Machinery.



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**Emyr and Gareth with their newly developed software**

to over £1.2 million, a new database and EPOS system was installed, and in 2005 Garems formed a subsidiary, Easytech, to offer retail systems to local retailers. The following year, the company bought Swansea Business Systems, which offered a range of cash registers and EPOS equipment to merge into its own Easytech umbrella.

However, as the recession took hold in 2008, Garems encountered much tougher trading conditions. Consumer spending was reigned in, and the fact that the company was located in the midst of a trading estate probably didn't help the regular footfall required to keep the tills ringing.

In February 2010, Howell and Glynis had to close the doors of Garems. "Of course we're very sad to close the business, but the recession has had a really adverse effect on business," Howell told the *South Wales Guardian*.

"What we were finding was that although sales of arts and craft materials were down, there was still a sizable market for garden equipment in the area."

### **NEW BEGINNING**

Undeterred, the family decided that garden machinery, their reputation and knowledge still counted for much, and within months had opened a new specialist garden machinery dealer, Jenkins Garden Machinery (JGM), just a few doors away from their previous building.

There was to be no arts and crafts this time, nor coffee shop. Although as luck would have it, next-door is a specialist bike retailer that has its own coffee shop, which is often used for meetings with reps (and journalists).

This time round, however, a new dimension to the business has been added. Sons Gareth and Emyr, who were very young when the

business started, have come into the company with complementary qualifications and skills. Gareth studied Computer Science at university and is a skilled software developer, whilst Emyr has a degree in marketing.

Using the bones of their previous system, but otherwise starting virtually from scratch, JGM has been developing a workshop management system that has been trialled and adapted by hands-on experience within the service department of the business over the past two years.

"It's really improved our efficiency, reduced waiting time for our customers and given ourselves and our technicians much more information on work-flow," says Emyr, "so about a year ago, we realised that the system could be of real benefit to other dealers like ourselves."

# SMALLER DEALERSHIPS WANT TO CONTROL THEIR WORKSHOP FLOW MUCH MORE ACCURATELY

“It would suit their businesses, be easy to use and importantly, inexpensive compared with a number of other options.

“It would cut through the cost and complexity of other systems, so we decided to package and market it under the name Excalibur (King Arthur’s sword, derived from the Welsh name, Caledfwlch).

In November, Gareth and Emyr are to debut the system to dealers at the IOG SALTEX show at

Birmingham’s National Exhibition Centre.

“We can truly say that this is a system designed by a garden machinery dealer for the garden machinery industry.”

The price has been set at £80 per month for a single user, but that will include all subsequent upgrades. It will be £120 for a two-user system, then £20 for each added user above that. The company has also committed to not increase the price

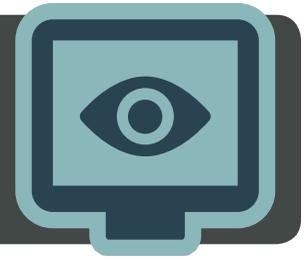
by more than 2.5% per year in real terms.

“We believe that the smaller dealerships want to control their workshop flow much more accurately than with a paperwork system, but have been put off by the cost and complexity. They also want to know that any system they install is designed for their business. Excalibur fits the bill on both of those counts.” ●



# BUSINESS MONITOR

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## YEAR-END DEALER SURVEY 2015

*Not much change in 2015 but service rates slowly creeping up*

We conducted our year-end survey during October to take the temperature of the 2015 season for UK independent dealers – and as ever we found some interesting results and garnered some strong opinions from our respondents.

In terms of Overall Business the majority (44%) reported it to be about the same as last year, however an encouraging 33% said it was in fact an improvement on 2014.

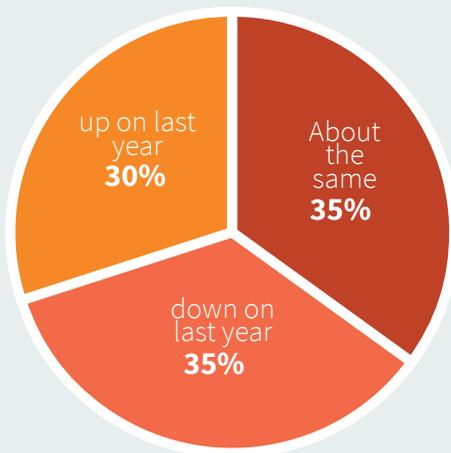
Where dealers' revenue was coming from was an interesting area. Both machine sales and parts seemed to have remained fairly constant across 2014 and 2015,

but with Service being reported as up on last year by 43%. This good news is made better by the fact that service rate prices seem to be creeping up.

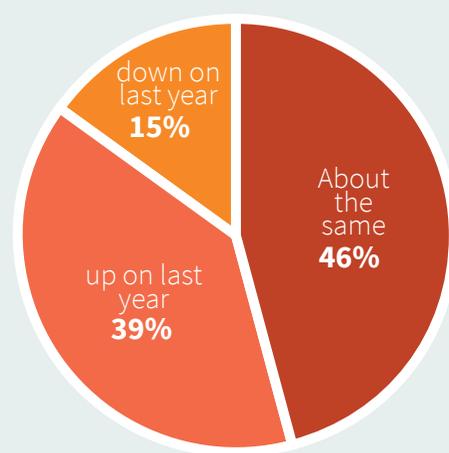
While the majority (50%) are still charging out at between £30-£40 an hour, this percentage is down from when we last asked this question, just over a year ago, when it sat at 69%. Now we're hearing that 28% of respondents are charging customers between £40-£50 an hour.

Elsewhere we're seeing that most dealers are not looking for any more staff (63%) and significantly 57% currently are not employing any apprentices.

### How have machine sales (whole goods) performed this year against 2014?



### How have your parts and accessory sales performed this year compared with 2014?

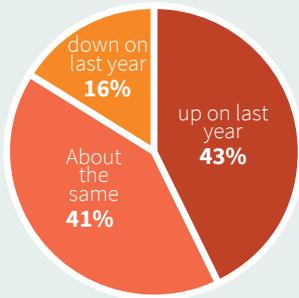


## How do you monitor the Pulse of your Business? by **FACT** or **GUESSWORK**?

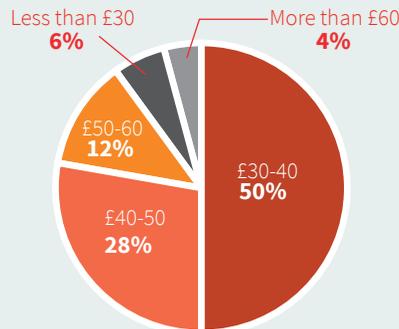
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**How has your service department/workshop performed this year compared with 2014?**



**What is your current retail labour charge out rate per hour?**



**YOUR SAY**  
**WE ASKED FOR YOUR...**

**2015 BRIGHTSPOTS**

- Seeing an up-turn at the end of the season with house sales locally.
- Rental market is much more active.
- Constant increase on previous year.
- A very busy spring through to summer.

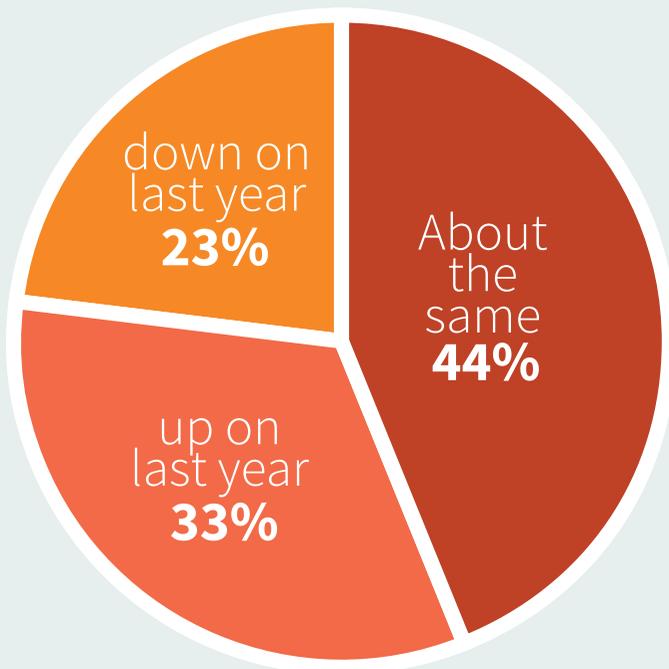
**2015 DISAPPOINTMENTS**

- Manufacturers' terms and their attitude to customers.
- Late summer and autumn were quieter than usual. Autumn seemed late to kick in due to the mild weather.
- The amount of poor product being bandied about by sheds and other fast-buck merchants – it's cheap but not when there's no back-up for it. They soon find a dealer when something is required for it.
- New machine margins being driven down, especially on what should be premium, market-leading products.

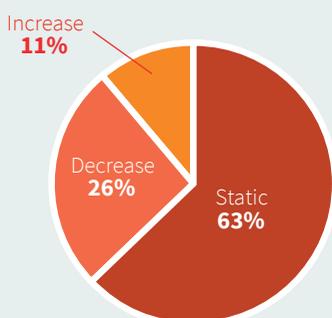
**DEALER SOAPBOX**

- The internet is a hot potato which this industry seems unable to grasp.
- There is much difficulty in finding suitable staff.
- There is a real lack of good quality, reasonably priced products available on the market.
- The market-leading manufacturers should be doing something to control excessive internet discounting.
- If dealers got together to unify servicing charging, and jointly agreed to shun the internet, we would be a much more powerful force to be reckoned with.

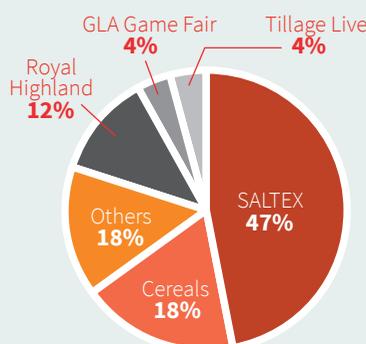
**Overall business 2015 vs 2014:**



**Staffing level this year, up, down or static?**



**Which shows did you visit/intend to visit this year?**



# SAME DAY DELIVERY ON THE HORIZON

**M**ore than 600 dealers descended on the National Motorcycle Museum for three days of presentations by Global Garden Products (GGP) in September. Two days were devoted to Mountfield and Stiga brands (with 200 dealers attending each day), the third day to the Atco brand.

GGP MD Duncan Martin opened the conferences with an overview of the market. He said that unofficial data ("because there is no centrally collated sales figure from across all selling outlets") suggested that the UK petrol walk-behind market was down by 2% in 2015 compared with last year, while garden tractors and ride-ons were up by 12%. "At GGP UK," he said, "we've had another year-on-year growth with turnover up to £43 million. Our petrol walk-behind sales were flat, which I suppose means we were ahead of the market, and our ride-ons sales were up 15%.

"The pattern across Europe is patchy. In France, petrol walk-behinds were up by 7.9% but



ride-ons were down by 4.4%. In Germany, walk-behinds were up by 0.5%, and ride-ons by 12%, so a very similar pattern to the UK."

On the product front, GGP introduced a new range of premium walk-behind mowers, three in the Stiga Twin Clip range and three new Mountfield roller rotary variations (48-53cm) with Honda or

Mountfield engines. The mowers are all manufactured with a new hybrid steel/aluminium chassis.

The other focus was on a new range of cordless mowers in the Freedom 48 range. "We recognise that consumers, and indeed dealers, have often dismissed cordless mowers as a poor relation to petrol models. Not anymore. These new mowers stand comparison in looks, feel and performance," he said.

GGP reinforced its commitment to selling products over the internet in partnership with its dealer network. "As always, we aim to be open and transparent in the way we sell online, that is the only way forward," said Duncan.

Marketing Manager Adam Godfrey said that figures suggested consumers would spend over £60 billion online next year, and added, "Research tells us that 75% of the people who visit the Mountfield Online site are in the +55 age range, and that their



priorities are first the product features, the reputation of the brand, the design – all ahead of the price.”

Finally, Duncan Martin announced plans to trial a same-day order and delivery for products online. “Other retailers are setting the bar lower and lower when it comes to delivery times. Once, 3-7 days was acceptable, now next day is becoming the norm – and we want to be in that league. It will cost the consumer extra, of course, but we believe there will be a demand.”

GGP is to trial same day delivery in selected areas next year.



# CHANGING OF THE GUARD *Hails and farewells*

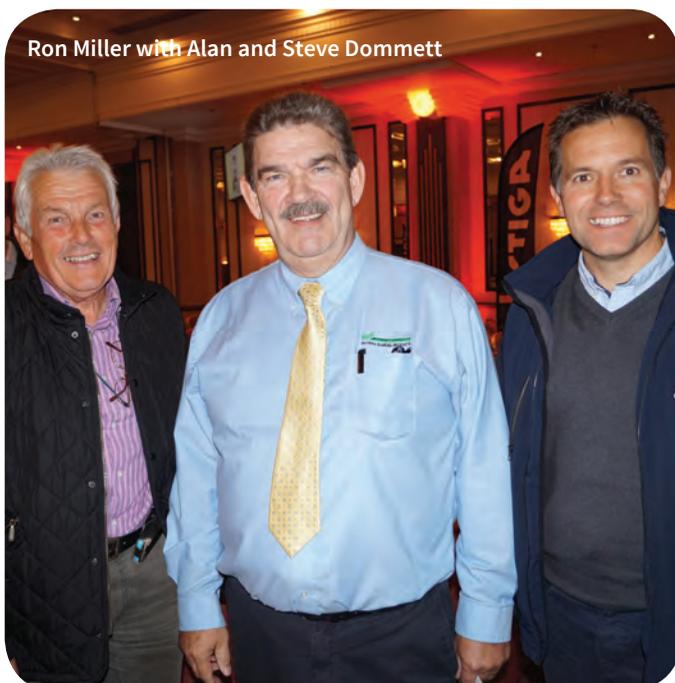
The GGP conference saw the final appearance of Ron Miller and Brendan McGinty who are both retiring, and two new faces on the stage, Territory Managers Craig James and Jack Brown.

Ron Miller, who started in the industry in 1962 before arriving at GGP (or Stiga UK as it was then) in February 2001 via Chain Saw Products and E P Barrus, ended the conference by quoting his oft-heard mantra about “orderly marketing” and favourite phrase “Quitters

don’t win, and winners don’t quit”.

He admitted to feeling sad at not being able to participate in the exciting plans for 2016 outlined to the conference, but warned, “I’ll be watching you!”

He was given a standing ovation at the start of the conference – and in a surprise presentation was handed not a ‘wet-suit set’ as suggested to complement his present home in Westward Ho! – but a sports bike handed over by Colin McCandlish. ●



Ron Miller with Alan and Steve Dommett



# NEW DATE, NEW VENUE, NEW SALTEX

*How will the IOG's bold move pay off?*



**T**he IOG's controversial decision to move its Sports, Amenities, Landscaping Trade Exhibition (SALTEX) from an outdoor environment at Windsor into the halls of the NEC Birmingham on 4 and 5 November 2015, was always going to stir up the industry.

Some people took vehemently against it, arguing how could an exhibition of outdoor powered machinery take place indoors where you can't turn the machines on, at a time of the year when demos following the show could be severely hampered by the weather?

The organisers, however, insist that the change has been met with tremendous support from both exhibitors and visitors alike. They say a packed exhibitor list containing some of the industry's biggest names along with confirmation of new exciting features, has proved this to be the case.

It certainly feels like an exhibition not to be missed, just to see how it indeed plays out.

## NEC

The new, centrally located, national exhibition venue has attracted more than 250 exhibitors representing forestry, play, groundscape machinery, artificial

surfaces, natural turf, landscaping products, pest control, line marking, waste management, sports equipment, litter and landfill, and engine fuels. In fact, show organisers had to extend the show footprint by adding an extra hall to accommodate the increased interest.

The NEC has well connected transport links to the rest of the country, with more than 75% of the UK's population being situated within just three hours from the venue.

## Education

The new-look SALTEX, which also marks the 70th anniversary of the show, will feature a comprehensive programme of free educational seminars and will, for the first time, combine with the Institute of Groundsmanship's (IOG's) annual Industry Awards dinner.

Visitors can attend any of the 47 educational seminars on the show floor, hosted by partner associations and industry experts, within the two-day LEARNING LIVE programme. The seminar theatre next to the IOG Hub will feature sports turf management panel debates with high-profile industry professionals taking centre stage. Two further theatres will feature

dedicated seminars relevant to those working in the school, play, amenity, parks, arboriculture and forestry environments.

## Young groundsmen

For young people looking to advance their careers in the groundscape industry, a half-day Young Groundsmen's Conference, sponsored by Rigby Taylor/Top Green and organised by the IOG's Young Board of Directors, will offer information on educational opportunities, a guide to what some of the top grounds managers are looking for in a young recruit, and a day in the life of the 2014 Young Sports Turf Student of the Year.

## Awards

Hosted on the evening of the first day (4 November), the IOG Industry Awards at the Hilton Metropole is set to be the UK's biggest celebration in groundsmanship; with 19 awards up for grabs, Alistair McGowan providing the after dinner entertainment and talkSPORT's Mark Siggers hosting the event.

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The IOG's Young Board of Directors has organised the Young Groundsmen's Conference

## HOW TO GET TO SALTEX

SALTEX will take place at the NEC Birmingham on 4 and 5 November 2015, and whether you are travelling from overseas or within the UK, the NEC is easy to get to by car, rail or air.

### Open Times

4 November: 9.00am – 5.00pm

5 November: 9.00am – 4.00pm

### By Car



The NEC is situated eight miles east of Birmingham city centre; its central location ensures it is at the hub of the UK motorway network. Visitors from any direction can travel to The NEC site directly using the following motorways: M1, M5, M6, M6 Toll, M40 and M42. Please note that a parking voucher (reducing the parking charge to £5) is available to all IOG members.

### By Bus



You have two options if you are travelling to the NEC by bus from Birmingham city centre.

The 900 service leaves from Moor Street Interchange and has a daytime frequency of 20 minutes. The 900 will drop you at Birmingham International Station (adjacent to the NEC) with a journey time of approximately 30 minutes.

The 38 service leaves from Moor Street Interchange hourly and has a journey time of approximately one hour.

### By Train



If you wish to travel by rail, you can get a 25% discount travelling to the NEC with Virgin Trains.

Birmingham International railway station is located right next to the NEC, in fact you can reach

the hall without even having to step outside. The NEC entrance is on the right hand side as you exit the station.

If your service does not reach Birmingham International directly you can catch a connecting train from Birmingham New Street where regular services run with a journey time of approximately 10 – 15 minutes.

### By Plane



Birmingham International Airport (BHX).

The NEC is just minutes from Birmingham International Airport.

Once you've landed you can either walk and follow signs to the SkyRail Link, which is free and has a travel time of 90 seconds, or get a taxi which you will be able to find outside the passenger terminals.

### Accommodation



Zibrant has been appointed as the official accommodation agent for Saltex 2015 and discounted rates have been secured at a number of hotels in and around the

NEC Birmingham.

To view all accommodation and find out how to claim your discounted rail tickets and car parking charge visit [www.iog-saltex.com/content/visiting/hotels-and-travel.aspx](http://www.iog-saltex.com/content/visiting/hotels-and-travel.aspx)

Visitor registration to SALTEX 2015 is free. To confirm your attendance visit [www.iogsaltex.com](http://www.iogsaltex.com)

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# DEALER DISPLAY FOR JOHN DEERE

## *Representation by regional dealers*

John Deere will be represented at SALTEX by regional dealers Farol, Henton & Chattell, Tallis Amos Group (TAG) and Turner Groundscare. The joint display will feature models from the company's range of commercial ride-on and walk-behind mowers, compact tractors and Gator utility vehicles.

New machines on show will include the X950R rear-discharge diesel lawn tractor with mid-mounted mower deck and rear high-tip collector, a 1580 TerrainCut outfront rotary mower and John Deere's biggest zero-turn mower, the ZTrak Z997R, alongside a 3045R mid-chassis compact utility tractor equipped with an AutoConnect drive-over mower deck.

The deep design of the decks available for the X950R allows a constant grass flow and copes with both very low and tall grass. A unique single multi-function hydraulic lever makes the collector and deck operation extremely convenient, and controls front-mounted implements.

The 3045R is equipped with John Deere's established automatic eHydro transmission, which combines a three-range electronic hydrostatic unit with the simple-to-use TwinTouch forward and reverse pedals. This transmission also features the unique combination of LoadMatch, MotionMatch and SpeedMatch operating modes for maximum performance and productivity in a wide range of tractor tasks.

**STAND NO. E080**



# STIHL MORE PRO CORDLESS PRODUCTS

## *Blowers, backpacks and brushcutters*

STIHL will be presenting visitors with the new BGA 100 blower, AR 3000 battery backpack and FSA 90 and 90R brushcutters – the newest additions to the company's cordless range.

Show-goers can also look forward to cordless demonstrations and additional new STIHL and VIKING products.

The new BGA 100 backpack blower boasts the highest blowing force of all STIHL hand-held blowers, blowing 14N at its most powerful; approximately 70% higher than its predecessor, the BGA 85. The innovative new machine is extremely light at 2.5kg (excluding battery) and incredibly quiet thanks to a sound power level of 90dB (A), a 10 dB(A) sound power reduction from the BGA 85.

The BGA 100 can be perfectly partnered with the new AR 3000 backpack battery to ensure a running time of up to 160 minutes off a single charge and 25% more capacity than the

AR 900 backpack battery. With comfortable, ergonomic back

support and an AP adapter with plug socket for easy charging, the AR 3000 and BGA 100 are the ideal set for professional users in need of a premium tool they can rely on.

The FSA 90 brushcutter with a cutting blade and ergonomic bike handle for trimming large areas of tough grass is powered by 36V lithium-ion PRO battery technology and features STIHL's EC Motor. Partnered with the new AP300 battery the FSA 90 runs for up to 39 minutes, with ECOSPEED load control helping extend the battery life.

Also on show will be the FSA 90R featuring an auto cut head and loop handle. With all of the benefits of the FSA 90 and a lighter weight at just 2.8kg, the FSA 90R is a powerful, reliable tool for the busy landscaper or professional groundskeeper.

As well as introducing a raft of new professional cordless machines, the new BR 450 professional backpack blower will also be showcased at SALTEX.

VIKING's range of mowers will also be on display, including the MB 756 YC, a robust pro-mower with an 80L fabric grass-catcher bag, high torque hydrostatic drive for variable speed control and an ergonomically shaped mono-comfort handlebar for easy emptying.

**STAND NO. H070**



The AR 3000

# KUBOTA TO INTRODUCE DELUXE TRACTORS

## Grand L40-II Series

Kubota will be exhibiting its new Grand L40-II Series deluxe tractors for the first time at SALTEX.

The new Grand L40-II model features an integrated cab, designed specifically for operator comfort and increased productivity. Kubota's newly branded HST Plus hydrostatic transmission advanced technology also features, delivering enhanced power, performance and durability.

The tractor has been developed to suit a wide range of user requirements and is ideally suited for use by golf clubs, landscaping professionals, local authority maintenance and for the management of professional sports facilities.

Also being exhibited at the two-day event is the 34HP STW 34 tractor, designed specifically to take on an extensive list of jobs ranging from mowing to loading work.

Kubota will also be showing its 60HP M6060 with 18x18 multi-stage transmission and hydraulic shuttle; plus the economical 26HP B2650 compact tractor, which features HST or manual transmission options for optimal control and comfort.

**STAND NO. C070**



# BRANSON TRACTORS TO LAUNCH AT SHOW

## Establishing a national dealer network

Kukje Machinery Co of South Korea has appointed the Compact Tractor Centre Ltd of Bidford on Avon as the sole importer and distributor for Branson Tractors and responsible for appointing dealerships nationwide.

Branson currently offers tractors from 21-74hp specifically marketed to groundcare contractors, local authorities and all amenity turf professionals.

Managing Director Nathan Walker said: "This is an exciting development for Branson Tractors which is strong in other parts of the world and is now seeking to expand its growing market share throughout Europe, and we are delighted that it has appointed The Compact Tractor Centre Ltd (CTC) as its sole official UK importer.

**STAND NO. J182**



# RANSOMES ELECTS LATEST MP

## Wide area mowers to be shown

Ransomes Jacobsen will be showcasing its latest Ransomes MP series. The MP Series of wide area mowers combines two alternative power units with prodigious output using either a batwing rotary or a five-gang cylinder format. Designed from the ground up with commonality at the forefront, these two mowers replace the venerable Ransomes HR6010 and the Ransomes Commander.

Other Ransomes mowers will be on the stand plus Cushman utility vehicles, Iseki tractors and turf maintenance equipment from the Turfco and Ryan brands.

**STAND NO. H090**



# ECHO

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...and of course, a leading range of commercial-grade power tools



Products not included as part of the start-up package



\* ECHO tools have a two year warranty in professional use

## DEALER MANAGEMENT SYSTEMS ARE CHANGING *Evopos will be showing how*

Denis Bullen, MD of Evopos, says: “There are quite a few software systems designed for dealerships that do a pretty good job in producing the paperwork, controlling the stock, and helping users to be more efficient.

“However, in this connected world, Evopos believes software needs to do more. It’s becoming essential for a dealership to have the very best tools in every area of its business to enable it to be truly successful, and this is where Evopos comes in.

“Customers seem to expect more from dealers nowadays. They expect displayed stock to be clearly priced and the sales process to be efficient. Customers normally appreciate reminders when a service is due, and a text when it is ready to pick up. Also it’s nice to get personal notifications when specially ordered items

are available, maybe a VIP invite to a sale preview, or even just birthday greetings.

“It’s also great if you can attract customers you would not normally get. Evopos can automatically create and populate your own mobile friendly on-line e-commerce store, and integrate with eBay, Amazon, Magento, etc.

“Another big advantage of Evopos is the price. You only pay a low monthly fee that includes support and updates. This means you see much more of the savings and increased revenue on the bottom line.”

**STAND NO. H193**



## TORO DEBUTS NEW GROUNDSCARE MOWER

*Machine features new cutting concept*

Lely will be launching a brand new Toro groundscare mower at Birmingham.

Full details of the machine, which features a new cutting concept, are being kept under wraps until the show. But the company claims the unit will have great appeal to councils and contractors looking for increased productivity and efficiency to, for example, save money by increasing the time between cuts.

The new Toro will be joined on the stand by a range of its stablemates for groundscare professionals.

They include LT3340 triple and Groundsmaster 360 zero-turn mower, with its Quad-Steer all-wheel-drive steering. Added to these will be the Groundsmaster 7210 rotary mower. The ProCore SR72 – light enough to be used on sensitive turf, but tough enough to handle the most compacted soils – will illustrate Toro’s aeration range.

Meanwhile, Lely will also be exhibiting the ever-popular TYM T503 compact tractor.

**STAND NO. H010**



## EGO POWER TO CHALLENGE PETROL

*Range of battery-powered machines*

EGO Power+ will be showcasing its range of garden equipment powered by 56-volt lithium-ion batteries as part of the brand’s continued quest to challenge petrol engine-powered alternatives.

The brand prides itself on its motto “all the power of petrol without the noise, fumes and fuss”. The company will be exhibiting its current range of products, which consists of a chainsaw, a blower, a hedgetrimmer, a lawnmower and two strimmers, alongside brand new and previously unseen products ready for the 2016 season.

EGO’s European Marketing Director, Steve Roskell, comments: “This is our first time at SALTEX and we can’t wait to show people the range. Customers and dealers alike are always impressed when they see the products in action and I’m sure that visitors to SALTEX will agree.”

The EGO Power+ range is available through Henton & Chattell’s nationwide dealer network.

**STAND NO. J052**



# PETROL AND BATTERY MACHINES FROM MAKITA

## *Extensive range on display*

Makita will feature its most technically advanced four-stroke petrol-powered grounds maintenance machinery alongside its virtually silent battery-powered machines.

The Makita grounds maintenance, landscaping and gardening range of high performance tools continues



to expand and includes chainsaws, brush cutters, hedge trimmers, blowers, mowers, pumps, stone saws and more than 500 different power tools.

Makita's technology in the MM4, high performance, four-stroke petrol engine includes a pressurised lubrication system that allows machines to be used at any angle. Ranging from 25cc for line trimmers, brush cutters and long-reach pole hedge trimmers, to 76cc for the hard-working back-pack leaf blower, the easy-starting MM4 engine benefits include four-stroke power and torque, clean exhaust emission, quiet running and low fuel consumption.

Makita's lithium-ion batteries feature in its cordless range with 18v Li-Ion line trimmers, hedge trimmers, blowers and sprayers. Now, powerful 36v machines use twin 18v Li-Ion batteries that are already being used by professional operators requiring more power and run time. Twin-battery tools include mowers, chainsaws, hedge trimmers, brush cutters and blowers.

**STAND NO. K030**

# GREENMECH SHOWS ITS RANGE

## *Professional woodchippers*

Visitors to GreenMech's stand at SALTEX will be able to discuss the many aspects of the company's extensive range of wood chippers for the professional market.

GreenMech will be showcasing its most popular chippers from compact models through to the 150mm range and up to the 190mm units.

The sales team will be on hand to offer comprehensive technical advice and explain the very flexible finance options that are currently available.

Visitors who need follow-up visits and demos can be acquainted with the nationwide network of trained dealers offering local advice and support.

**STAND NO. H075**



# ETESIA UNVEILS 2016 CALENDAR

## *Pick one up for free*

Visitors to the Etesia UK stand will be able to get their hands on the company's free 2016 calendar.

The stars of the new calendar are Alanna Saskia Thomas and Kirsty Howe, who pose alongside some

of Etesia and Pellenc's products. The girls will be joining the Etesia UK team on the stand where they will be available to sign the calendars and visitors will also have the opportunity to have a photo taken with them.

Alanna has previously appeared on ITV's hit show *Take Me Out* while Kirsty has featured in a number of music videos.

Visitors will also be able to view a range of pedestrian and ride-on rotary mowers and a range of Pellenc battery-powered equipment.

**STAND NO. C050**



# TOP-HANDLED SAWS WARNING

*Cracks appear in directive  
through online sales*

Sales of forestry equipment are an extremely valuable revenue stream for independent dealers. With a wide choice of brands on the market and choices of traditional petrol and newer battery-powered machines to stock, the sector is increasingly important.

It is, of course, worth bearing in mind though that the AEA recently repeated its advice to manufacturers and distributors of chainsaws, asking them to remind their dealers that top-handled chainsaws must only be sold or supplied to bona-fide tree surgeons or operators trained (with proof of evidence) in their use.

Chris Evans of the AEA says: "The reason for this is because we are aware that some dealers are offering these products via distance



or internet sales for general sale and supply to members of the public in some markets instead of being restricted to professionals.

"This has resulted in a growing concern from several market surveillance authorities (MSAs) in the EU including the UK. As a direct consequence of this intelligence the MSAs placed an item on the agenda of the Machinery Directive Working Group to discuss the banning of such products, and this remains the case today.

"Until recently the UK has been portrayed as a shining example of how the industry self regulates in this area, although some holes are beginning to appear in the UK which need to be plugged or we're likely to receive special attention from the authorities.

## HIGH POWER AND LIGHT WEIGHT FROM MAKITA

### *35.2cc two-stroke chainsaw added to range*

Makita has added an advanced, high-power farming class 35.2cc chainsaw to its expanding range of forestry and general timber work saws.

The company says the new EA3601F two-stroke machine develops a strong 2.4hp and with a Stratified Air Scavenging

combustion system has the cleanest possible exhaust emissions and very low fuel consumption.

The centrifugal air cleaner enhances intake performance and reliability and the spring-assisted recoil starter reduces cord pull. A primer pump makes hot or cold starting easy while an anti-icing valve bleeds warm air to the fuel lines to ensure winter reliability.

Makita says this new chainsaw is well balanced and compact, weighing 4.2kg, making the EA3601F comfortable and easy

to handle and manoeuvre in operation.

The chainsaw is fitted with a 35cm-long bar and 3/8th pitch, 0.050" gauge multi-link chain and has a 0.26L chain oil tank with automatic oiling.

Chain tension adjustment can be carried out swiftly with the tool-less system, while the chain brake can be engaged manually and automatically on kickback. This saw has ultra-low vibrations due to the Makita M2M vibration dampening mountings that effectively separates the engine and drive system from the chassis and operator handles.

The EA3601F chainsaw comes complete with bar, chain, chain cover and socket wrench.



# STIHL'S BIGGEST EVER CHAINSAW PROMOTION

## Running until mid-December

STIHL is currently running its "Biggest ever chainsaw promotion".

The promotion, which kicked-off in September, continues until 18 December with a range of free product offers that will help make chopping firewood and garden maintenance a breeze.

The company's "Biggest ever chainsaw promotion" gifts customers with premium STIHL accessories when they purchase one of a selection of STIHL chainsaws.



### PROMOTION 1 (offer worth over £30)

Buy any MS 170, MS 171, MS 180, MS 181 STIHL chainsaw and receive free of charge the following accessories:

- **1ltr MotoMix – a premixed fuel that has been specially developed for STIHL's two-stroke power tools, making sure your machines will perform better for longer;**
- **1ltr ForestPlus – a reliable chain lubrication made of high-quality mineral oils that ensures no resin build-up (even during prolonged down times);**
- **+ A HANDYCUT 16cm folding 16cm – a folding saw that quickly and precisely cuts branches up to 5cm in diameter.**

### PROMOTION 2 (offer worth over £110)

Buy any MS 211, MS 231 or MS 251 STIHL chainsaw and receive free of charge the following accessories:

- **1ltr MotoMix;**
- **1ltr ForestPlus;**
- **+ EXTREME bypass lopping shears – 83cm shears for cutting tough branches;**
- **+ Wood moisture gauge – an easy-to-use, battery powered wood moisture gauge, ideal for checking moisture in logs for burning.**

STIHL strongly recommends the use of appropriate PPE when using any chainsaw or garden power tool. STIHL and VIKING dealers offer a wide range of protective equipment and are happy to chat to customers about correct chainsaw use.

# ECHO WINS PROFESSIONAL PRAISE

## For its top-handle saw

There is much debate among professional arborists about the top-handle chainsaw. Working at height, balance, performance and reliability are critical factors for the highly trained and qualified arborist and they need the right chainsaw.

"Having the right gear to do the work quickly, efficiently and safely is imperative," says Niall Campbell, a Lead Climber for Special Branch Tree & Hedge Surgery in St Andrews, Fife.

"Nowhere is the gear debate more hotly contested among arborists than that of the top-handle chainsaw. I was lucky enough to win an ECHO CS-360TES

at the 2014 Confor APF Fair. I have been so impressed with this chainsaw."

### New design

ECHO, part of the Yamabiko Corporation, has been a leading Japanese manufacturer of professional outdoor power tools for over 30 years. In designing the latest generation top-handle chainsaws, Yamabiko says it has been acutely aware of what arborists really need.

The company says it has not just looked at one part of the chainsaw, it has looked at everything and started from scratch. This begins

with maximum control over the machine to work in the safest possible way. ECHO began by creating excellent balance and made the saws light enough to be used throughout the day, without causing excessive user fatigue.

Arborists want a clean-running saw that accumulates very little debris, so that was built in. The ECHO G-Force engine air pre-cleaner reduces the chainsaw's maintenance for less downtime and safer operation.

Next, the chain brake was slimmed down to allow the operator a clear view of what they are cutting. The ECHO Stage 2

**Grillo**  
AGRIGARDEN MACHINES



## NEW Grillo Climber 4WD

Engine:	Briggs & Stratton 22hp/27hp
Fuel Tank:	13 litres
Gears:	4 Wheel Drive Hydrostatic
Diff-lock:	On the rear axle via pedal
Clutch:	Electromagnetic
Speed:	Variable from 0 to 9km/h
Cutting Width:	92cm & 98cm
Blade:	Single with swing tips
Cutting Heights:	From 35mm to 135mm
Cutting Capacity:	7500 sqmtrs/hour
Standard eqpt:	Tow hitch, Headlights



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low emission engines with Easy Start offer effortless starting, while a patented palm rest and larger thumb space ensure greater control and operator comfort. The contoured handle is designed to fit comfortably in the operator's hand to reduce fatigue. All of which adds up to a combination of productivity with less downtime for maintenance.

Niall Campbell comments: "Having used all of the popular

arborist chainsaws, I'm extremely happy with this saw, having given it hard use in a professional environment for 10 months.

"In an industry dominated by two 'big boys', ECHO has stepped out of the shadows with an excellent product."

### New model

ECHO's initial two models of top-handle chainsaws, the CS-280TES and CS-360TES have now been

joined by a new model, the CS-2510TES which arrived in October following its first showing at the 2015 ARB Fair.

Tim Kirk, Managing Director of TFK Training, one of the country's leading independent training providers, product tested the CS-2510TES and says, "I love this top-handle chainsaw and I expect it will sell like hot cakes".

The warranty on ECHO chainsaws is two years in professional use.



## CALL FOR INCREASED WOOD CHIPPER USAGE

*Machines address the problem of effective disposal of wood, brash and bushy material*

For many years now the Environmental Protection Act, along with the Clean Air Act, has considered the commercial burning of green waste to be inappropriate.

This has therefore severely reduced the ability of using the traditional bonfire to dispose of wood waste created from the maintenance of trees and hedges.

Martin Lucas, Sales Director at GreenMech, points out there are multiple benefits of using a wood

chipper for the effective disposal of wood, brash and bushy material.

Martin says: "A chipper is defined as a mechanical means that uses sharp blades to convert bulky wood waste into a more compact form. A wood chipper can typically provide a 6:1 breakdown ratio, meaning material that would usually take six loads to dispose of can be done in one.

"A wide array of businesses, from arboretums and caravan sites

to prisons and zoos, are using chippers these days and this is great news. It is considered that this is happening for four main reasons: the increasingly stringent rules and legislation regarding commercial burning; the cost of using landfill sites; the logistical implications; and the ethical viewpoint."

### Regulations

He continues: "In addition to the Environmental Protection

Act and the Clean Air Act, other regulations also have an impact on the disposal of waste, such as the Waste Management Licencing Regulations and the Highways Act, which will monitor smoke pollution near and on public highways.

Any commercial businesses (with the exception of farms that are allowed some limited, controlled burning) can be prosecuted if they are found to be in breach of any of the listed legislation.

A typical fine, imposed by the Environmental Agency, local council or the police, is likely to be in the region of £2,500 – an amount that would go a long way towards the cost of hiring or even buying the correct equipment.

“In addition to discouraging the dumping of unnecessary material into landfill, councils will typically charge the tipper between £26 and £45 per tonne of waste. This can reach over £100 a tonne depending on the material you are disposing of.

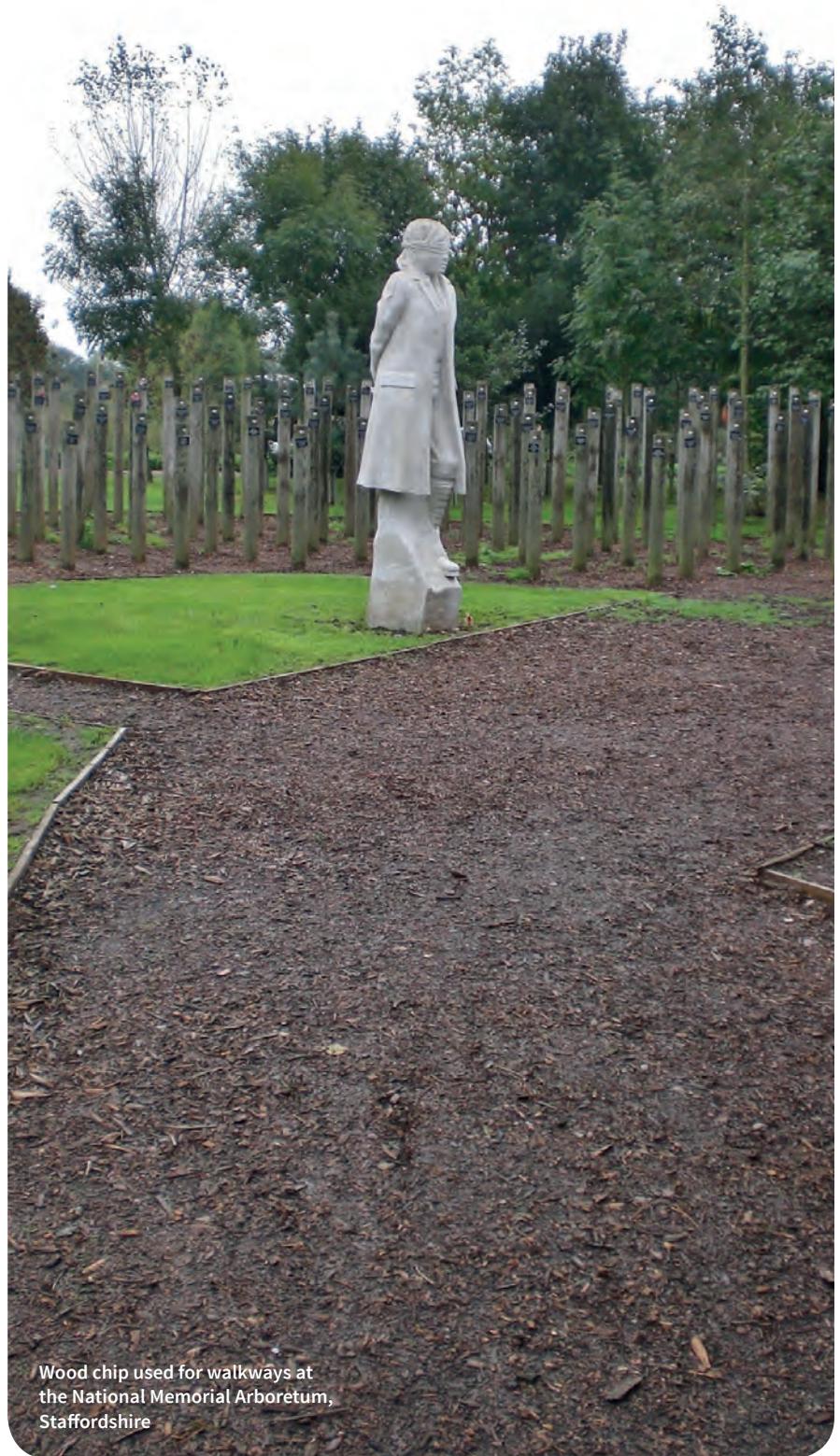
“For example, a typical chip box holds five cubic metres of chip making 1.5 tonnes per load. If we assume an average of 1.5 loads a day, over a working five-day week, we come to 11.25 tonnes. Going further, over 30 working weeks in a year we would get to a staggering 337.25 tonnes and, at £26.00 per tonne, the landfill charge would come to £8,775 in the year – not including fuel and downtime.

“In fact £26.00 is a low figure – it can climb to over £100.00 per tonne, depending on the material you are disposing of.

“With the 6:1 ratio in mind, not having a chipper would mean six times as many loads, equalling a massive amount of money spent on disposing of waste, fuel and time.

## Alternative waste uses

“As well as the logistical and financial implications, landfill should be discouraged to promote alternative uses for the material, in particular using wood waste for



Wood chip used for walkways at the National Memorial Arboretum, Staffordshire

biomass purposes, pathways or other decorative edgings. Woodchip is also used effectively as mulch around trees, where it acts as a weed suppressant and helps to retain moisture.

“It’s no surprise that another major reason why landfill is being discouraged is the impact that tipping has on the environment.

Every tonne of material that can be used for alternative purposes helps to meet the world’s challenge of reducing greenhouse gas emissions.

“The growing concerns about companies’ carbon footprints mean that clients are increasingly expecting arborists and contractors to manage their wood waste properly.”

# DOLMAR CHAINSAWS RETURN TO THE BRITISH MARKET

## Seven saws are now available

Dolmar chainsaws built a reputation for rugged reliability and performance in the British market during the 70s and 80s.

Founded in Hamburg, Germany, in 1927, Dolmar became part of Makita in 1991 and has received substantial investment to become the geographical hub of Makita's chainsaw development and production.

In certain countries, the Dolmar brand has continued to lead the market, while in the UK for instance, the blue Makita branding has been adopted to benefit from the company's power tool market leadership.

The technical specifications and

performance are identical and now the orange Dolmar saws will be available through certain dedicated Makita garden machinery distributors.

### Models

Seven Dolmar saws are available including the 31cc top-handle PS310TH with 30cm bar; the PS32CTLC 35cm bar lightweight, entry level saw; the PS350SC and the 34.7cc and PS420SC, 42.4cc semi-professional specification saws with 35cm and 45cm bar lengths respectively. The 50cc PS500C model is known as the "farmers" saw, an economic model with full professional specification.

The Dolmar inventory for the UK market is completed with the PS6100 saw which does the job of a felling saw and debranching saw in just

one machine. This rugged 61cc saw weighs just 6kg, delivers 4.5hp and runs up to 13,800rpm. The full specification includes a 45cm bar, the easy-change, long-life air filter system for extended working time between services with low fuel consumption and ultra low emissions.

The top of the Dolmar range is the 78.5cc PS7910 saw with 5.7hp and the SLR exhaust system for fuel efficiency and low emissions.

### Features

All Dolmar chainsaws feature effortless starting, either with a spring-assisted pull cord or a decompression valve; a vibration damping system of sprung fulcrums which effectively separates the machine motor and drive from the operator grip handles; catalytic or other exhaust systems for low emissions and fuel efficiency; simple lateral or tool-less chain tension adjustment; automatic oil pumps; and a quick-acting inertia and manual chain brake for safe operation.



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# PELENC OFFERS LIGHT PRUNER

## *Selion C21 HD chainsaw*

Pellenc has launched the Selion C21 HD chainsaw, which it claims is the lightest professional pruner on the market at 2kgs.

Pruning requires specialised knowledge and suitable equipment. Pellenc says it offers arborists a model that will meet their expectations in terms of weight, balance, manoeuvrability, and power. Equipped with numerous innovations, the company boasts that the new chainsaw has an exceptional power to weight ratio and allows users to work without noise pollution, without pollution and with unmatched working comfort.

**Four innovative safety features include:**

- **Kick-back sensor with electronic start-up.** It instantly triggers an electric chain brake in the event of a fall or kick-back, and is eight times more rapid than a petrol-operated chainsaw chain brake.
- **Low kick-back Oregon chains.** The rebound effect, if it occurs, will be much less violent than on a conventional chain saw.



- **Self-diagnostic system of the tool.** The Selion verifies that the electronic kick-back sensor is operational upon first use; if it is, the machine will operate.
- **Start-up trigger.** Double press start-up prevents accidental operation of the saw.

As with all other Pellenc products, the Selion C21 HD chainsaw uses

the ultra-high capacity technology of the Pellenc lithium battery and guarantees non-polluting, odourless operation with quick start-up and up to one day battery life when fitted with the Poly 5 wULiB battery.

All Pellenc tools now come with a comprehensive three-year commercial warranty as standard.

Pellenc is sold exclusively in the UK by Etesia UK.

# PROTECTIVE CHAINSAW WORKWEAR

## *New range available from Makita*

Makita has introduced a new and extensive range of protective workwear for professional and domestic operators.

Hire companies that rent out chainsaws must also provide protective clothing to operators and this new range is available to complement the current chainsaw helmets and chainsaw operators' boots. The Makita Starter Safety Kit contains chainsaw trousers, a helmet with ear and eye protection, and safety gloves.

The new chainsaw trousers are available in five styles including bib and brace (B&B) versions. All deliver safety protection to the European EN381 Class 1 standard where a saw has the chain running at a maximum of 20 metres per second, the equivalent of 45mph. The trousers are made to Type A regulation which provides protection to the front of the legs.

The chainsaw protective fabric works on a number of principles. The outermost layer can be

made both tough and slippery, to protect against trivial damage such as snags caused by brambles which could compromise the filler material. Beneath this, long, loose fibres of Kevlar are laid in nine layers. When a saw contacts the trousers, the outer layer is immediately cut through but the inner is drawn out and wraps around the saw's drive sprocket, locking it solid and halting the chain, preventing damage to the operator's leg.



Trousers should be slightly loose, enabling the chain to pull excess stopping fabric into the chain mechanism, but not too loose so that they don't snag on branches or tree limbs.

Damaged trousers must be immediately disposed of.

The Makita chainsaw trousers are

available in five waist sizes from 32" to 40". Entry level trousers and B&B versions in green are made from 50% cotton and 50% polyester, while grey Super Trousers, Grey Super B&B and Orange Pro Trousers are 100% polyamide. The Pro Cutting Jacket also meets the EN381 protection standard, while

the Working Jacket and Working Jacket Super are also available.

Makita's Starter Safety set contains protective forester trousers in line with DIN EN 381 standard, protective helmet with a visor, ear protection in line with the DIN EN 397 standard and protective gloves for chainsaw use. ●



# PROFESSIONAL ADVICE



**Jaime Bray**  
Treetop Arboriculture Owner







EY2650H25H

“This Makita telescopic pole saw is a faultless machine”

Treetop Arboriculture undertakes all professional tree work maintenance in domestic and commercial operations.

“The reach of this pole saw at 3.9m extended is a blessing and the balance is excellent. Plenty of torque with low vibrations and noise levels. And it starts first time, every time and has never missed a beat. Fuel consumption is so good you sometimes wish it will stop so you can take a break!”

The Makita Mini-4-stroke engine is in line with Treetop Arboriculture's commitment to efficiency, safety and reduced environmental impact.



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# JOHN DEERE REPLACES TRAINING PROVIDER

## *ProVQ takes over responsibility*

John Deere has appointed ProVQ as its new partner to deliver the company's award-winning apprentice training programmes, replacing the previous provider, Babcock.

ProVQ's sister company, ProAuto, started business in 1999, offering high-quality technical training courses for adult technicians working in the automotive industry. ProVQ was established in 2005 to apply this training expertise to apprentice programmes, developing a full range of services including apprentice recruitment, training, vocational assessment and qualifications; the two companies merged in 2013.

Today the company trains more than 600 apprentices and many hundreds of adult learners on technical, parts and customer service programmes, working in national partnership with businesses such as Toyota Lexus, Porsche Cars, Mitsubishi and Halfords.

John Deere apprentices who are already enrolled with Babcock on the Ag Tech, Parts Tech, Turf Tech and Customer Service Tech programmes will transfer directly to ProVQ, as will the staff that currently look after them, both in the field and during their residential training blocks.

### New centre

For the new training year starting this autumn, first year apprentices will be based from November at a new Apprentice Training Centre located at Radcliffe-on-Trent, 15 minutes away from John Deere Limited's headquarters at Langar,

Nottingham. The second and third year apprentice programmes will then transfer to the new training centre from Babcock's premises at Ruddington.

"I believe this new partnership with ProVQ will enable our apprenticeship training to maintain its position as the benchmark programme for the agricultural and turf industries," says John Deere Limited training centre Manager Richard Halsall.

"The arrangements we have put in place to ensure continuity of training provision should make the transfer as seamless as possible."

A new dedicated registration page is now live on the ProVQ Apprenticeship finder website, at <http://apprenticeshipfinder.co.uk/john-deere>. This provides a short

description of each of the John Deere apprentice programmes and a link to the application form.

### Highly technical company

"For quite a number of years now my company and I have worked within the light vehicle automotive sector, but my career background is in heavy diesels and it's great to be back!" said ProVQ Ltd Managing Director Julian Lloyd.

"We are a highly technical company with a firm focus on training quality. My senior team and I are timed-served vehicle technicians and education specialists, and we're confident that through close partnership with John Deere and its dealers we can make this apprentice training programme a prime example of how it should be done."

The screenshot shows the ProVQ Apprenticeship Finder website. At the top, it says 'APPRENTICESHIP finder your route to a professional career' and 'ProVQ' with the European Union logo. The main banner features a John Deere tractor and harrow in a field. Below the banner is a green bar with 'Welcome to John Deere Apprenticeships' and an 'APPLY NOW' button. Underneath are four dark grey boxes for different apprenticeship roles: Agricultural Technician Apprentice, Turf Technician Apprentice, Parts Technician Apprentice, and Customer Service Technician Apprentice. To the right is a 'Latest Positions' section with a search bar and a 'Search' button.

ProVQ's website

# KRAMP ACADEMY ADDS COURSES

*And new locations as well*

Kramp Academy, the training programme for Kramp dealers, has introduced 3 new courses and 2 new locations for its 2015/2016 season.

The Academy, which has been running now since 2012 offers affordable training in areas that traditionally are not covered by other training programmes. Each course is tailored to improve skills and knowledge and ultimately increase a business's efficiency. New courses for this year include an Introduction to Marketing, Introduction to Business Finance and Management Finance training.

Kramp Academy courses are located at the Kramp Sales and Distribution Centre in Biggleswade, The Royal Agricultural University in Cirencester, SRUC Barony Campus in Dumfries, Askham Bryan College in York and new locations at Reaseheath College in Cheshire and SRUC Campus in Aberdeen. Each centre is selected for its dedicated training facilities enabling the Academy to offer the best training to all attendees.

Courses run from October through to March.

Kramp dealers can register for places through the Kramp webshop and the full course brochure is available now.



## APPRENTICE OF THE YEAR AT ERNEST DOE

*Liam Taylor wins accolade*



Angus Doe and Liam Taylor

Ernest Doe apprentice Liam Taylor has won the prestigious Apprentice of the Year accolade at South Worcestershire College.

Liam was selected out of more than 120 students who are undertaking apprenticeships at the college. The college have seen Liam grow and mature very quickly over the past two years, with his skills becoming invaluable to the Ernest Doe Fulbourn Branch.

Service Director Angus Doe said: "This proves yet again the merits of apprenticeships. Liam has had comprehensive tuition, not only at college, but also on the job; where he has been mentored by the experienced service team at Ernest Doe Fulbourn. We're very proud of what Liam has achieved and we have presented him with our own reward to add to the college silverware that he has already received."

Liam is one of Ernest Doe's Professional Groundcare apprentices who support key franchises such as Ransomes Jacobsen and New Holland compact tractors.

# PROFESSIONALISM PROMOTED AT UK DAIRY DAY

## *IAgrE stress importance of Parlour Safe scheme*

IAgrE attended the Learning and Development Zone at the UK Dairy Day on 16th September, at the International Centre in Telford, Shropshire, promoting the importance of professionalism for milking equipment technicians.

"We were promoting the Parlour Safe scheme which we administer on behalf of the Milking Equipment Association and the Agricultural Engineers Association. It's relevant for all engineers and technicians who are installing, maintaining and repairing milking equipment.

"Technicians are the 'engine-room' of every dealership, and as an industry we have to ensure we provide them with a recognisable career pathway to the benefit of

their employers, customers - and of course themselves. In doing so it will make the industry more attractive to new recruits and help dealers retain their highly valued technicians," said Alastair Taylor CEO of IAgrE.

The Parlour Safe scheme aims to improve working practices, meet the needs of the farmer and associated animal health, milk quality and farm assurance requirements and provide the career platform to inspire young people to enter the industry as qualified dairy technicians and is a further sign that the technician working on vital and costly equipment has been fully trained.



IAgrE has recognised and approved a number of manufacturer's apprenticeship schemes for dealer technicians. These are run in conjunction with manufacturers' training courses and form part of the industry's Landbased Technician Accreditation Schemes (LTA).

## JERRY GAINS LTA4

### *Highest technician award*

Jerry Stansfield based at Farol, Byfield has been awarded LTA 4 (Landbased Technician Accreditation), the highest award for a technician, who next year will see 25 years of service for the John Deere Dealer.

The LTA scheme is backed by many major manufacturers in the agricultural, forestry, groundcare and horticultural sectors providing a nationwide benchmark for monitoring and accessing technicians. LTA 4 is the highest achievement for a professional technician and is achieved after completing the first three tiers with a proven and accessed track record.

Jerry started with Farol back in 1991 and has remained with the company to become one of its most professional technicians and the LTA has shown his exceptional diagnostic and technical abilities together with customer and technical mentoring skills.

"The most challenging part of the exam was fixing unknown faults within a set time, but that's also my

favourite part of my everyday job – a challenge," commented Jerry.

With a keen interest in farming and engineering it seemed an obvious path for Jerry to take and he actively encourages the apprentices at the depot. "It's a varied and interesting career and you're at the cutting edge of technology; hard work produces high award." ●



Jerry Stansfield of Farol Ltd being congratulated by Christian Nightingale of John Deere

# PRODUCTS

## CONTACT:

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@ chris@servicedealer.co.uk

@ steve@servicedealer.co.uk

## DOMESTIC & COMMERCIAL

# INAUGURAL FGM CLAYMORE DEALER DAY A SUCCESS

*Over 100 dealers introduced to upcoming products, Steve Gibbs reports*



The inaugural FGM Claymore Dealer Day took place at Norton Grounds Farm in Chipping Campden, in the heart of the Cotswolds, in September.

A very successful event, it attracted over 100 dealers from across the country to view and get hands-on with FGM's full range of brands.

MD Paul Butterly kicked off proceedings telling the assembled visitors that it was 25 years ago this week that FGM made its UK debut, first exhibiting at the IOG show at Kempton Park – then following on to Windsor. With the demise of the Windsor show, Paul told the dealers that he wanted an event where the company could allow the guys to turn the machines on and get a feel for them in a real, working environment.

In a series of 15-minute sessions per brand, led by FGM staff, the dealers moved around the site, learning what was in store for 2016.

## Masport

Steve Hughes from Masport in New Zealand had flown in especially for the event, with FGM being the brand's longest



standing European distributor. He had a range of mower sizes to introduce, both push and self-propelled, including a new 19" 3-in-1 alloy model and a mower with a small chipper attached to the deck.

## Snapper

Laurence White explained how the Briggs & Stratton owned Snapper brand would only ever be available through the independent dealer channel. He had a comprehensive range of walk-behinds and ride-ons to show in a large breadth of sizes and specifications (the smallest 28" rider being affectionately known as 'Forest Gump!'). Emphasising the brand's exclusivity to dealers, he said, "It's all about selling the sizzle, gentlemen. Why run with the crowd?"



## Simplicity

Peter Little took everyone through this higher-end, premium range. He explained how there are two new additional rider models coming soon and how machines such as the Conquest have features that the company believes aren't found anywhere else.



## Apache

Peter Little also explained its own brand Apache range. He said how FGM was able to source quality and good value machines from manufacturers around Europe, providing dealers with machines such as scarifiers and sicklebar mowers that are good for both sales and hire departments.



## Tanaka

Jon Beadman introduced the Tanaka machines that will include 11 brushcutters for 2016. He explained how all the brushcutter models feature solid direct drive to

the head and with low vibration levels they are very suited to being sold into local authorities that can use them for longer working days.

Other models included the Smart-Fit combi system, blowers, chainsaws and line-trimmers.



## Walker

Clive Pentecost extolled the virtues of the Walker range of zero-turn mowers. He explained how they are very quick and nimble machines, which are different from other zero-turns with their sensitive finger-tip controls. He pointed out that for servicing all the components are very accessible.

# Mountfield

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### Orec

Paul Baylis talked through the Japanese-made Orec machines, which included several heavy-duty, walk-behind brushcutters. He said: "If you can push it over, these machines can cut it."

Also in the range were two banking machines for slope work. Adjustable handles and easy-to-use controls made these machines particularly suitable for local authority work on verges etc.



After a fish and chips lunch, the guests were then treated to a Stihl Timbersports demonstration by ex-British Champion, Spike Milton, with a couple of dealers joining in on a bush sawing competition. This was followed by possibly the most important part of the day – the opportunity for the dealers to get hands-on and try out any of the machines they had been introduced to during the morning session.

Paul Butterly told *Service Dealer*, "We're delighted with how today has gone. This is the future for us. We've had over 100 dealers here today and we fully expect this to grow in the years ahead. You can't beat being able to actually turn on the machines and test them for yourself."

### DOMESTIC

# COBRA CLEANS UP

## *Range expanded*

The Cobra range has recently expanded to include four new petrol-powered chainsaws.

Options range from 14" to 20", with prices starting from £149.99, and feature a Walbro carburettor. The chainsaws are powered by two-stroke Cobra engines, with the larger machines having 52cc and 62cc engines.

Also available is Cobra's BV26C blower vac. The 26cc petrol-powered machine is powerful yet lightweight and can be used in both medium and large areas of the garden. It switches from blower to vac with complete ease by simply changing the tubes.

Finally, Cobra's 5-in-1 petrol multi-tool system features include all the added extensions needed for every part of the garden. It features an ergonomic loop handle and a 0.5-litre capacity 26.3cc engine.



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## DOMESTIC

# EGO POWER INTRODUCES BATTERY RANGE

*UK trade press introduced to cordless models for this year and next, Steve Gibbs reports*

EGO Power introduced its range of battery-powered garden machinery to the UK trade press recently and gave a sneak preview of the 2016 products.

Held at Hicknaham Farm in Burnham, Buckinghamshire, Peter Melrose, European President and Steve Roskell, European Marketing Director, took the assembled press through the Ego range which is currently available through Henton & Chattell supplied dealers. Based around a 56-volt lithium-ion battery and a quick charger, this year's range of products consists of a lawnmower, a chainsaw, a blower, a hedgetrimmer and two trimmers.



The currently available EGO mower

## A challenge to petrol

Steve Roskell commented: "We describe EGO as having 'Power Beyond Belief' and it really does have to be experienced to fully appreciate what we are saying. Our lithium-ion lawn mower is a direct challenge to petrol, electric and cordless garden products and we're confident that consumers will see and feel the difference."

Peter Melrose echoed these sentiments saying, "Our battery is fundamental to everything we are trying to achieve and we're confident we've got this 100% correct. We also have the fastest charger on the market, with a full charge from flat to capacity taking just 30 minutes. This would achieve 45 minutes of cutting time with the mower."

Peter was keen to stress these products are only sold through independent dealers. Ego needs its story to be told by specialists who can take their time to sell the benefits of the range to consumers. The company is providing dealers with support such as POS materials and is getting about promoting the range at events



Steve Roskell with the hedge trimmer

such as the Henton and Chattell roadshows, as well as Saltex and other European shows.

It is intending to get out and tell its story at lots more, assisting dealers at local events and county shows with its mobile demonstration unit.

## More machines for 2016

2016 will see an increase in the number of products offered to dealers. There will be four mowers, four line trimmers, three hedgetrimmers, two chainsaws and a new leaf blower. Also higher capacity batteries will be offered with certain models.

The press then got a chance to get hands-on with both the current range and with some working prototypes of the 2016 machines. The quietness and smoothness in operation of each unit was instantly apparent, with the chainsaw in particular offering a very non-intimidating use for the novice.



Peter Melrose with the chainsaw

## COMMERCIAL

# CITY CUT HEAD LAUNCHED BY PELLENC

*For use on the Excelion 2000 brushcutter*

Pellenc has launched the City Cut for use on the Excelion 2000 brushcutter which is suited to the maintenance of urban spaces and weeding without pesticides or projections.

The counter-rotation technology, which is exclusive to Pellenc, sold in the UK by Etesia, avoids plant, gravel, stones and debris from projecting and causing damage to surrounding areas. It also meets the “Zero Phyto” charter for alternative weed removal in urban areas.

The Excelion 2000 cow-handle brushcutter fitted with the new City Cut head prevents almost 98% of the direct emissions of a petrol engine. Users who decide to recharge Pellenc batteries with the Solerion solar charger see the CO<sub>2</sub> emissions totally eliminated, and in addition an important factor for the commercial operator, vibration levels of 2.3ms<sup>2</sup>.

As with all other Pellenc products, the Excelion 2000 uses the ultra-high capacity technology of the Pellenc



lithium battery and guarantees non-polluting, odourless operation with quick start-up and up to 4.5 hours of continuous operation.

The Pellenc ULB battery range is designed for professional tool use. ULB batteries allow the user to work for up to a full day on a single charge.

## COMMERCIAL

# A LIGHTER SPRAYER FROM BERTHOUD

*Battery-powered unit is also quicker to recharge*

A new version of the Berthoud professional-specification knapsack power sprayer uses a faster charging battery that also trims a significant amount of weight off the operator's back.

Powered pump drive in place of manual operation makes the Berthoud Vermorel 3000 Electric less tiring to use over long periods, while the electronic pressure control provides accurate and consistent spraying performance, with fast spray shut-off and self-calibration among its other features.

Weighing 6.2kg complete with battery, the 3000 is more than 1.5kg lighter than its predecessor.

An ergonomic frame and harness similar to that used on top-end rucksacks is the key to comfortable use of all models in the Berthoud Vermorel range. Air can circulate between the sprayer and operator's back, while support pads and wide padded shoulder and waist straps hold the sprayer securely in place.

The new sprayer has a light-weight lithium-ion battery housed neatly beneath its 18-litre translucent tank. Unlike a conventional battery, it charges faster and provides consistent performance until fully

discharged, rather than gradually tailing off.

The battery will typically last for five to six hours depending upon the spray pressure used but takes no more than two and a half hours to regain full power. Four LEDs on the control panel indicate the charge status in 25% increments.



## DOMESTIC

# ETESIA START AN EVOLUTION

## *Two new pro pedestrian models*

Etesia has launched two professional pedestrian rotary mowers – the PHCT and PHCS PRO 46 Evolution models.

The two new models offer versatility with the ability to cut, collect and mulch without the need for an accessory.

Built upon the DUOCUT concept of combining 100% collection and 100% mulching decks together, the new PRO 46 models work by crushing the grass finely, even if it is long and wet.

With no tool or blade change necessary, simply place the removable insert under the deck to mulch and remove the insert to mow, with or without collection. The smooth surfaced insert completes the shape of the deck and enables the grass to move easily for mulching.

Both the PHCT and PHCS have a cutting width of 46cm with seven adjustable cutting heights ranging from 28-85mm. Both mowers come complete with a



grass box capacity of 56 litres.

Fitted with a 5hp Honda engine, the PHCT is a single-speed model and the PHCS is a push model. Both units offer low vibrations with 'soft grip' handle bars which can fold for easy transportation.

A rear roller kit for striping will be available on the PRO 46 models soon.

## AGRICULTURAL

# NEW KIOTI MODELS AVAILABLE

## *Reco adds to CK10 tractor series*

RECO has launched two new models into its CK10 tractor series from Korean manufacturer Kioti.

The new CK3510 (35hp) and CK4010 (40hp) models feature a high-displacement Kioti three-cylinder, 1,847cc diesel engine and are offered with either a Manual gear box with nine forward and three reverse gears or a three-range Hydrostatic transmission.

Along with a quiet, low vibration experience, the new CK10 models offer enhanced safety and comfort for the operator.

As with all models in the Kioti product range these models feature a modern and self-supporting one-piece bonnet design that provides the operator with excellent visibility and enables quick and convenient access for maintenance.

Additionally, the ergonomically designed suspension seat, power steering and conveniently located controls allow the operator to ride in comfort.

The HST models feature a new dual pedal design

which makes driving easier with smoother forward and reverse engagement.

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# EVENTS 2015-16

## NOVEMBER 2015

- 4-5 IOG Saltex 2015, Birmingham NEC  
[www.iogsaltex.com](http://www.iogsaltex.com)
- 10-14 Agritechnica 2015, Hanover, Germany  
[www.agritechnica.com/home-en/](http://www.agritechnica.com/home-en/)
- 14-15 Anglesey Winter Show  
[www.angleseyshow.org.uk](http://www.angleseyshow.org.uk)
- 19 Service Dealer's Dealer 2020 Conference & Awards, Belfry Hotel, Oxfordshire  
[www.servicedealer.co.uk](http://www.servicedealer.co.uk)
- 30-1/12 Royal Welsh Winter Fair  
[www.rwas.co.uk/winter-fair/](http://www.rwas.co.uk/winter-fair/)

## JANUARY 2016

- 5-7 Oxford Farming Conference  
[www.ofc.org.uk](http://www.ofc.org.uk)
- 19-21 BTME 2016, Harrogate International Centre  
[www.btme.org.uk](http://www.btme.org.uk)
- 20-21 LAMMA 2016, East of England Showground  
[www.lammashow.co.uk](http://www.lammashow.co.uk)

## FEBRUARY 2016

- 6-11 Golf Industry Show, San Diego, California  
[www.golfindustryshow.com](http://www.golfindustryshow.com)
- 7-11 Spring Fair 2016, Birmingham NEC  
[www.springfair.com](http://www.springfair.com)
- 9-11 World Ag Expo, Tulare, California  
[www.worldagexpo.com](http://www.worldagexpo.com)
- 10-11 Executive Hire Show, Ricoh Arena, Coventry  
[www.executivehireshow.co.uk](http://www.executivehireshow.co.uk)
- 16-17 Totally Tools, Ricoh Arena, Coventry  
[www.totallydiy.co.uk/content](http://www.totallydiy.co.uk/content)
- 16-18 Salon du Végétal, Angers, France  
[www.salonduvegetal.com](http://www.salonduvegetal.com)

## MARCH 2016

- 18-03 Ideal Home Exhibition, Olympia, London  
[www.idealhomeshow.co.uk](http://www.idealhomeshow.co.uk)
- 19-20 West County Game Fair, Shepton Mallet  
[www.westcountrygamefair.co.uk](http://www.westcountrygamefair.co.uk)
- 31 CountryTastic, Three Counties Showground, Malvern  
[www.threecounties.co.uk/countrytastic](http://www.threecounties.co.uk/countrytastic)

## APRIL 2016

- 16-17 BASC Gamekeepers Fair  
[www.bascgamekeepersfair.co.uk/](http://www.bascgamekeepersfair.co.uk/)
- 26-28 The Commercial Vehicle Show, Birmingham NEC  
[www.cvshow.com](http://www.cvshow.com)
- 21-24 Harrogate Spring Flower Show  
[www.flowershow.org.uk/spring-show-2016](http://www.flowershow.org.uk/spring-show-2016)

## MAY 2016

- 2 North Somerset Show  
[www.nsas.org.uk](http://www.nsas.org.uk)
- 14-15 Nottinghamshire County Show  
[www.nottinghamshirecountyshow.com/](http://www.nottinghamshirecountyshow.com/)
- 11-13 Balmoral Show, Belfast  
[www.balmoralshow.co.uk](http://www.balmoralshow.co.uk)
- 24-28 Chelsea Flower Show  
[www.rhs.org.uk/shows-events](http://www.rhs.org.uk/shows-events)
- 19-21 Devon County Show  
[www.devoncountyshow.co.uk](http://www.devoncountyshow.co.uk)
- 28 Shropshire County Show  
[www.shropshirecountyshow.com](http://www.shropshirecountyshow.com)
- 28-29 Herts County Show  
[www.hertsshow.com](http://www.hertsshow.com)
- 30 Surrey County Show  
[www.surreycountyshow.co.uk](http://www.surreycountyshow.co.uk)

## JUNE 2016

- 1-2 Staffordshire County Show  
[www.staffscountyshowground.co.uk/staffordshire-county-show/](http://www.staffscountyshowground.co.uk/staffordshire-county-show/)
- 1-2 Suffolk County Show  
[www.suffolkshow.co.uk/](http://www.suffolkshow.co.uk/)
- 1-4 Royal Bath & West Show  
[www.bathandwest.com/royal-bath-west/97/](http://www.bathandwest.com/royal-bath-west/97/)

- 9-11 Royal Cornwall Show  
[www.royalcornwallshow.org](http://www.royalcornwallshow.org)
- 15-16 Cereals 2016, Boothby Graffoe, Nr Lincoln, Lincs  
[www.cerealsevent.co.uk](http://www.cerealsevent.co.uk)
- 16-19 BBC Gardeners' World Live, Birmingham NEC  
[www.bbcgardenersworldlive.com](http://www.bbcgardenersworldlive.com)
- 17-19 Three Counties Show, Malvern  
[www.threecounties.co.uk/threecounties](http://www.threecounties.co.uk/threecounties)
- 21-22 Cheshire County Show  
[www.cheshirecountyshow.org.uk](http://www.cheshirecountyshow.org.uk)
- 23-26 Royal Highland Show, Edinburgh  
[www.royalhighlandshow.org](http://www.royalhighlandshow.org)
- 26 Derbyshire County Show  
[www.derbyshirecountyshow.org.uk](http://www.derbyshirecountyshow.org.uk)
- 29-30 Royal Norfolk Show  
[www.royalnorfolkshow.co.uk](http://www.royalnorfolkshow.co.uk)

## JULY 2016

- 5-10 Hampton Court Flower Show  
[www.rhs.org.uk/shows-events](http://www.rhs.org.uk/shows-events)
- 8-10 Kent County Show  
[www.kentshowground.co.uk](http://www.kentshowground.co.uk)
- 12-14 Great Yorkshire Show  
[www.greatyorkshireshow.co.uk](http://www.greatyorkshireshow.co.uk)
- 16 Camborne Show  
[www.camborne-show.org.uk](http://www.camborne-show.org.uk)
- 20-24 RHS Flower Show, Tatton Park  
[www.rhs.org.uk/shows-events](http://www.rhs.org.uk/shows-events)
- 23 Mid Devon Show  
[www.middevonshow.co.uk](http://www.middevonshow.co.uk)
- 26-28 New Forest & Hampshire County Show  
[www.newforestshow.co.uk](http://www.newforestshow.co.uk)



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### Advertise with Service Dealer

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01491 837 117

edward@theadplain.com

# JIM GREEN



## JIM GREEN SAYS

That young Mr Biddle and I have been together since day one of this esteemed organ. Now that he's off to strap on his pads, ski the Matterhorn or prop up El Vino's, I suppose I'll have to plead to retain my number 11 place in the *Service Dealer* batting line-up.

This issue, I've been delving into the archives, mainly from the pre-Millennium era (before those digital

things), to bring you a reminder of some of the faces that have graced these pages over the years. Many are sadly no longer with us, but they made a mark and will never be forgotten.

These are just a small selection from a huge collection – we hope to publish more in time.



Mike Blair and Peter Rochford



Tony Bourke, Chantal and Roy Ashwell, and Chris Biddle at Cologne dinner



Gerry Cohen, Bob Buckingham and Colin Gale at Twickenham



Bill Jackson with Miss Sweden



Bryan Peachey and Ray Brown on a trip to Briggs & Stratton



Duncan Martin wins bike at GLEE (repainted and represented to Ron Miller?)



Rene Orban takes over from Bryan Hurtley at Kubota



Gerry Cohn, Vic Brumby, Chris Sinclair and Len Breakwell



Peter Baker and Hans-Peter Stihl accept BAGMA award



Jonathan Swift with Ian Jones



Harry Handkammer and Derek Belcher go-karting



Ian Duncan (Tomkins) (l) Doug Hayter (centre) with Fred Stratton (r)



Hayter wins Best Mower Brand award



Jim Green (himself) speaking at industry conference



John Miller, Phil Everett and Mike Bush



Jonathan Allen, Derek Belcher, Lance Bassett and Robin Sutton at Louisville

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