

SERVICE DEALER

THE VOICE OF THE INDUSTRY

SEP / OCT 2015

FOCUS ON NORTHERN IRELAND

DEVELOPMENTS IN THE DEALER NETWORK

- Conference & Awards Preview
- Dealer Focus
- Business Monitor
- On The Move
- Training & Education
- Glee Preview
- New Products
- Jim Green



**FACE
to
FACE**

ALEX SCOTT
TH WHITE CEO

H&C TRADE OPEN DAYS 2015

LAUNCHING THE UK'S FIRST DEDICATED REAR ROLLER LI-ION LAWNMOWER

Henton & Chattell are pleased to announce that we will be holding three Trade Open Days in September and October 2015. These days will be a fantastic opportunity for dealers to get hands-on with the latest garden machinery from Cobra, Billy Goat, Ego & Allett to name but a few.

COBRA

During the Trade Days we will be previewing some new and exciting products that we have planned for 2015/16. The Cobra range will be expanding with the addition of further petrol powered and Li-ion cordless products including the UK's first dedicated rear roller lawnmower.

- **NEW** Cobra Li-ion Rear Roller Lawnmower
- **NEW** Cobra Li-ion Handheld Range
- **NEW** Cobra Petrol Wheeled Trimmer
- Plus Many More...



COBRA
40V LINE TRIMMER

COBRA
40V HEDGE CUTTER

COBRA
40V CHAINSAW

COBRA
40V BLOWER VAC



VENUES & DATES:

- Donington Park, Derby
Tuesday 29th September 2015
- Oakley Hall, Hampshire
Tuesday 6th October 2015
- Scotland Date
TBC



Ego will be in attendance at this year's Henton & Chattell trade days to showcase both their existing range of 56-Volt Lithium-ion powered products and their new and exciting range for 2016. New models on display will include a 21" self-propelled lawnmower with variable speed plus many others.

Tel: 0115 986 2161



COBRA



To Register Your Interest Please Contact Your Account Manager or Email: jdm@hentonandchattell.co.uk

CONTENTS

- 4 NEWS**
Round-up of recent industry news
- 12 FACE TO FACE**
Alex Scott, new MD of T H White Group
- 16 DEALER FOCUS**
A look at the dealer scene in Northern Ireland



- 21 CONFERENCE & AWARDS PREVIEW**
Preview of major *Service Dealer* event in November.
- 26 BUSINESS MONITOR**
Results of our latest dealer survey
- 28 ON THE MOVE**
A look at the ATV & UTV market.

- 37 TRAINING & EDUCATION**
Round-up of recent training activities
- 40 GLEE PREVIEW**
Preview of the 2015 GLEE show

- 44 NEW PRODUCTS**
Review of new equipment to hit the market

- 48 EVENTS**
Shows and industry events happening over the coming months

- 50 JIM GREEN**
His regular view from the edge

EDITOR'S MESSAGE

As you will read in this issue, I am stepping down at the end of this year after 28 years in the Editor's chair having sold *Service Dealer* and *Turf Pro* to Duncan Murray Clarke, founder and MD of The Ad Plain. What has continued to fascinate me about this industry is not only the heritage and traditions, but the opportunities it affords to a new generation today. The perception (wrong) is that sons and daughters are not following in the family footsteps, or that highly qualified people are not seeing the opportunities and attractions it affords (again wrong). The internet age might pose challenges, but it also allows small independents to market and promote themselves in a manner unimaginable pre the new millennium. Then 'sheds' ruled the roost, with small dealers unable to compete directly during key times of the year; today, flexibility is the dealer's strength. Read elsewhere in this issue about Brian Mitchell, newly appointed showroom manager at Cyril Johnston in Belfast. A seasoned manager at the likes of Next and B & Q, he's revelling in the ability to change and adapt displays, promotions and special offers at a stroke, usually in response to weather conditions. He was never able to do that previously due to rigid company merchandising manuals.

Chris Biddle, Editor



OUR PEOPLE

www.servicedealer.co.uk

EDITOR
CHRIS BIDDLE
[@chris@servicedealer.co.uk](mailto:chris@servicedealer.co.uk)

DEPUTY EDITOR
STEVE GIBBS
[@steve@servicedealer.co.uk](mailto:steve@servicedealer.co.uk)

PRODUCED BY
THE AD PLAIN LTD
Pipe House, Lupton Road,
Wallingford, Oxfordshire,
OX10 9BT, UK

☎ 01491 837 117

🌐 www.theadplain.com

Service Dealer is produced by
The Ad Plain on behalf of Land Power
Publications LLP

MANAGING DIRECTOR
DUNCAN MURRAY-CLARKE

DESIGN & LAYOUT
ALEX FAULKNER

ADVERTISING SALES
ED SEARLE
[@Edward@theadplain.com](mailto:Edward@theadplain.com)
☎ 01491 837 117

The acceptance and publication of advertising in *Service Dealer* magazine implies no representation or warranty on the part of *Service Dealer* or The Ad Plain Ltd (TAP) as to the reputation or standing of advertisers' products or services. No part of this publication may be reproduced in any form whatsoever without the written permission of *Service Dealer* and TAP. The information contained in this publication is published in good faith and every effort has been made to ensure its accuracy. The publishers can accept no responsibility for any error or misrepresentation.

All liability for loss, disappointment, negligence or other damage caused by reliance on information contained in this publication or in the event of any bankruptcy or liquidation or cessation of the trade in any company, individual or firm mentioned is hereby excluded.



INDUSTRY

GARDENCARE GO DIRECT IN GB

Unveils 5 year warranty plan

The Gardencare range from Belfast-based Cyril Johnston will be distributed direct to dealers in England, Scotland and Wales from 1 October 2015

Cyril Johnston said that its four-year old distribution arrangement with Henton & Chattell will end on 30 September 2015, after which Gardencare dealers in Great Britain will be managed directly by Cyril Johnston.

At the same time, Cyril Johnston confirmed that the 5-year customer warranty on machines that currently exists in the Irish market will extend to the whole of the British market.

Announcing the change, Cyril Johnston md David Beck said, "We have made this move in response to a demand from dealers for a

direct relationship with key machinery suppliers, and it comes at a time when we are expanding our business across the whole of the British market, and means that dealers across Britain will benefit from the same best-in-class service and support enjoyed by dealers in other markets"

Cyril Johnston Ltd, founded in 1954, has established the Gardencare brand as a market leader in Northern Ireland and the Republic of Ireland over the past ten years with a network of appointed Gardencare dealers who use the brand as a trusted symbol.

Gary Tully, Head of Gardencare, says "Direct distribution and representation will allow us to introduce new innovations to independent dealers across

Britain, with initiatives that have proved successful and profitable for dealers in Ireland."



INDUSTRY

COUNTAX BECOMES ARIENS COMPANY

UK arm of the Wisconsin-based firm

Countax Limited, located in Great Haseley, Oxfordshire, has changed its name to Ariens Company Limited, to become the UK arm of the Wisconsin, USA-based Ariens Company.

The company acquired Countax in 2010 and Ariens Company Limited will continue to manufacture under the Countax and Westwood brands of garden tractors and accessories for the UK market.

Together with Ariens Scandinavia the company will make up Ariens EU for the manufacturing and distribution of products throughout Europe, where Countax tractors will be branded Ariens. Ariens Company Limited will also continue to act as the UK distributor for ECHO power tools, ECHO Bear

Cat forestry machinery and Shindaiwa handheld power tools.

Chairman and CEO Dan Ariens, said, "The name change signifies our commitment to the UK while continuing to build on the strength and quality of the Countax and Westwood brands. We have a long-term vision for Ariens."

ANNOUNCEMENT

SERVICE DEALER AND TURFPRO MAGAZINES

Chris Biddle sells to Duncan Murray-Clarke

We are pleased to announce that *Service Dealer* and *TurfPro* magazines have been sold to Duncan Murray-Clarke, the founder and MD of The Ad Plain (TAP) in a deal that was concluded recently.

The titles have been published by Wallingford-based TAP on behalf of Chris Biddle since January 2014.

Chris Biddle will remain as Editor until 31st December 2015, and will be on hand for the whole of 2016 as Consultant Editor. Steve Gibbs, who joined *Service Dealer* in 2001, remains as Deputy Editor and Editor of the *TurfPro* weekly newsletter.

The sales and production of the titles, both in print and the popular weekly newsletters, will remain with The Ad Plain, with the company well advanced with planning its 2016 schedule.

Delighted

Duncan Murray-Clarke says: "I'm delighted to have had the opportunity to purchase these highly respected and long-standing magazines from Chris, and we're excited at the prospect of growing their undoubted potential."

Chris Biddle comments: "After almost 28 years at the helm, I'm delighted that the future of the magazines is secure, and from my experience over the past year or so working with Duncan and the TAP team, they could not be in better hands."



NEW FACES

Ed & Alex join the team

We are delighted to welcome two new faces to the team at *Service Dealer* with Ed Searle and Alex Faulkner joining as Media Sales Executive and Designer respectively.

Both will be based at the offices of The Ad Plain.

Ed Searle is our new Media Sales Executive, who will be working alongside Julie Gill, dealing with advertising sales for *Service Dealer* magazine, the weekly newsletter as well as the newsletter of our sister title, *TurfPro*. Ed, 23, is a history graduate who says he's very keen to get his teeth into the industry. "I've only been here a short time," he says, "but I can tell this is a

fascinating and vibrant industry. I look forward to speaking with and meeting all our clients, and potential clients, in the forthcoming weeks and months."

Alex Faulkner is our new Designer who'll be responsible for the look and feel of *Service Dealer* magazine and all its related promotional materials. He will also be involved in the development of *TurfPro*.

Alex, 24, has come from a freelance photography and design background and says: "*Service Dealer* is such a well respected title in the industry, I'm very excited to be part of the team here."

Duncan Murray-Clarke adds: "We are delighted that Ed and Alex have joined the team and they both have the potential to help us drive *Service Dealer* forward and build on its fantastic reputation.

"They also bring the average age down considerably!"



DEALERS

BALMERS GM EXPANDS INTO WEST YORKSHIRE

Opening a second outlet in Wakefield

Burnley-based John Deere turf machinery dealer Balmers GM Ltd will be expanding its sales area and opening a second outlet in Wakefield at the end of September 2015.

Balmers will be taking over the area currently managed by Bob Wild Grass Machinery Ltd of Mytholmroyd, Hebden Bridge, who will no longer hold the John Deere franchise after 30th September.

Well established

Balmers GM Ltd has been established in the turf machinery business since 1979, and as Balmers Garden Machinery was appointed as a John Deere main dealer in 1992. The family-run business relocated to new premises at Dunnockshaw in Burnley in October 2014, as part of its ongoing development as one of the UK's largest groundcare dealerships. The new depot will be situated on the Monckton Road Industrial Estate in Wakefield.

In addition to John Deere's full line of professional and domestic turf equipment, Balmers GM Ltd supplies and services machinery from the likes of Allett, Etesia, GreenMech, Scag, Snow-Ex, Stihl and Weidenmann. The company currently employs around 40 people across all departments, providing new and used equipment sales, service, parts and commercial hire to a wide range of customers.

Customer service

"We have grown a successful business over the years by demonstrating a high level of professionalism and customer support," says dealer principal and company founder David Balmer. "This expansion represents a strengthening of our association with John Deere, as part of the company's ongoing dealer development strategy, and we will be committed to providing the same high standards of customer service across the new trading area."



A family business – L-R: Joanne Balmer-Smith, Thomas Balmer, Mark Balmer, Ann Balmer and David Balmer

APPOINTMENTS

NEW GGP TERRITORY MANAGER

For Midlands and East Anglia



Jack Brown

GGP UK Limited has appointed Jack Brown as Territory Manager responsible for Mountfield and Stiga in the Midlands and East Anglia due to the recent promotion of Gary Whitney to National Sales Manager.

Jack has worked for the same large garden machinery dealer for 10 years, starting as a Saturday boy before leaving school and then working as a Service Manager before moving into sales.

Commenting on his new role, Jack said: "I'm really looking forward to being part of the GGP team and am excited to be joining such a leading manufacturer. I'm excited for the new opportunities this new role has to offer and can't wait to meet the dealers in my area."

Jack can be reached on 07789 950501 or jack.brown@ggpuk.com

RANSOMES JACOBSEN AWARDS DEALERS

Top performance recognised



In conjunction with its annual UK Dealer Meeting Ransomes Jacobsen presented sales awards to its top performing dealers.

Held at an evening reception in the Riverside restaurant at Woodbridge in Suffolk, the winners were TH White Ltd, Fairways GM Ltd and Turney Groundforce.

TH White Ltd, with sales and distribution depots in Reading, Redditch, Tetbury and Timsbury, was the recipient of the Ransomes sales award for its exceptional market penetration in the municipal and grounds care contractor sectors.

Through a combination of skillful forecasting, professionalism, targeting large national and regional accounts and working with key municipal authorities, the company has significantly increased Ransomes' market share across its territory.

Scottish dealer **Fairways GM** was the winner of the Jacobsen sales award. Strategically located at Inchinnan, close by Glasgow airport, Kinross in Perthshire and Aberdeen its strategy of realigning its sales team to concentrate on the two specific core brands – Ransomes and Jacobsen – has resulted in above forecast sales results in the golf sector. Utilising a large demonstration fleet the company provides a prompt and efficient service, maximising opportunities to influence purchasing decisions, and has won business from top European Tour venues in its region.

Operating from two retail depots near

Bicester, Oxfordshire and Wellingborough in Northamptonshire, **PA Turney** is one of the smaller main dealers in the Ransomes Jacobsen network. However, this has not prevented it from becoming the top performing Iseki dealer in the UK. Targeting high wealth consumer customers, large estates, country houses and educational establishments with the Iseki range of compact mowers and tractors, and providing industry leading after sales support, it was the deserved winner of the Iseki award.

Speaking at the award ceremony, Sales Director Rupert Price said: "Our congratulations go out to all three of these dealers. In differing ways they have all demonstrated extreme professionalism in their strategic approach to gaining market penetration in their respective territories."



EXHIBITIONS

BTME 2016 EXPANDS

Will host GolfBIC convention

BTME 2016 has been boosted by the confirmation that a major industry convention will be held during the week in Harrogate.

The Golf Business and Industry Convention (GolfBIC) is presented by the UK Golf Course Owners Association (UKGCOA) and the Organisation of Golf & Range Operators (OGRO), and is a well-established and popular annual event attracting top presenters and a wide range of delegates from every corner of the golf industry.

It is now confirmed that the 2016 event will take place on Wednesday 20th and Thursday 21st January in purpose-built conference space in Hall Q of the Harrogate International Centre. Hall Q will be open for the first time in several years to accommodate more exhibitors and visitors to the show.



L-R: Colin Jenkins, OGRO Chairman; Colin Mayes, Chairman of UKGCOA; BIGGA CEO Jim Croxton; and Andy Lloyd-Skinner, CEO of UKGCOA

Diverse subjects

Previous GolfBIC events have covered a diverse range of subjects from social media in the golf industry to recruiting golf professionals, and have included in-depth panel discussions on crucial industry issues. A centrepiece of GolfBIC has traditionally been the networking dinner and it is intended to retain this element of the convention.

BIGGA CEO Jim Croxton said: "This event will attract even more key decision makers to BTME, reaffirming how important a week for the entire golf industry the third week of January is. I'm looking forward to sharing the HIC with GolfBIC delegates and presenters and I know all of our exhibitors will be very keen to talk business with them too."

DEALERS

OLDEST DEALER CALLS IT A DAY

Established in 1779

Grass machinery specialists, Shorts of Whitburn, founded in 1797, closed its doors in August.

Talking to Service Dealer, owner Tony Chambers said, "It is something we have been considering for almost two years. Business up here in the North East of England has been really tough over the past few years. Now in my 70s myself, and with both me and my son Anthony having a few health problems, we decided it best to take this difficult, and emotional, decision".

The 15,000 sq ft premises on a one acre site at Whitburn, Tyne and Wear has been sold with planning position, which Tony says will largely secure the future for the family.

Although the business was being offered as a going concern, no credible buyers came forward.

Shorts held a number of main domestic and professional turf machinery franchises including Hayter, Toro, Allett and Baroness.



L-R: Three generations - Tony, Anthony and Anthony (Junior).

INDUSTRY

JOHN DEERE AND WRIGHT MANUFACTURING TO END ALLIANCE

John Deere in the US and Wright Manufacturing have announced that they will not extend their current commercial mower design and manufacturing arrangement with each other beyond May 2016.

The alliance, which began in August 2012, enabled John Deere to bring industry-leading technology and designs to the market and allowed Wright to enhance its manufacturing and quality processes.

John Deere said it remains firmly committed to the professional landscape equipment business and will continue to develop its product line independently.

Wright has said it will continue to develop commercial mowers independently.



Gardencare. Your pathway to a successful business.



Over the last 10 years Gardencare has become Ireland's leading garden machinery brand franchise for independent retailers. Now we're bringing that same successful formula to dealers in Great Britain.

If you're an independent machinery dealer and want a proven pathway to increased sales with exclusive dealer territories and unrivalled dealer support, Gardencare from Cyril Johnston offers you more.



Proven Profitability

- Over 60 years industry experience
- Market leading five year warranty – conditional upon annual service
- Guaranteed dealer territories
- All-new dealer revenue share website launches Autumn 2015



Effective Marketing

- Trade-only product promotions
- Consumer advertising
- Effective in-store POS support
- Central service reminders and customer communication



Comprehensive Support

- Same-day dispatch on in-stock items
- 99.8% guaranteed parts availability
- 48-hour dealer delivery
- UK based Customer Support Team

To find out more how Gardencare can help grow your business, call Gary Tully today on 07980 715 122 or e-mail g.tully@cyriljohnston.org



Gardencare from Cyril Johnston & Co., Ltd.
The Cyril Johnston Centre Ballynahinch Road
Carrduff Belfast Northern Ireland BT8 8DJ

T: +44(0)28 9081 3121 E: info@gardencaredirect.com



DEALERS

NEW DEALER FOR PELLENC

Etesia UK, the exclusive distributor of Pellenc battery-powered equipment in the UK, has announced Midlands Groundscare Machinery (MGM) as the new Pellenc dealer for the West Midlands area.

MGM, a new independent groundscare company based in Solihull, was formed by the experienced Dave Tullett who has worked within the groundscare industry for over 27 years. A fully qualified BAGMA instructor and assessor and experienced agricultural engineer, Dave is keen to use his knowledge and expertise to provide trustworthy, professional advice and support when sourcing new equipment or providing high quality servicing and maintenance.

As well as the Pellenc range of equipment, including battery powered chainsaws, hedge trimmers and brushcutters, Dave is further embracing Etesia's green technology philosophy by also selling Etesia's battery-

powered range of products.

Dave said: "There are definitely more industry professionals choosing to use electric and battery-powered products as opposed to fuel-based ones. Perhaps there is a realisation that a reliance on fossil fuels is not always going to be possible."



PEOPLE

STIHL INC PRESIDENT TO RETIRE

Fred Whyte to step down

STIHL Inc has announced that President Fred Whyte will retire at the end of this year.

Fred has been part of the STIHL group for 44 years and president of STIHL Inc for 23 years. Under his presidential tenure, the company experienced record growth and achieved the status as the number-one selling brand of petrol-powered hand-held outdoor power equipment in America.

Bjoern Fischer, presently STIHL Inc Vice President of finance, will assume the duties of President on 1st January, 2016. He has been with the company since 2012, and currently oversees the financial operations of the company as well as the human resources and information services

departments.

"I'm excited both personally and professionally to continue my work with the team at STIHL Inc," said Bjoern Fischer. "I look forward to building on the foundation that Fred has laid, and using my experiences in Germany and the US to accelerate our growth and momentum as we

look to the future."

Fred Whyte said: "It has been a great privilege to lead STIHL Inc and to be a part of the tremendous success we have enjoyed over the last 23 years. I'm proud of what we have accomplished, and I'm pleased that Bjoern Fischer will be leading the company going forward."



Fred Whyte and Bjoern Fischer

uni-power

INDUSTRIAL ENGINES & PARTS

ENGINES & PARTS



DRIVE SOLUTIONS & PARTS



POWER PRODUCTS & PARTS

Generators • Welder/Generators • Water Pumps • Pressure Washers • Power Carriers
Ultrasonic Cleaning Tanks



MACHINERY PARTS



SPARK PLUGS



COMPANY PROFILE

Specialist Parts & Wholegoods supplier to Trade Companies
& Original Equipment Manufacturers (OEM's)

Comprehensive Service & Warranty back-up support
(Including 3rd Party Warranty supply to Direct Machine Dealerships)

Online Parts Catalogues & Shopping Cart

"We supply only Guaranteed Original Products"

TEL: 01371 875331 www.uni-power.co.uk



ALEX SCOTT

Chris Biddle meets Alex Scott, newly appointed CEO and Managing Director of T H White Group, who follows his father and grandfather into the role

JUDGING from past history, Alex Scott, the recently appointed CEO and Managing Director of the T H White Group, is in for the long haul. Founded by Thomas White as an ironmongery shop in the Wiltshire market town of Devizes in 1832, the business was run by the White family until 1899.

At that point, Dick Salmon became Managing Director until 1956. He was followed by Alex's grandfather, Peter Scott, who was MD until 1984 (28 years), then father David who retired this year after 31 years at the helm. Three Managing Directors in 115 years signifies remarkable stability.

Alex had been with the company for five years before he succeeded David in July. Was it a 'given' that he would follow in the family footsteps?

"No, certainly not", he says. "I had graduated with a degree in Manufacturing Engineering from Nottingham University and was offered a post with Jaguar Land Rover as a member of its manufacturing engineering team, where I stayed for a very enjoyable four years."

Wanting to further broaden his experience, Alex then joined construction firm Bovis Lend Lease as a Project Engineer for four years, which included working on the refurbishment of the Victoria and Albert Museum in London.

"At that point," says Alex, "it felt right to return to Devizes and to the family business." He joined the company in March 2010 and then, like his father before him, spent several years as a management trainee, getting experience of all the parts of the business.

And there was plenty to learn, as by this time, T H White was heavily involved in a number of broader business sectors.

The roots of the company lie firmly in the agricultural machinery sector. T H White imported some of the first Fordson Model F tractors in 1917 and today it is one of the longest-serving New Holland (formerly Ford Tractor) dealerships in the UK.

As the farm equipment industry grew rapidly after the

Second World War, T H White established itself as one of the leading dealers in the South of England under the stewardship of the energetic and charismatic Peter Scott. It was a time of rapid growth and expansion for many dealers.

When David Scott took over in the mid-1980s, however, he could see that challenges lay ahead and that the company almost certainly needed to broaden its activities as a cushion against a downturn or flattening of demand for farm machinery. It had invested heavily in infrastructure, had seven farm machinery branches, and their future needed to be protected.

GLASTONBURY, OLYMPICS AND THE SHARD

Over the years, T H White has branched out into the professional ground and turf care business as a Ransomes Jacobsen main dealer covering a swathe of Central Southern England and the Midlands with four specialist branches. The company also opened a Land Rover dealership (since sold on) as well as a Fiat, Alfa-Romeo and Jeep car dealership in a new purpose-built premises in Swindon.

T H White has had a manufacturing presence since the 1970s. It once made the heavy rollers used at Test Match cricket grounds. However, in recent years it has considerably expanded its lorry cranes division which now occupies the extensive premises in Devizes that was once used for farm machinery, where truck bodies are custom-fitted with cranes for leading construction and materials suppliers.

Add in a division for security and fire prevention systems, a materials handling division, a renewable energy division, a trailer centre, agricultural parts sales and a country store – and you can see why the brand is so successful.

"Although we are a well-established local and regional company," says Alex, "it gives a great thrill to be involved in high-profile national activities and

WE OFTEN FIND THAT RECRUITMENT COMES DOWN TO WORD-OF-MOUTH



The Scott Family

various specialist projects.

“Over the past few years, we’ve worked closely with Michael Eavis at the Glastonbury Festival to provide tractors to honour his pledge of ‘Love the farm, leave no trace’ after 250,000 festival goers have been on-site. We’ve supplied 150 trailers on hire to the 2012 Olympics, and we supplied a specialist crane positioned right at the top of the Shard during its construction.

“We’ve even supplied the security and fire prevention system to protect priceless Church of England documents and records dating back to the 13th Century at the Archbishop of Canterbury’s residence, so you can say there is never a dull moment, and we are never short of a challenge.”

STAFF AND STAFF TURNOVER

Recruiting qualified staff for all the divisions is a constant preoccupation. “We often find that recruitment comes down to word-of-mouth. When you have built up a reputation over many years, it can make it easier to recruit but it is always a challenge to find good technicians.

“Ours is not an easy industry to portray attractively, but when we’ve had young people on work experience, their eyes are really opened to the scope, complexity, ingenuity of the engineering and the longer term opportunities.”

One of the advantages that companies such as T H White enjoy is the opportunity for the different divisions to mix and mingle and learn from one another, and for employees to develop experience across multiple divisions throughout their careers.

“We have a Management Development Programme that involves all our divisions learning together, and the cross-referencing and discussions between them is eye-opening. They are often brought together to tackle approaches to the real business challenges we face in such a diversified group and the mix of strengths and competences makes for very productive solutions.”

Alex and his management team closely monitor and record the ebbs and flows of staff turnover.

“Last year our overall attrition rate was less than 10%. Our Agriculture divisions tends to be the lowest and our motor group the highest,” he adds

Alex believes that the dealer network will continue to play a crucial role in the distribution and support of machinery in the UK long into the future. “There are some manufacturers who choose to run their own direct distribution and dealerships, sometimes by necessity. But as the majority of larger manufacturers are global businesses with a lot on their plate, juggling international issues and the demands of multiple markets, our customers tell us that the dealer’s role is critical in satisfying their needs. ▶

“It will be of no surprise that our best performing businesses are those where we are working with our manufacturers as an engaged partnership and our mutual customers benefit as a result.

“The pundits say that we are probably going to see dealers get bigger and provide more coverage. The costs of doing business, particularly working capital, and the investment required to modernise and improve efficiency are such that I suspect we will see future expansion in the hands of fewer, well-resourced dealers.

“But I don’t think this is a given, because good customer service and value for money will always play a part and good dealers no matter what size can deliver this.

“The selection of franchises is key. At T H White we take a long-term strategic view, and review the profitability and potential of all our franchises

formally twice a year. Continuity to customers is essential so chopping and changing franchises is not good practice.”

Ultimately though, a company like T H White is a local business with local roots. Customer relationships are central to its future success. Like many dealers, it immerses itself in local activities and personal relationships are fostered. One of T H White’s staff has been best man to five of his customers!

What is fascinating is the changing skills sets that the different generations bring to the company. Peter Scott built on the long business acumen of Dick Salmon; David Scott provided the impetus for growth and expansion; and now Alex is bringing a new dimension and outside experience to ensure that T H White continues to improve over the years to come. ●

PERSONAL FILE

FAMILY

Wife, Anna and twin daughters – one on the way.

EDUCATION

Wellington College Berkshire, Nottingham University.

FIRST JOB

Jaguar Land Rover as a Manufacturing Engineer.

BIGGEST INFLUENCE

My family: parents and grandparents.

ROLE MODEL

Quite a few. Thought leader or industry leaders.

FAVOURITE BOOK

Sebastian Faulks’ novels.

FAVOURITE FILM

So many good films, I have to admit to liking romantic comedy.

MUSIC

Going through a country phase but like all types, R&B to opera.

FAVOURITE FOOD

Soft fruits off the bush. Pistachio nuts.

HOBBIES

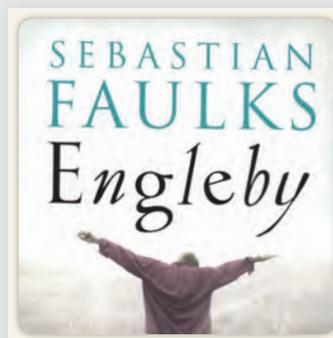
Watersports (especially windsurfing, but there isn’t much of this in Wiltshire), racket sports, outdoor pursuits, guitar, gardening, DIY.

PLACE

Home in Pewsey Vale, Windsurfing in Rhosneigr, and overseas: New Zealand, Lake Wanaka, Canada BC, Yosemite USA, Kakadu Australia. Generally mountains, lakes, rivers, wildlife, wilderness

SAYING

“Perfection is the enemy of delivery.”



Professional Cordless Garden Tools

NEW!
Bosch Battery System - 36V6.0Ah



Weatherproof, all day use.*



NEW! Professional cordless garden tools.

Low noise, low vibration, low running costs, easy start up and no fumes.

For further information on becoming a stockist, please contact:

Tel: **01895 838356** Email: **PT.LawnGarden@bosch.com**



BOSCH

Invented for life

www.bosch-professional.com

3 years tool warranty for all professional blue power tools. 2 years Battery Premium Service for all professional blue Bosch lithium-ion batteries including chargers. Registration within 4 weeks of purchase at www.bosch-professional.com/warranty

*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



NORTHERN IRELAND

DEALERS GET SOCIAL

This issue we look at the recent developments of the dealer network in Northern Ireland. CHRIS BIDDLE REPORTS

I FIRST visited Northern Ireland in the late 1970s when I was taken around the Province by the redoubtable Robert Cupples of Cyril Johnston. At the time, my company was importing and distributing Rover Mowers from Australia, as was Cyril Johnston, and I was there to learn of its experience with the brand.

Cyril Johnston had founded the company as a horticultural business in 1954. The company was one of Doug Hayter's first customers, and the grass machinery division was run by the formidable team of Robert Cupples and the late Ivan Reid – characters both, with an extraordinary network of customers and contacts, and who are still fondly remembered and recognised for their efforts.

It was at the height of the Troubles. I stayed at the Europa Hotel in Belfast, known as 'the most bombed hotel in the world', having been subject to 28 bomb attacks. Yet, life and commerce went on, albeit in difficult circumstances.

I had been back two or three times since, but returned in July this year, and what a transformation. It was the week after the 12th July, the height of the marching season – and although there had been a few isolated disturbances, my impression was of a country really starting to feel at ease with itself. Belfast, a fine city, is today attracting record numbers of visitors on the back of attractions such as the Titanic Experience and the city buzzes with new restaurants and leisure facilities.

Perception, rather than reality, had deterred people in the past, but with a new younger generation of 20-somethings with no experience of the Troubles, it appears as if those dark days are becoming a fading memory. ●



David Beck
Cyril Johnston

FACEBOOK PAYS OFF



Downpatrick Farm and Garden Supplies

BUT I was here to see how the grass machinery dealers in Northern Ireland were faring – and the first thing to say is that there is a lot of it. Grass that is.

Certainly no shortage of the ‘raison d’être’ for those selling and servicing lawnmowers in this part of the world. Lots of big properties, plenty of big gardens, plenty of grass to be cut.

First stop on my dealer tour with Gardencare’s Mark Mallon, was Downpatrick Farm and Garden Supplies where Gerry Mageean and son Niall run a busy sales and service dealership. The showroom is well-stocked and an Aladdin’s cave of machines, parts, accessories and garden tools. Gerry started the business in 1999 having spent 20 years as a local bank manager, so presumably knew his customers – and their ability to pay!

Niall, who got married earlier this year, has just become a Briggs & Stratton Master Service Technician and looks after the attractive website and Facebook page. As with most of the dealers I met, DFG immerses itself in the local community, and held a Ladies Open Golf Tournament in association with the Gardencare brand in May at the local St Patrick’s Golf Club.

From Downpatrick, it was over to Lurgan where McKerr Home & Garden have has an interesting and

checked history. The business was established by George McKerr in the early 1930s who had returned home from America, where he had been working for Henry Ford building the Model T car. George’s son, David took over the business in 1965 which he ran with wife Sandra. Their son, Stephen joined the business on leaving school in 1998, until tragically David was killed in a road accident in 2007 leaving Stephen to run the present day business.

During the Troubles, McKerr’s shop was blown up twice (once in 1973 and again in 1976) and then burned down following a rebuild in

1978. “It was a set of circumstances that would have brought many a business to its knees,” says Stephen, “but we’ve always regrouped, and today are as busy as ever.” McKerr’s is a Home & Garden store, where lawnmowers account for about a fifth of the business. Otherwise it’s household products, hardware, ironmongery, garden supplies, key cutting and sporting guns.

Another threat appeared on the horizon recently, or rather just across the road, when Screwfix opened a new store. “We were a little worried, particularly in the opening week when it flooded the town with leaflets and special offers,” says Stephen. “But you know what? We had our best week of the year!”

Stephen is another dealer who uses Facebook extensively to drive interest. He showed me a paid-for promotion on Facebook that cost him £20 – and which was viewed by 6,000 people in his immediate locality.

It’s a far cry from the early days of the business, particularly during the 1970s when his father struggled to ▶



Stephen McKerr & Nigel Carson

keep the business afloat. “There were times when my Dad would fill the shelves with empty boxes just to suggest that we had plenty of stock,” he recalls.

One of Northern Ireland’s largest dealers is Bryan Hynds Garden Machinery at Portadown, Co Armagh. Started in 1994 by Bryan as a garden machinery dealership, he subsequently added a landscape maintenance operation which he ran side-by-side with the sales and service business. Although the two businesses were complementary, the disciplines and resources required were different, and after trying to juggle his priorities, Bryan sold off the landscape side some 10 years ago to focus entirely on retail and service.

It was probably a wise move. The thriving business run by Bryan and wife Royanne has an enviable main road location, fronted by an eye-catching electronic signboard.

They reckon to sell up to 190 lawn

tractors and ride-ons a year, and hold a wide range of leading franchises include Gardencare, Stihl, Hayter, Husqvarna, Tanaka and John Deere.

There are three fully qualified mechanics in the workshop and Bryan is currently extending the showroom to more than double the present display space.

Again, Bryan is a keen advocate of social media to promote the business. His Facebook page has over 3,500 followers, and they regularly run competitions to encourage participation. ●



BRYAN’S FACEBOOK PAGE HAS OVER 3,500 FOLLOWERS



Bryan and Royanna Hynds

BIG BOX ‘KNOW-HOW’

LASTLY back to Belfast, and to the impressive new showroom of Cyril Johnston and Co. Here, there has been a significant change of emphasis in recent years – and a return to the company’s grass machinery roots.

For many years, Cyril Johnston had been involved in farm machinery but when the BSE crisis hit in the 1990s, the farm equipment market was decimated and it exited the sector. Dolway Johnston and his brother David decided to diversify. They took on a range of construction loaders, set up a hire centre, a boat business and got into motorhomes.

At the same time they developed their Carryduff site, six miles to the West of Belfast, to incorporate a garden centre.

Today, the wheel has turned full circle.

Gone are the motorhomes, boats and loaders. They have decided to focus on the very products that made the company over 60 years ago. The Hire Centre remains, and a professional GardenCare division run by David Johnston is finding its feet again.

But it is lawnmowers and garden machinery that are set to power the business in the coming years, with much of the focus on developing the company-owned GardenCare range and GardenCare retail package complete with its 5 year warranty that will now be distributed direct to dealers across GB by Cyril Johnston.

And to recognise the changing retail environment, a new team with extensive experience outside the industry has come on board. A new MD, David Beck has arrived via Ulster Television and BT, but possibly nowhere is the change more apparent than in the newly



Brian Mitchell

refurbished retail showroom managed by Brian Mitchell.

Brian arrived in January, having been Branch Manager of one of Northern Ireland’s largest B&Q stores where he was responsible for shifting over £1 million worth of lawnmowers every year. Prior to B&Q, Brian was a manager for Comet and Next stores.

He is an experienced retail professional, now revelling in the flexibility and freedom he enjoys in being able to set out his own stall at Cyril Johnston. At B&Q he would work to a rigid merchandising ‘script’ dictated more by the calendar than the real-time conditions.

He has been applying, and adapting, his knowledge of display, psychology, timing, price-pointing, marketing and retail ‘know-now’ to creating a customer-friendly environment.

It is still work in progress, but there are important changes such as very clear and bold signage, messages that reinforce the advantages of buying from a specialist, segmentation of product groups and much, much more.

Products such as bicycles and children’s go-karts are used as add-ons and seasonal enhancements.

“The key,” says Brian, “is to keep the display fresh, change it every week or so and always look to provide the customer with the unexpected.”

“Although I’ve only been here a few months, and as a former ‘big-box retailer’ – I cannot think of any reason why a customer would not buy from a specialist!”

I had spent a busy 48 hours in Northern Ireland, but came away with three overriding impressions:

First, that as an industry we underuse social media.

Second that dealers in Northern Ireland focus primarily on their own customers in a viable catchment area, rather than worry too much about their rivals.

And third, that we should look outside our own industry for fresh ideas and inspiration. ●



Mountfield

freedom48

THE NEW FREEDOM48 RANGE FROM MOUNTFIELD.

From mowing lawns and tidying lawn edges, to cutting brambles, trimming hedges, clearing paths, removing leaves, preparing seed beds, pruning trees and cutting firewood – the Mountfield Freedom48 range of garden tools makes light work of all types of task.

At the heart of the Freedom48 range are our class leading 48 Volt lithium-ion batteries, with lightweight, high performance cells delivering long run times.

THE POWER OF PETROL WITH THE CONVENIENCE OF CORDLESS

TO FIND OUT MORE CALL 01752 231500
www.mountfieldlawnmowers.co.uk



DON'T GIVE AWAY YOUR LEGACY



DESIGNED FOR THE
BRITISH LAWN



instart*is*
INSTANT STARTING TECHNOLOGY

WEIBANG®

call us 01963 828006 / speak to your Rochfords Area Sales Manager / www.weibang.uk.com / www.rochfordgm.co.uk

YOUR LAST CHANCE TO ENTER!

Don't miss out on our Dealer of the Year Awards

We have been receiving nominations via our website for our 2015 Dealer of the Year Awards, to be announced and presented at the Service Dealer Awards Dinner on 19th November 2015, for the past month now.

But don't worry if you haven't yet entered – there is still just about time to get your dealership's name into the mix. We are accepting nominations up until Friday 11th September 2015.

And this year for the first time dealers can be in with a chance of glory by nominating themselves for the awards. They can also be put forward by our traditional method of nomination by a manufacturer whose franchises they hold.

So what are you waiting for? Let us know why YOU deserve to win!

There are five categories into which a dealership can enter:

- Garden Machinery Dealer of the Year
- Professional Turfcare Dealer of the Year
- Farm Machinery Dealer of the Year
- Forestry Equipment Dealer of the Year
- ATV/Quad Dealer of the Year

plus: 2015 Apprentice of the Year.

We can receive nominations from MANUFACTURERS/ SUPPLIERS in support of dealers in their franchise network (up to three dealers per category) or from INDIVIDUAL DEALERS who wish to be considered for the short-list in one or more of the categories.



CLOSING DATE FOR NOMINATIONS IS 11TH SEPTEMBER 2015

In all cases please provide reasons why your nomination/s should be considered for the shortlist.

Apprentice of the Year

We are also inviting nominations for the 2015 Dealer Apprentice of the Year Award.

Nominees should currently be in a formal apprenticeship and employed by a UK sales and service dealership working in the garden machinery, farm machinery, professional turfcare or ATV/Quad sectors. Nominations will be accepted from dealer principals, dealer service managers or from manufacturers in support of an apprentice with one of their franchised dealers.

To enter, use the forms at:

www.servicedealer.co.uk/index.php/2015-nominations
Good luck!

2015 Service Dealer Conference 19th November 2015, Oxford Belfry Hotel, Thame, Oxfordshire

DEALER 2020: Challenges facing the specialist dealer network over the next five years.

Running during the day before the evening Awards will be the Dealer 2020 Conference.

The conference programme is based around the most commonly expressed concerns and issues identified by dealers to our market research carried out earlier this year.

KEYNOTE ADDRESS

A thought provoking opening session on the challenges facing retailers large and small today by a guest speaker.

SESSION 1

DEALER 2020: How can specialist dealers set themselves apart from other retail channels over the next five years?

SESSION 2

TECHNOLOGY CHANGES: What will be the impact on dealer service departments of new technology being introduced by manufacturers?

SESSION 3

COMMUNICATING WITH CUSTOMERS: How best to establish and maintain effective communications with customers old and new?

SESSION 4

QUESTION TIME: Summary of the day and Q&A with a selected panel from across the industry.

Keep an eye on the Service Dealer Weekly update e-Newsletter for confirmation of speakers taking part.

Tickets and booking Visit www.servicedealer.co.uk

Make sure you visit the dedicated Conference and Awards section of our website to both register your interest and book your place at the conference and the awards ceremony.

There you will find details of the packages available as well information on special delegate rates at the Oxfordshire Belfry Hotel.

Prices start from just £95.

For any further information contact Julie Gill, the 2015 Service Dealer Conference and Awards Director, on julie@theadplain.com or 01491 837 117.

CONFERENCE & AWARDS' SPONSORS

Our thanks to the following companies that have lent their support and input to the Service Dealer Conference and Awards

LEAD 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 & 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.

PLATINUM SPONSOR:
(Conference and Awards)
KRAMP UK



Kramp has been at the forefront of selling parts and accessories since the 1950s. When asked to define its business, it is 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, is Europe's leading parts wholesaler, present in 22 countries.

AWARDS' 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 world-wide 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.

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.

CONFERENCE NETWORKING SPONSOR: BAGMA



British Agricultural and Garden Machinery Association

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, and benefit from extensive support services such as banking, insurance, direct buying group and employment advice through its parent body, bira (British Independent Retailers Association).

CONFERENCE NETWORKING SPONSOR: ASSET FINANCE SOLUTIONS



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 and 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."



HIRE CONVENTION 2015

22-23 September 2015 | Holywell Park Conference Centre

Supporting the Hire Industry in Navigating Your Future

Fantastic lineup of speakers announced

Sanaz Ameri
Google

James Sutton
Raleigh
International

Chris Lucas
HSE

Magnus Rosen
Ramirent

Craig Phillips
TV Personality
and DIY Expert

For a full list of speakers and to book tickets visit: hireconvention.org.uk or call: **0121 380 4622**

Venue:
Holywell Park
Conference Centre
Ashby Road,
Loughborough, LE11 3AJ

Visit us on stand H190 at SALTEX

New bespoke software for the Garden Machinery industry
Designed by Garden Machinery Dealers for Garden Machinery Dealers

Functions:

- EPOS
- Full Workshop Management System
- Stock Control
- Machine Tracking
- Customer History
- Customer Ordering
- Supplier Ordering
- Serial Number tracking
- + much more



Simple to use, low cost, high functionality
Start using our software today for under £250 + vat
Monthly costs from £80 per month*
Discounts apply for additional users
No capital purchase required.

*Based on a single user system

excalibur

www.excalibursoftware.co.uk
01269 833 066

SERVICE DEALER

THE VOICE OF THE INDUSTRY

CONFERENCE + AWARDS

2015

DEALER 2020

CONFERENCE AND AWARDS

HOW CAN DEALERS PREPARE FOR THE FUTURE?

ONE DAY: KEY NOTE, PANEL DEBATES & NETWORKING
PLUS DINNER & AWARDS

REGISTER YOUR INTEREST

OR BOOK YOUR SPACE

CONFERENCE REGISTRATION & AWARDS TICKETS
PLUS HOTEL ACCOMMODATION
AT WWW.SERVICEDEALER.CO.UK

AGENDA:



DEALER 2020



COMMUNICATING WITH CUSTOMERS



SERVICE AND TECHNOLOGICAL CHANGE

VISIT WWW.SERVICEDEALER.CO.UK FOR MORE INFO

NOT JUST BIG. POWERFULLY BIG.



{ COMPARE & TEST

New products, equipment, technology and services in 750 exhibits, covering more than 700,000 sq. ft. – indoors & out.



GAIN COMPETITIVE INTELLIGENCE
with education & training for dealers and technicians.



SAVE ON TRAVEL
by seeing all suppliers in 1 MEGA marketplace.

CONNECT WITH 18,000 PEERS & HAVE FUN
during FREE nightly concerts. See these headliners & special guests!



**GRAND FUNK RAILROAD
& FROM PARIS**



**KELLIE PICKLER
& THE CRASHERS**



**THE RIGBYS
& LYNDSEY HENKEN**

GIE+EXPO THE GREEN INDUSTRY & EQUIPMENT EXPO

OCTOBER 21, 2015 • DEALER DAY
OCTOBER 22-23, 2015 • ALL ATTENDEES
KENTUCKY EXPO CENTER • LOUISVILLE, KY USA
(800) 558-8767 • WWW.GIE-EXPO.COM

SPONSORED BY **DIXIE CHOPPER** The World's Fastest Lawn Mower. ON THE **NISSAN** Commercial Vehicles **STAGE**

ALL THIS & MORE FOR **\$15** REGISTER BY SEPT. 10

BUSINESS MONITOR

IN ASSOCIATION WITH IBCOS COMPUTERS



For the first time this year, dealers are reporting that business is down in the middle part of the year (June, July) compared with last year. 44% reported turnover down, with 39% saying business was up and 17% reporting static sales. This was put down to the weather and the economy in equal measure and counteracts the strong start to the season.

For this survey we were also interested in attitudes to Franchises and methods of Communication. 72% of

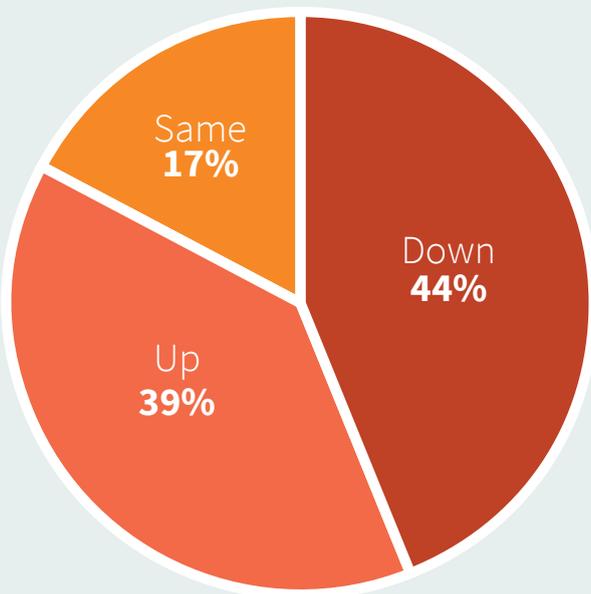
dealers said that the franchises they held had largely remained unchanged over the past 12 months, and they put reliability of the products as the number-one consideration when taking on or retaining a new franchise.

On the Facebook/Twitter debate, half the dealers surveyed said they used neither in their business, and if they did, Facebook was the most popular.

Survey conducted on 31st July 2015

TURNOVER:

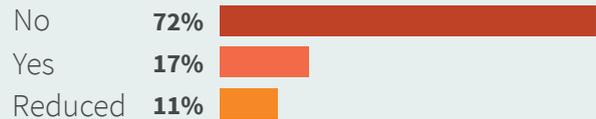
How does your total turnover compare with the same time last year?



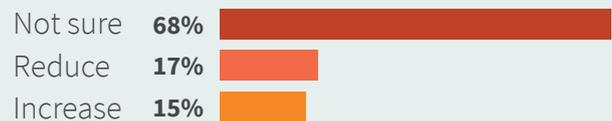
What factors influenced any change?



Have you taken on any new franchises in the past 12 months?



Will you increase or reduce the number of franchises you hold in the next 12 months?

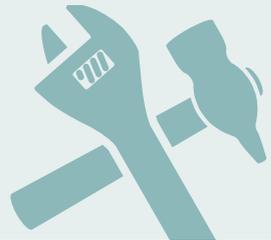
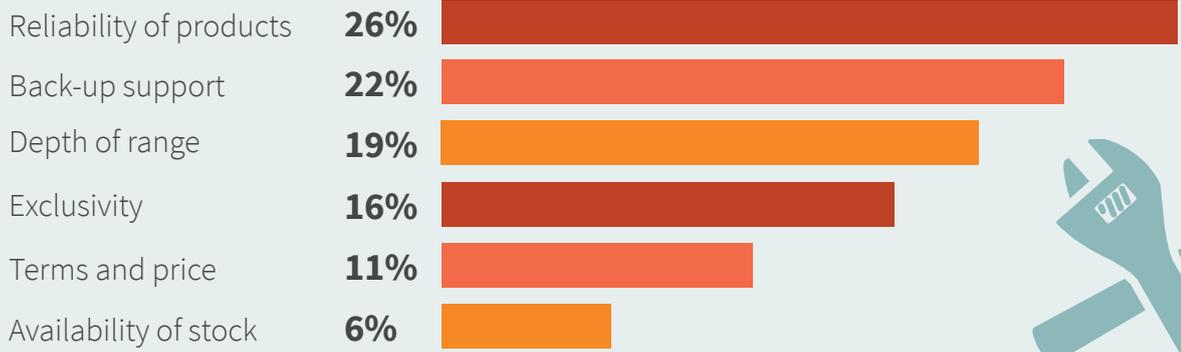


How do you monitor the Pulse of your Business? by **FACT** or **GUESSWORK**?

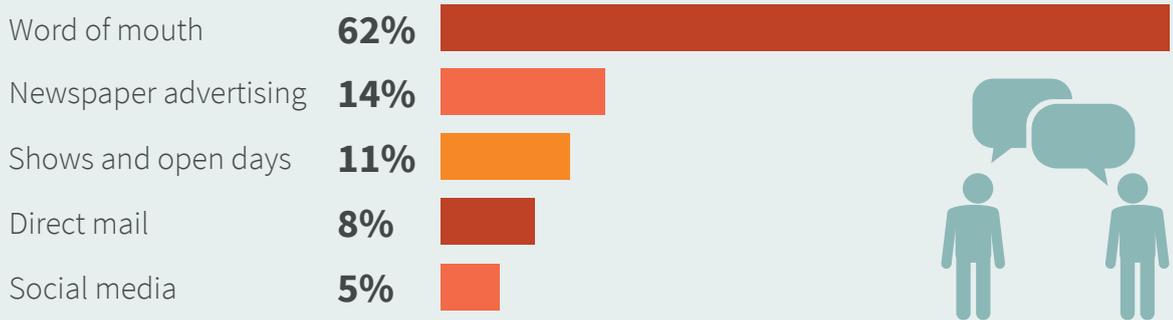
Let **ibcosgold Dealer Software** provide the measurements for better business decisions.

- Intelligent Parts Reordering
= Lower Stock / Higher Margins
- Smart Washout Reporting
= True Machinery Profitability
- Labour Reporting of Efficiency, Utilisation
= Less Lost Labour
- Many Exclusive Manufacturer Interfaces
= Reduced Duplicated Effort

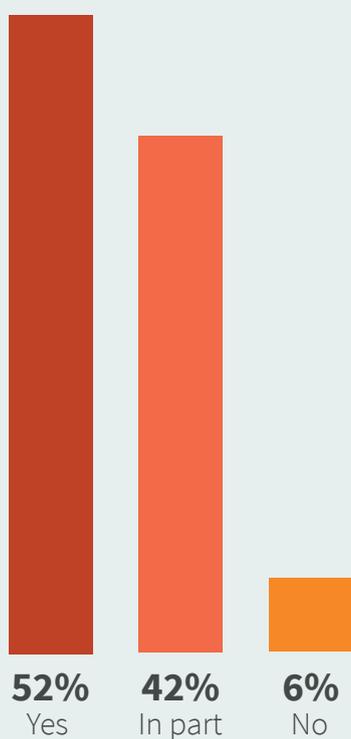
What are the factors that influence your choice of a new franchise?



What do you consider to be the best method of attracting new customers?

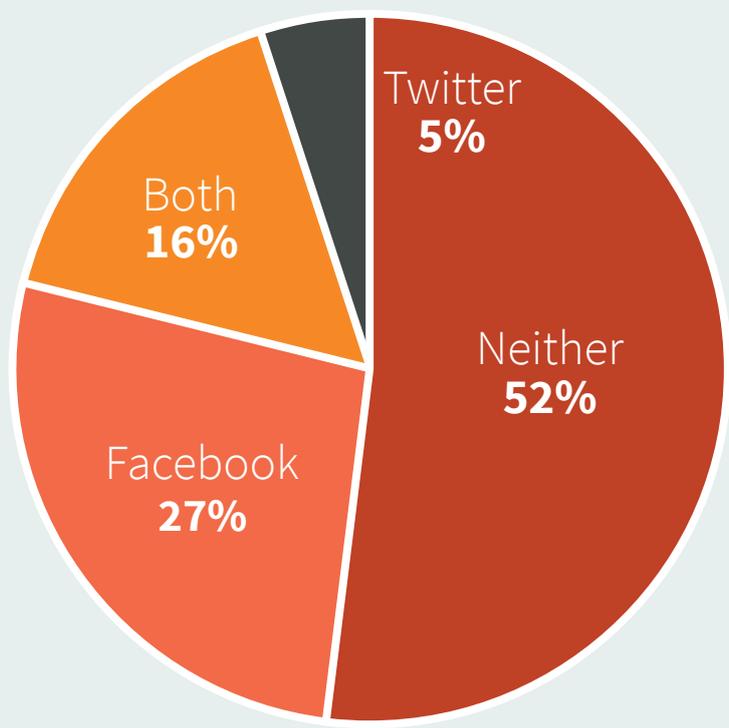


Do you have a complete database of existing customers including contact details?



FACEBOOK OR TWITTER:

Do you use either or neither in your business?



ATV

ATV MARKET LOOKS SET TO BE UP ON LAST YEAR'S LEVELS

By a few percentage points

The ATV and Utility Vehicle market appears to be in robust shape. Traditionally quite a stable market over the past few years, with total combined ATV and Side by Side units sold hovering around the 10,000 mark annually, 2014 saw a recovery from a 2013 blip. Earlier this year it was announced that the number of ATVs and Side by Side units recorded by the AEA ATV/Quad Group increased by 10.2% in 2014 to 10,763 units.

And speaking with the AEA's Economist, Chris Evans, he believes that 2015's figures will exceed this slightly.

Talking specifically just about utility ATVs, Chris said: "We don't have the half-year data yet but the indications are that the market will exceed last year's levels by a few percentage points. The market is currently running at an annualised total of around 6,500 units.

"The general pattern was that the market reached a peak at over 8,000 units around 2008 and after 2009 went into a steady downturn, hitting a trough below 5,500 at the end of 2013; since then there has been a

steady upward trend over the last 18 months.

"We've more limited and partial data on sports ATVs and on quadricycles but both appear to be running above last year. However, we've limited confidence in the data as opposed to the utility sector where our coverage is strong."

The AEA does not comment on individual manufacturer's performance, only on industry trends, so there's no indication of which brand might be dominating the market.

Encouraging results

Commenting on the last figures available (for 2014), Group Chairman of the AEA ATV/Quad Group until recently, Phil Everett of Polaris said: "This was an encouraging result following several years of decline for ATVs in particular with a near 20% rise in units seen last year. In contrast the market for Side by Side vehicles has been rising over time but has remained static over the last two years."



ATV/UTV Market

2010 10,149 units

2011 10,554 units

2012 10,359 units

2013 9,850 units

2014 10,763 units

Units sold into agriculture –does not cover leisure or sports units.

OVERVIEW OF EU REGULATIONS

From the All Terrain Vehicle Industry European Association

On 1st January 2016, the new EU type-approval frameworks for respectively “two- or three-wheel vehicles and quadricycles” (L-category) and “agricultural and forestry vehicles” (T-category) will enter into force.

These regulations will replace the current directive-based homologation system. The All-Terrain Vehicle Industry European Association (ATVEA) actively participated in the discussions about these two new regulations during a three-year long legislative process.

As a result, the homologation of both utility and recreational All-Terrain Vehicles (ATVs) and Side-by-Sides (SbS) will be regulated by Regulation (EU) 167/2013 (T) and Regulation (EU) 168/2013 (L).

These regulations set forth specific construction, sound and emissions requirements. Each regulation is complemented by delegated or implemented regulations covering a specific area and laying down the technical elements (test procedures, etc).

Find out more and read the specific regulations in detail for each classification of vehicle, at ataea.org/regulations.



POLARIS INTRODUCES YOUTH MODELS

Of the Sportsman and Outlaw 110 EFI

Polaris has introduced the Sportsman 110 EFI and Outlaw 110 EFI youth models. They are the first youth ATVs to offer Electronic Fuel Injection (EFI) and are now available to order through Polaris dealerships.

The new models will replace the current Sportsman and Outlaw 90 models and include an upgraded 110cc engine for improved off-road performance and EFI for easier cold starting, reduced maintenance and improved run and idle quality.

Both models will be classified as Y-10+ for riders 10 years old and older with adult supervision. The vehicles' speeds are limited to less than 15mph/24.1kph as delivered, and the speed control system allows adults to increase the speed to a maximum of 29mph/47kph.

The Sportsman 110 EFI will be available in Sage Green while the Outlaw 110 EFI will come in Voodoo Blue.



Youth rider safety

Polaris promotes youth rider safety. The Sportsman and Outlaw 110 EFI will continue to offer a wide variety of safety features such as an adjustable throttle limiter to enable adults to set a maximum speed control limit, daytime running lights to increase daytime visibility, full floorboards and heat shields. Other vehicle features include an electric start, automatic transmission, four-stroke engine, and long travel suspension. Similar to all other Polaris youth models purchased from an authorised dealer, the Sportsman and Outlaw 110 EFI also come with a high visibility whip flag and safety video. All Polaris youth vehicles also come with a helmet (two for the RZR 170 EFI) to help teach children the importance of wearing the proper safety gear.

Other models

Along with the Sportsman and Outlaw 110 EFI, Polaris will continue to offer the Outlaw 50, classified as Y-6+, for riders of six years old and older; the entry-level Phoenix 200, for riders 14 and older; and the RZR 170 EFI Side-by-Side for riders 10 years old and older.

Adult supervision is required for all riders under 16 and Polaris strongly encourages anyone operating an ORV to take appropriate training. A training session with the EASI (European All-Terrain Vehicle Safety Institute) is included free of charge with each Polaris purchase (rider must be aged six or above). Extra sessions are available directly from the EASI.

YORK ATV TECHNICIAN HONOURED

Honda Apprentice of the Year

John Staveley of Taylor ATV in York has won the prestigious title of Honda (UK) ATV Apprentice of the Year 2015.

Steve Morris, Head of Power Products for Honda (UK), presented John, 19, from Wray in Lancashire, with his award recently at a special ceremony to mark the achievement of 49 young graduates who have successfully completed a Honda (UK) apprenticeship this year.

The ceremony took place at Honda (UK)'s bespoke training facility, the Honda Institute, in Slough. In attendance were senior management from Honda (UK) and British Touring Car Championship (BTCC) front-runners, Matt Neal and Gordon Shedden, of Honda Yuasa Racing.

Apprentice awards

Honda (UK) offers apprenticeships across its three core business areas of Cars, Motorcycles and Power Products. The Apprentice of the Year award is given to the candidate who truly excels in their

specialist area, with nominations taken from Honda's Apprentice Trainers, Assessors and Managers. Nominations are judged against specific criteria and the overall winner is then identified by the Apprentice Programme Management Team.

John comments: "Growing up on a farm I have been around ATVs for as long as I can remember, and I've always been fascinated by engines.

"I started work experience at Taylor ATV during my school holidays and really enjoyed it as it gave me the opportunity to get to know and understand the product.

"I was delighted when Taylor's offered me an apprenticeship and I've loved every minute of it. I'm really looking forward to continuing my career here."

ATV interest

Tom Taylor, owner of Taylor ATV comments: "John first came to us on a work placement from school, and we saw the potential in his interest in ATVs straight away.

"We've been extremely pleased with John's progress through his apprenticeship; he's shown true commitment to the job and works well as part of the team. He's great with customers, and coming from a farming background has a good understanding of their requirements.

"John has turned into a true asset for Taylor ATV and we hope that he stays with us for many years to come. We congratulate him on his success and we celebrate his achievements over the last three years."



Honda (UK) ATV Apprentice of the Year John Staveley with Tom Taylor of Taylor ATV

GRIZZLY GETS WINCH FITTED AS STANDARD

WARN Vantage 2000

The WARN Vantage 2000 winch is exclusively built for Yamaha and will be fitted as standard in Europe on the mid-size Grizzly models, the Grizzly 350 and Grizzly 450, for all colour options.

The winch will be completely mounted and wired and thus ready to use.

The WARN Vantage 2000 is a compact and



powerful winch package, suited to smaller ATVs such as the Grizzly 350 and Grizzly 450. The company says the winch offers best-in-class durability, reliability and performance.

It benefits from 907kg of pulling capacity.

Features include:

- 15 metre x 4mm steel wire rope;
- Roller fairlead with four-drum cable guidance;
- Fully sealed (o-ring) motor and drive train to keep the elements out;
- Differential planetary gear train and dynamic brake;
- High strength composite end-housing;
- Permanent magnet motor;
- Includes handlebar-mounted mini rocker control (sealed and potted switch);
- CE compliant;
- Corrosion resistant zinc tie-rods and hook.

The original and still the best

The Polaris Sportsman.



Polaris® Sportsman 570

SPORTSMAN ETX



POLARIS ACE



SPORTSMAN UTE



The original Polaris and one of the best-selling ATVs of all time.

A legacy handed down to the latest machines. The hardest working, smoothest riding Sportsman range to suit everyone and tackle the toughest terrain. Still the best 4 x 4 automatic system, legendary Independent Rear Suspension, superb ergonomics and great storage space with Lock & Ride® technology.

Perfect for landscape, amenity, farm and track.



www.polaris-britain.com
0800 915 6720

5% special discount for NFU members*
* Terms and Conditions apply. Please contact your local Polaris dealer for further details.



www.facebook.com/polarisbritain



Unequaled.

JUST GOT UPGRADED



THE NEW, EVEN BETTER

STW COMPACT TRACTOR SERIES



Step up into new levels of comfort, reliability and performance with the new STW compact tractor series from Kubota.

From mowing to loading, the new STW is an unequalled performer. Amazingly quick and impressively powerful, it's lightweight and compact design delivers outstanding efficiency with minimal surface impact.

Heavy duty tasks are light work thanks to the STW's high torque, low noise Kubota diesel engine plus a host of standard features including the exclusive Bi-Speed turn.

With a panoramic, spacious and air-conditioned cab, the STW offers class leading visibility and operator comfort.

A full range of Kubota engineered implements are available for enhanced productivity.

Why settle for less.
Be unequalled.



Scan the QR code for more information

For more information Call: 01844 268 000
Visit: www.kubota.co.uk

For Earth, For Life

GATOR FLEET GETS BIGGER

Farol supplies 120 vehicles for Morris Leslie Event Hire

The youngest John Deere Gator utility vehicle hire fleet in the UK has just got even bigger. Morris Leslie Event Hire has expanded the fleet at its Woking depot in Surrey to over 120 Gators, and after listening to customer feedback, the business has bought 10 XUV 855D S4 four-seater models to complement the fleet.

“We have been using the John Deere HPX Gator two-seater models for a number of years now as part of our comprehensive range of plant equipment for events and festivals, and last year we trialed a few four-seater Gators which went down very well with our client base,” says Morris Leslie Group Operations Director Graham Ogilvie.

“The trial’s success was down to the new John Deere S4 model’s ability to move four people, or two people and plenty of kit, around a showground for example, quickly and efficiently.”

The Morris Leslie Gator fleet can be found at many shows, TV sets, festivals and events across the UK and Europe, with customers finding them a reliable ‘go anywhere’ utility vehicle.



Morris Leslie Group Operations Director Graham Ogilvie (left) with Farol Ltd Golf & Grass Ddirector James Moore, and one of the new John Deere XUV 855D S4 four-seater Gator models

Supplied by Farols

Morris Leslie has worked closely with locally supplying John Deere dealer Farol Ltd on the purchase of this latest batch of Gator utility vehicles.

“We’re very pleased that Morris Leslie chose Farol Ltd again to expand its Gator fleet, and this strengthens the relationship between our two companies,” says Farol Ltd Golf & Grass Director James Moore.

“All the machines were prepared and delivered on time and most were sign-written before being delivered, so they could go straight out on their first hire jobs,” he adds.

Operating from nine depots across the UK and employing over 200 staff, the Morris Leslie Group has achieved large growth over the past few years and has recently purchased 1,300 machines to expand its plant and event hire business, including more than 500 excavators and 450 telehandlers.

AR VERSATILE ATV-TOWED MOWER FROM WESSEX

Hitched to an ATV, utility vehicle or 4 x 4, the Wessex AR rotary mower comes with either a Briggs & Stratton, with optional electric start, or Honda engine and is suitable for maintaining regularly mown areas and general paddock topping.

There’s a choice of cutting widths: 1.2m, 1.5m and 1.8m and the machines are fitted with side-mounted wheels that allow ground contours to be followed accurately without scalping.

There is also an optional rear-wheeled machine in 1.2m and 1.5m widths.

The towing vehicle needs to have adequate capacity on the draw bar with the weight on the tow hitch greatly increased on rear-wheeled machines. There is, however, a third wheel option which transfers the weight to the machine’s own wheels and leaves the towbar floating.

The drawbar can be easily offset to one side to allow the cut to cover one wheel of the towing vehicle and all models feature three overlapping rotors to eliminate uncut strips of grass.

The height of cut, between 25mm and 140mm, is easily set using the bar supplied to facilitate the operation of a spring-loaded pin and the bar is conveniently carried on the back of the mower.



PM BACKS KUBOTA'S RURAL CRIME FIGHTING WEAPON

Thames Valley Police first to use RTVX900

P rime Minister David Cameron has backed Thames Valley Police's latest move to tackle rural crime after the police force became the first in the UK to introduce a marked all-terrain utility vehicle into its fleet.

The new police vehicle, a Kubota RTVX900, is designed to handle any terrain, even in tough conditions. This means the police will now be able to get to remote and challenging rural areas that were previously difficult to access.

PM David Cameron, the local MP for Witney, said: "I welcome this exciting launch which will see this vehicle used for the very first time by a British police force.

"In rural areas like my constituency, our forces face unique challenges and this vehicle will be a great asset to Thames Valley Police as they focus their attention on tackling rural crime."

Rural crime

The economic impact of rural crime on local communities and the personal impact that it can have

on victims is a serious issue across the UK, not just in Oxfordshire. According to NFU Mutual, crime costs rural communities in the region of £1.9 million each year.

Thames Valley Police does a lot of work to combat rural crime and approached Kubota, whose UK headquarters are in nearby Thame, to see if they could work in partnership together.

Superintendent Kath Lowe LPA Commander of Cherwell and West Oxon commented: "Crime in rural Oxfordshire can range from theft of agricultural and construction plant and machinery, to wildlife crimes like hare coursing and poaching, the theft of diesel and staddle stones.

"A significant number of the crimes we are dealing with out of Carterton are rurally based. However, a serious issue for us has been getting to crime scenes because of how remote they are.

"Before now, our only vehicles at Carterton were Panda cars, which are fine on the road but don't have the capabilities for tackling

rough off-road terrain.

"With this new Kubota RTVX900 in our fleet, we will now be able to reach a much higher percentage of rural crimes than ever before. This is going to help us to further improve the service we can provide our local community."

Unique weapon

Thames Valley Police's new Kubota vehicle is unique in the policing industry.

It is the first time any UK police force has had a fully operational and marked all-terrain vehicle in their fleet.

Karen Tipping, Kubota UK's Marketing Manager, concluded: "We know that from speaking to our customers in the farming industry that rural crime is a serious issue. Any measures that can help reduce these risks are therefore good news for these areas.

"We hope that by providing them with this vehicle, it will increase confidence so people know the police can get to them when they need them."



Cub Cadet®



3-in-1 OPTION

CC1020BHN

LUXURY, STYLE & PERFORMANCE



Classic Series



Z-ForceS48



TankSZ60

0845 273 9730

www.cubcadet.co.uk

Dealerships
available
in selected areas

EXPERIENCE THE DIFFERENCE

The Power Behind The Brands barrus.co.uk

MARUYAMA

MADE IN JAPAN

HIGHER PROFITS, FEWER RETURNS, HAPPIER CUSTOMERS

JOIN THE CLUB! CALL US TODAY

- Dedicated footprints
- Unparalleled support
- Flexible terms and packages

A full range of professional and domestic two stroke outdoor power equipment.



**IRON
5
YEAR**
COMMERCIAL
WARRANTY

120th
Anniversary
丸山

QUALITY - RELIABILITY - PERFORMANCE

TEL: 01455 825400

WWW.MARUYAMA.CO.UK

GREAT TIMING FOR SUZUKI KING QUAD WINNER

Farmer David Hunt won a brand new Suzuki KingQuad ATV at the Cereals event last year. Just one month before he entered the competition at the show his farm's old ATV had been put permanently out of action. The timing couldn't have been worse with the farm relying on using an ATV all the year round - and especially at that time of the year with lambing season approaching. However, good fortune was about to smile on David as his was the prize-winning name picked at random from hundreds of competition entrants.

Vital equipment

David comments: "An ATV is an absolutely vital piece of equipment for our farm. A lot of us depend on it to get us around quickly, especially when we have so many lambs to look after once lambing has finished. We use it all the time to check on them, as well as for rounding up, worming and shearing. Plus, an ATV makes catching the odd sheep which may need help or treatment, much easier as we can fit a small trailer on the back.

"It's also essential for our work with the crops, such as slug pelleting, spraying margins and footpaths, moving scarecrows on oilseed rape, and keeping a careful eye on the growing crops.

"In fact, we use it so much that we had to hire an ATV when we lost the old one.

AN ATV IS AN ABSOLUTELY VITAL PIECE OF EQUIPMENT FOR OUR FARM



Upgrade

"When we won, we found the Suzuki to be vastly superior to the old make of ATV we had been using on the farm. So having won a manual version for free, we decided to we could afford to treat ourselves and upgraded it to the KingQuad 500XP with power-steering. The great thing about the 500 is the extra power it gives us, plus the electric power-steering makes it really light and easy to manoeuvre around the farm.

"Another key benefit for us is that the low ground pressure tyres don't make any marks on the land.

"Having a local Suzuki dealer like MKM Agriculture offering fantastic service and support is an extra bonus as well."

David concludes: "Winning this ATV was such a well-timed stroke of luck. It just goes to show that you should enter these competitions, as you never know."

5 YEAR WARRANTY
DOMESTIC

3 YEAR WARRANTY
COMMERCIAL

MITOX
PRO Powered by **Kawasaki**



call us now on **01963 828006** / speak to your **Rochfords Area Sales Manager** / www.mitoxgm.co.uk / www.rochfordgm.co.uk

NEW **PRO** Range



EST 1921

Manufacturing fine quality mowers for the lawns of Great Britain since 1921.

The grass is always greener with Atco

- Atco is a traditional British brand with an enviable heritage stretching back to 1921
- A brand recognised by customers as offering excellent products
- A brand with a new enhanced range of products that today's customers want
- A brand that is only available through specialist dealers

Brand matters, Range matters, Atco matters.

For more information contact Ron Miller on 07771 818953 or email ron.miller@ggpuk.com



www.atco.co.uk

ATCO
The Finest Cut of All

SUCCESS FOR AG STUDENT

On C&O Tractors and New Holland sponsored competition



L-R: Section Lead, Laurence Stone; Deputy Principal, Christine Robertson; Rupert Rees – NFU; Winner Alistair Bye; Dave Stickland – C&O Tractors and Matthew Holland C&O Tractors; Tutor, Matt Sparshott

The fifth year of the celebrated NFU Agricultural Student of the Year Competition at Kingston Maurward College resulted in a unanimous win for 18 year-old Alistair Bye.

The award was initiated in 2011 by the NFU in conjunction with C&O Tractors Ltd and New Holland, who wanted to support a credible accreditation that would aid young farmers in their future careers.

Day of tasks

The 15 participating students, all studying the second year Level 3 Extended National Diploma in Agriculture, competed against one another in a tense day of tasks. These included livestock, machinery and estate skills tasks, a 50-question theory test, followed by an interview with a panel of

judges including the NFU’s Rupert Rees and C&O Tractors’ Matthew Holland.

Winner Alistair, from Luckington in Wiltshire, said: “It was a complete surprise to win - I wasn’t expecting it at all!

“I’ve really enjoyed my two years at Kingston Maurward, it’s the best thing I’ve ever done.”

Alistair, who plans to continue his studies at the Royal Agricultural University in September, was presented with the bespoke trophy made for the competition in 2011 by Kingston Maurward resident blacksmith Simon Grant Jones. Alistair’s main prize will be an all-expenses paid trip to an agricultural expo within the next year, to expand his knowledge of the agricultural industry internationally.

Future of the industry

C&O Tractors’ Sales Manager, Matthew Holland, commented: “It’s always a pleasure to judge this competition, it’s obvious the students are passionate about agriculture, and thoroughly enjoy what they do.

“This competition is important to C&O and New Holland as sponsors because these young farmers of today will become the future farmers of tomorrow, responsible for the success of this industry and the people within it.”

Kingston Maurward Deputy Principal, Christine Robertson, said: “We are very proud of the students. The knowledge, skills and effort demonstrated throughout the competition was outstanding. Well done!”

ERNEST DOE PROMOTES APPRENTICESHIPS

Film shows the opportunities available within the company



Watch it at tinyurl.com/olyh49z

Ernest Doe has produced a film to promote apprenticeship opportunities, both within its 20-strong branch network, and in the industry in general.

The seven-minute film strongly promotes the skill sets needed by the industry today across the sectors ranging from construction and farm machinery to grounds care through the use of computer-based diagnostics and advanced technology.

More than that, it highlights the quality of people needed in the industry, and the job satisfaction that can result from a varied and challenging career.

The film, spearheaded by Doe’s Service Director, Angus Doe, was produced to support the company’s recent announcement that it was seeking to recruit 17 new apprentices this year.

CLIVE BOUND RETIRES

From Easton and Otley College



HRH The Earl of Wessex makes a presentation to Clive Bound

A well-known Vice Principal of an East Anglian college has retired from his role.

62 year-old Clive Bound was born in Wales. He joined the senior management team at Easton and Otley College seven years ago having previously worked at Lincoln University.

Mr Bound – who initially trained as an agricultural engineer, said: “I’ve enjoyed working with colleagues and have mixed feelings about leaving. I’ll miss the people. Retirement will be quite quiet in comparison to college life, I should imagine, although I’m not short of things to do.”

Mr Bound – who rows competitively and is hoping to compete at the 2015 World Rowing Masters Regatta in Belgium this September – is looking forward to spending more time with his six month-old grandson, George, and holidaying on his boat that is situated in Dijon, France.

In terms of a legacy, he added: “Overall, my time at the college has been to try and facilitate success and

fantastic experiences. The thing that I’m most proud of would be leading a team of staff in helping the college secure a good Ofsted grading post-merger.”

And if he could sum up his time at the college in three words, he added: “The words I would use would be very, very, busy.”

Industry links

The new Vice Principal of the college is Malcolm Ferguson, aged 59.

Of his plans for the future of the college, Mr Ferguson said: “I’ve been really impressed with the industry links that the college has. That was one of the attractions in coming to the college. A key challenge for me is to maintain and build on this.

“We need to make sure that we prepare our students for the future and help them progress within education or employment. My legacy will be to help that happen and make sure our students hit the ground running.”

FARM MINISTER PRESENTS PRIZES AT WRITTLE

Writtle College’s annual Presentation Day for Further Education students this summer welcomed Farm Minister and Writtle College alumnus George Eustice MP to present the awards.

Mr Eustice studied Commercial Horticulture at Writtle College between 1990 and 1993 and went into the family fruit farm for nine years before embarking on his political career.

The Conservative MP for Camborne, Redruth and Hayle since May 2010, who is the Minister of State for the Department for Environment, Food and Rural Affairs (DEFRA), still draws on his learning at

Writtle College. He said: “The lessons I learned at Writtle College have been useful throughout my entire career, from running the family business to my current role as DEFRA minister.”

The award ceremonies marked the success of students completing full-time and part-time FE courses at Writtle College including Equine, Animal Studies, Veterinary Nursing, Floristry, Agriculture, Countryside, Art and Design, Sport and Horticulture courses.

Proud moment

Writtle College’s Director of Further Education Dr Jenny Thorpe, said:

“The FE Presentation Day marked the culmination of our students’ studies and is a particularly proud moment for them, their family and friends as well as the college’s staff.

“Having been rated as Good by Ofsted inspectors last year, we have seen our success rates continue to improve, with 96.6% of our FE Level 3 students progressing to further education or employment, according to the Writtle Destination Survey.

“We would like to congratulate all our students on their achievements and wish them every success as they take their next steps, whether those are in education or work.”



Diesel Economy

The Park Diesel range

Available in 2WD and 4WD
Park 520 DP | Park 540 DPX



Park 540 DPX + 110cm Deck

RRP ~~£7500~~

£6,999

SAVE
£501

- Leaders in mulching technology
- Award winning design
- Renowned for quality and reliability
- Loyal customers
- Possibly the most profitable dealership available

For more information contact Ron Miller on **07771 818953** or email ron.miller@ggpuk.com

STIGA

www.stigalawnmowers.co.uk

You asked, we listened.



The **NEW** AL-KO T16-92HD & T16-102HD Edition **from £2099*** inc vat. (Consumer promo price)

call us now on **01963 828006** / speak to your **Rochfords Area Sales Manager** / www.al-ko.com/garden / www.rochfordgm.co.uk

AL-KO

QUALITY FOR LIFE

GLEE BIRMINGHAM 2015

14th–16th September, Birmingham NEC

GLEE – organised by i2i Events Group – is described as the UK’s leading garden trade buying event, and the only one to bring the whole industry together under one roof.

The organisers describe it as the most crucial garden wholesale buying event in any retailer’s calendar. And while the machinery side of things is somewhat diminished from what it once was, Handy Distribution’s presence is always an impressive showing, which makes a trip to the NEC well worthwhile.

The show also boasts:

- 500+ leading UK and international wholesale garden suppliers;
- Thousands of new products;
- Advice and guidance to help you grow your business through challenging trading conditions;
- The latest trends and the most innovative products on the market.

What’s more, several big name brands have confirmed their return to the exhibition, with many

more also set to make their debut appearance this year.

GLEE’s Event Manager, Matthew Mein says: “GLEE is in really great shape in terms of bookings. This is obviously great news as it demonstrates the value that GLEE, as a revised and revitalised show, has for the garden retail market. It’s also great to see so many brands returning to GLEE, as they look to optimise the benefits the ‘new-look’ show offers.

“Our aim is to ensure GLEE continues to deliver a fresh and vibrant showcase of the best the garden retail industry has to offer.”



GLEE TEAM WINS BIG

In the build-up to this year’s show, the team at GLEE was awarded a prestigious accolade by the event organisers’ leading trade body, the Association of Event Organisers Ltd (AEO) – the operations team was crowned the 2015 winner of the Best Organising Team of the Year.

This highly respected award

is given to those organisers who have excelled in demonstrating the collaborative nature of organisation, while clearly outlining and meeting objectives and achievements, and continually thriving for improved productivity, efficiency and performance.

Kelly Yeo, GLEE’s Senior

Operations Manager, said: “We are beyond excited to have won. It is, of course, fantastic to be recognised for our hard work by our peers, but more importantly this award is testament to the ongoing support of the garden retail industry which collectively has helped GLEE to develop and grow. Everyone from the show’s exhibitors, to its visitors, supporting trade associations and media have all come together in the last two years to demonstrate their support for the long-term future of the show, and it’s been an absolute joy to be able to help turn this support into the show we see today.”



PRODUCT CATEGORIES AND SHOW SECTORS

To find exactly the products you are looking for and compare the latest on the market from a range of different suppliers, GLEE is split into product categories.

Halls 17–20 at the NEC this year comprise:

Garden Care

This is where dealers will find garden machinery – mostly on Handy Distribution's impressive stand. The sector will also include garden tools & accessories, grow your own, growing media, irrigation systems, pest control and wheelbarrows.

Retail Services

Including canopies, walkways & polytunnels, EPoS, garden centre design & build, security, shop equipment, shop fitting & display stands and software solutions.

Garden Design & Landscaping

Including aggregates, decking, fencing, garden buildings & structures, garden features, mulches, outdoor lighting, paving, play structures, pots and soft landscaping.

Home, Gift & Clothing

Including clothing & footwear, confectionery, decorative accessories, games, toys & Books, gifts, heritage & souvenirs, homewares, jewellery and picnicware.

Garden Leisure

Including barbecues, camping, chimineas, conservatory & indoor furniture, garden furniture, outdoor heaters, parasols, play equipment and spas.

Pet

Including accessories, aquatics, bedding, cages, equine, fashion, food & treats, grooming, pet health, pet retail services and toys.

Food & Catering

Including café/restaurant design, catering services, confectionery, kitchen equipment, kitchenware, speciality food and drink.

Plants & Nursery

Including bedding, nursery stock, Christmas trees, cut flowers, florist sundries, herbs, house plants, trees & Shrubs, and young plants.



The Exhibitors' Marquee at GLEE 2014

HANDY DISTRIBUTION

Hall 19, Stand, C30-E31



Handy's Simon Belcher on the company's stand at last year's GLEE

Handy will be unveiling its new and exciting comprehensive range of Webb garden powered

products and lawn mowers for 2016 this September at GLEE. Visitors will be able to discover how Handy Distribution and the Webb brand can help grow their Garden machinery business for 2016.

Visit Handy Distribution in Hall 19, stand C30-E31 this year at GLEE. With over 75 years of experience and knowledge, they can provide the right solution from over 30 brands with next day delivery. Their extensive £6m stock holding ensures you will have the right stock when you need it guaranteeing you piece of mind.

NEW PRODUCT SHOWCASE

A major focus again this year



One of the 2014 New Product winners, Briers

During the run-up to the show, the organisers of GLEE have been asking manufacturers who are set to introduce a new innovation to the garden retail market for the 2016 season, to be sure to enter them into the New Product Showcase.

The GLEE New Product Showcase serves three functions. The first is that from the exhibitors' perspective, all entrants can enjoy the opportunity to have their latest lines displayed in an area of high buyer footfall. The second, time-short buyers can see 'what's new' in a matter of minutes within a single central located 'new products hub' within the heart of GLEE's new location, Halls 17-20. And finally, is the fact that all products in the showcase are entered into the awards, which offer the possibility of winning a number of different prestigious accolades. This year the awards will feature entries from eight product categories, with winners decided by a judging panel made up of a cross-section of industry experts and retailers.

Product categories include:

- Best Garden Care Product;
- Best Landscaping & Garden Design Product;
- Best Nursery & Planteria Product;
- Best Garden Leisure Product;
- Best Home, Gift & Clothing Product;
- Best Retail Support Product;
- Best Pet Product;
- The Retailers' Best Product Award – voted for by GLEE visitors during the show.

Judging for the awards will take place on the first day of the show before opening, and the winner of each category will be awarded the highly coveted title of Best in Category at a special ceremony on-stand at the GLEE central Hub, home to the New Product Showcase later that day.

A sneak-peek of entries is available through GLEE's social media channels and event newsletters – follow @Glee_Birmingham for the first look.



Opening times

Monday 14th: 9am-6pm
Tuesday 15th: 9am-6pm
Wednesday 16th: 9am-4pm

Entrance:

Register in advance online – free. Entry on the day – £20.00
At Birmingham NEC

Website

www.gleebirmingham.com

Power
in your
Garden...



Treat your lawn to a superior finish this summer

Webb take pride in designing products that provide you with the best possible results and long term care for your garden.



RRP £379.99

17" Poly Deck Rear Roller

Self Propelled

3 in 1: Mulch, Rear Discharge or Collect



RRP £3357.99

24" Cylinder Lawnmower

Self Propelled

5mm - 35mm cutting height

**Visit us at GLEE to see the new 2016 Webb Range.
Hall 19 Stand C30-E31**

Handy Distribution

For more information on our new 2015 range...

www.handyonline.co.uk

|

Email: sales@handydistribution.co.uk

|

Tel: 01793 333220

PRODUCTS

CONTACT:

📞 07785 295625 or 07929 438213

@ chris@servicedealer.co.uk

@ steve@servicedealer.co.uk

DOMESTIC

COBRA MULCHES AND MOWS

Latest addition to range

The new lawnmower from Cobra is dedicated to mulching while mowing.

The 20" MM51B mulching petrol mower allows users to recycle grass by finely cutting and re-cutting the clippings and returning them to the lawn. As the clippings decompose, the nutrients and fertilisers are returned to the soil as feed to improve the health of lawns.

The grassbag-less MM51B features a 140cc Briggs & Stratton 500E Series engine, as well as an easy to adjust five-step cut height adjustment lever. In addition to its mulching capabilities, the MM51B also has a side discharge feature to distribute cuttings in neat lines.

Priced at £289.99, distributor Henton & Chattell says the MM51B continues the Cobra promise to offer great value and quality without compromising on price.



COMMERCIAL

FIRST REAR ROLLER FOR ETESIA

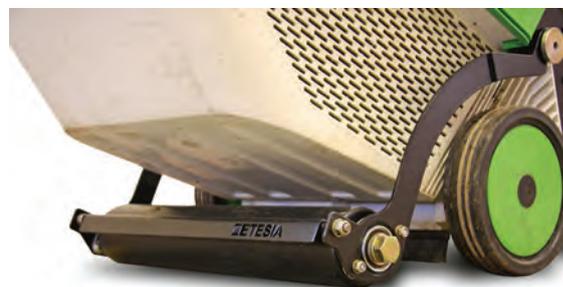
Kit available for cut and collect rotaries

Etesia has launched its first rear roller kit for its pedestrian cut and collect rotary mowers.

The first model available with the rear roller kit is the range of 41cm cutting width Duocut machines which are now able to cut, collect, stripe and by fitting the mulching insert, mulch.

No tools are required to fit the roller kits to an Etesia machine – just hang the free floating roller on two locating pins behind the grass box. Weighing 9kgs, the roller has been designed so that it will operate free-floating at any height the machine is mowing at, ensuring perfect striping no matter the weather or height of cut required.

“We’ve been asked if we could add a rear roller to our pedestrian mowers for as long as I can remember and I’m thrilled that we now can,” says Les Malin, Operations Director at Etesia UK. “Our products are known to be robust and innovative but we’ve seen a number of our customers adding their own roller kits, which wasn’t ideal. This new rear roller kit will open our machines up to a whole new market where presentation of pitches or lawns is vitally important.”



BOSCH BRINGS QUIET TO THE CAPITAL

Demo event for cordless range

Bosch held its first Professional Garden Tools event recently, demonstrating the extraordinarily quiet and smooth operation of its battery-powered products.

The new range of battery-powered mowers, brush-cutters and line trimmers on show at the event held at Greenwich's Devonport House, is aimed at the professional market. By using highly efficient battery systems and eliminating servicing costs the company says it is confident that users will find that the machines effectively pay for themselves in less than three years of regular use.



Joao Barufi, Bosch's Regional Brand Manager, Lawn & Garden with the new GRA 53 lawnmower

Specialist dealer network

Aware that selling these environmentally friendly machines to dealers with the boast that servicing costs are eliminated could be a hard sell in some respects, Joao Barufi, Bosch's Regional Brand Manager, Lawn & Garden, was keen to point out that these are highly specialist, premium machines, which are sold exclusively through their specialist dealer network – a network that the company is looking to expand.

Joao says: "We believe these machines are the future. Not only does our new range provide a powerful battery-powered alternative to petrol, our mower is also quieter than some domestic vacuum cleaners so professionals can get on with their work at any time of the day.



Service Dealer's Steve Gibbs tries out the GFR 42 brush cutter

"Following on from these launch products of the GRA 53 lawnmower and the GFR 42 brush cutter, we shall be bringing more products through next year including a power box for charging multiple batteries at once."

Quiet and smooth

For professional users, the company was very keen to stress that besides the power, quietness and smoothness of operation of the machines, significant cash savings would be made over time through the lack of fuel bills. The fuel bill is effectively paid up front with the purchase of the battery and the charger. The company says professional users switching from petrol to the new cordless garden tools for up to four hours per working day, would see savings of around £520 per year.

The British-built products allow for all-day working due to the low noise and low vibration levels produced by the weatherproof batteries. The batteries, which can be used in both the mowers and brush-cutters, take just 42 minutes to recharge, providing enough power to mow an area equivalent to the size of a football pitch.

When using the machines what strikes one initially is just how quiet they really are. The brushcutter, for example, didn't sound much louder than a hand-held fan! And then once in use, the smoothness and lack of vibration are incredibly apparent.

COMMERCIAL

HUB DRIVE INNOVATION

For Makita 36v brushcutter



The new Makita DUR365UZ 36v cordless brush cutter features the company's brushless motor in the cutting head which it says is a major advancement in performance, reduced weight and improved balance.

Traditionally, the drive motor, electric or petrol, is located at the top end of the shaft close to the operator. In this new cordless

model there is no drive shaft running down the tube to the cutting head, only the umbilical cord that carries the battery power and sophisticated electronic control messages to the compact, brushless motor integrated with the cutting head.

With a cutting diameter of 350mm and a running speed of up to 6,500rpm the new three-speed DUR365 brush cutter will give a run-time of 90 minutes in low-speed mode when powered by two fully charged 18v 5.0Ah Lithium-ion batteries. In high-speed operation a 31-minute run-time can be achieved and 52 minutes in middle speed.

Motor

The powerful 36v motor is protected by an electronic current limiter for overload and includes

the Makita soft-start system. This controls the torque delivery as the drive head accelerates to operating speed protecting the operator from initial start-snatch. The three-speed selection is made by a switch on the 'cow-horn' soft-grip control handles, as is the variable speed trigger.

Selection of reverse gear enables clearance of the head in very long grass.

For the operator, this 5.2kg machine has a waist cushion and shoulder strap and a small protector for a better view of the cutting area.

The DUR365 is delivered as a body only unit with 350mm diameter nylon cutting head. It comes with the nylon cutting head, safety goggles, hex wrench, blade cover, shoulder strap and an accessory bag.

COMMERCIAL

PELLENC GOES FOR A LIGHT TRIM

New Helion Compact 2 hedge trimmer

Pellenc has launched its latest hedge trimmer – the Helion Compact 2 – which it boasts is the lightest battery-powered hedge trimmer on the market.

The new Helion hedge trimmer's odourless operation and light weight allow the user to work comfortably when trimming hedges, ornamental trees and when pruning.

New features include:

- Greater cutting power designed for pruning and finishing;
- Fast connector system for quick connection and disconnection;
- Retractable trigger for ease of use;
- Water protection to IP54;
- Easily interchangeable blades;
- Lower vibration.

A swivel head is available on the pole models and can be adjusted by +90°/-45° which means users can work in all trimming positions. The Swivel handle is also adjustable by +/- 90° for vertical work without bending the handle.

As with all other Pellenc products, it 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.



COMMERCIAL

UNIVERSAL YOKE FOR TM SYSTEM

New cassettes fit many mowers

ATT's TMSystem™ consists of 10 individually constructed SMART cassettes.

These cassettes are easily swapped out of the power unit, be it ATT's own 22" dedicated pedestrian unit or any mainstream make of triplex greens or lightweight fairway mower, by the use of a universal chassis.

Previously, however, the chassis has had to be attached to the machine in question by an OEM style yoke – but no longer.

The TMSystem is not reliant on any one make of manufacturer's machine. This enables the user to easily change brands if they so wish, but they still need to purchase manufacturer's OEM yokes. While this can still be possible, the introduction of a new universal ATT yoke now offers the user a different option.

From now on only a minor adaptor plate will need to be changed.

All production has now switched over to this new design, which can also be retro fitted to previously bought units. OEM yokes can still be used if the user so wishes.

This new design came out of the requirement to make a 22" chassis that would fit an 18" Jacobsen LF1880. Other brands of 18" fairway mowers can similarly be adapted.



COMMERCIAL

BLEC GETS DOWN TO EARTH

The BLEC PBR80 Power Box Rake can cultivate, earth move, grade and rake all in one pass with a powerful contra rotating tooth rotor penetrating hard ground to produce up to 75mm of soil pulverising, levelling and grading.

Designed to attach to the majority of European two-wheel tractors of between 8hp and 14hp, such as Grillo, Camon and Ferrari, the walk-behind PBR80 has a bi-angling rotor to allow stones and debris to be windrowed to the side.

Folding down the side end plates allows excess material to be easily collected up into a pile and the rake has adjustable screw jack castor wheels for accurate depth control, and an adjustable barrier blade.

The rotor teeth are long-life carbide and transmission is by shaft drive through a heavy-duty gearbox to a side chain drive. The rotor system is quickly detachable to allow changing to optional tines, spring or brush rotors to suit the work in hand.

The PBR80, with its working width of 80cm, is one of three walk-behind BLEC Power Box Rakes, the other models being 60cm and 100cm, and there are tractor and loader mounted versions.



EVENTS 2015-16

SEPTEMBER 2015

- 5 Alresford Show
www.alresfordshow.co.uk
- 5-6 Dorset County Show
www.dorsetcountyshow.co.uk
- 6-9 Autumn Fair, Birmingham NEC
www.autumnfair.com
- 10 Westmoreland County Show
www.westmorlandshow.co.uk
- 12 Usk Show
www.uskshow.co.uk
- 12 Romsey Show
www.romseyshow.co.uk
- 14-16 GLEE 2015
www.gleebirmingham.com
- 19-20 Royal Berkshire Show
www.newburyshowground.co.uk
- 28-30 Golf Europe 2014, Ausburg, Germany
www.golf-europe.com

OCTOBER 2015

- 3-4 South of England Autumn Show & Game Fair, Ardingly
www.seas.org.uk/autumn-show/
- 7 The Dairy Show, Bath & West Showground
www.bathandwest.com/dairy/96/
- 17-18 Countryside Live, Harrogate
www.countrysidelive.co.uk
- 21-23 Green Industry & Equipment Expo, Louisville, USA
www.gie-expo.com/gieexpo/

NOVEMBER 2015

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

JANUARY 2016

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

FEBRUARY 2016

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

MARCH 2016

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

APRIL 2016

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

MAY 2016

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



Sponsored by

STIHL®

BUYERS GUIDE



SUPPLIER DIRECTORY & CLASSIFIED ADVERTISING

GARDEN MACHINERY



BOSCH

Invented for life

Bosch Professional Garden Tools
North Orbital Road, Denham,
Middlesex, UB9 5HJ
01895 838356
PT.LawnGarden@bosch.com
www.bosch-professional.com



H&C Henton & Chattell
The UK's Leading Garden Machinery Distributor

London Road
Nottingham NG2 3HW
0115 986 6646
sales@hentonandchattell.co.uk
www.gardencaregb.co.uk

WORKSHOP & PARTS SERVICES



EVOPOS.com

Cutting-Edge Dealer Management Software

Save time and money - Increase sales

DOWNLOAD the EvoPos entry level system today for **FREE**

Simply add extra tools & features if you require them

01202 795900

info@evopos.co.uk | www.evopos.com

Sales | Stock | Workshop | Accounts | E-commerce

Handy Distribution

The Garden Machinery Wholesaler

Hobley Drive, Stratton St Margaret,
Swindon
01793 333220
www.handydistribution.co.uk
sales@handydistribution.co.uk

Mountfield

GGP UK Limited, Unit 8 Bellwater Estate
Bell Close, Plympton, Plymouth, PL7 4JH
07771 818953
ron.miller@ggpuk.com
www.mountfieldlawnmowers.co.uk

uni-power

INDUSTRIAL ENGINES & PARTS

Specialist supplier to Trade & Original
Equipment Manufacturers

"We supply only
Guaranteed Original Products"

www.uni-power.co.uk

T: 01371 875331

Rochford
GARDEN MACHINERY

Wincanton Business Park
Wincanton, Somerset, BA9 9RS
01963 828000
info@rochfordgm.co.uk
www.rochfords.co.uk

BARRUS

Launton Road, Bicester
Oxfordshire, OX26 4UR
01869 363623
customerservices@barrus.co.uk
www.lawnflite.co.uk



Road Four, Winsford Ind. Est.
Winsford, Cheshire CW7 3QN
01606 862182
info.uk@basco.com
www.briggsandstratton.com/eu/en



gardencare

Better for you, better for your garden

enquire@gardencaredirect.com
www.gardencaredirect.com

FORESTRY MACHINERY

STIHL®

Stihl House, Stanhope Road
Camberley, Surrey, GU15 3YT
01276 20202
postmaster@stihl.co.uk
www.stihl.co.uk

Advertise with Service Dealer

If you wish to advertise in the
Buyers Guide please contact
Alison Sherlock

📞 01491 837 117

@ alison@theadplain.com

JIM GREEN



JUNGLE ULTRA

AUSTIN COMPLETES JUNGLE MARATHON

Allett MD finishes 3rd overall



Allett MD Austin Jarrett recently completed the Jungle Ultra marathon, finishing in a remarkable third place.

Following his return to the UK Austin said: "I'm back in one piece with a very interesting selection of insect bites!

"I came in a respectable third place in a strong (although small) international field. The jungle in Peru was quite spectacular, wet, humid and surprisingly mountainous. Steep hills and mud is a challenging environment to run in."

Austin was running for three charities:

- **VSO** – Instead of sending money or food, VSO fights poverty by working through volunteers to create lasting change;
- **The Eve Appeal** – The only national UK charity dedicated to funding world-class research and raising awareness of all five gynaecological cancers;
- **Oak Tree Farm Rural Project Limited** – Providing a unique rural working environment where people with learning disabilities gain the skills, independence and confidence to take them towards an active role in society.

You can still donate to Austin's cause by visiting <http://uk.virginmoneygiving.com/JungleJarrett>

ON THE BUSES

BABY, KITTENS AND LAWNMOWER ALL LEFT ON THE BUS

Not on the same day though!

The *South Yorkshire Post* recently reported that a child in a carry cot, a box of kittens, a false leg and a lawnmower were among the items left on public transport in South Yorkshire.

Bus companies Stagecoach Yorkshire and First South Yorkshire have also had 42 packets of bacon, a kitchen sink, a pair of crutches and an envelope containing thousands of pounds handed in at their depots over the years.

The lost property files were made public during Catch the Bus Week – a nationwide campaign that recently ran to promote the benefits of bus travel.

Stagecoach Yorkshire Managing Director, Paul Lynch, told the local paper: "We would like to reassure passengers that the lost child and box of kittens were reunited safely with their parents and owner."

No mention is made of what happened to the lawnmower though! Let's hope it was either reunited with its incredibly absent-minded owner (who forgets that they got on a bus carrying a mower?!), or is now living happily on a farm somewhere.



SNOW PROBLEM

WORLD RECORD FOR MASSEY FERGUSON

Antartica2 tractor honoured

Massey Ferguson reports that the Antarctica2 expedition to the South Pole by MF 5610 tractor spearheaded by Manon Ossevoort has been officially recognised by Guinness World Records.

A certificate has been awarded to Lead Driver, Manon (aka 'Tractor Girl'), confirming Antarctica2 as the first expedition to the South Pole in a wheeled tractor. The certificate officially details that she "left Novo Runway in Antarctica on 22nd November 2014 driving a Massey Ferguson 5610 farm tractor to complete a 4,638km round trip to the South Pole that lasted

27 days, 19hr 25min."

"We are thrilled that the amazing Antarctica2 adventure has been recognised as a world-first," says Campbell Scott, Massey Ferguson Director Marketing Services. "We are all so proud that our MF 5610 tractor was chosen to make the trip and that it excelled in every way to ensure that Manon and her team safely reached their destination. It was an awe-inspiring mission that is now firmly part of Massey Ferguson's story of achievement."

The expedition was a tough ride for the MF 5610 tractor and Antarctica2 team who faced

bitter cold, high altitude, solid ice, snowdrifts and the most extreme, remote terrain. Their daily adventures and emotional arrival at the Pole were followed by millions worldwide on social and broadcast media.



Manon Ossevoort arriving at Novo Base on a Massey Ferguson 5610 farm tractor completing a 4,638km round trip to the South Pole that lasted 27 days, 19hr 25min

SPLOSH!

RECORD JCB MUD RUN

Massive cash boost for NSPCC

A record field of more than 2,850 entrants ensured this year's JCB Mud Run was the most successful ever – delivering a boost of more than £55,000 for the NSPCC's work with children in Staffordshire.

The event attracted entrants from as far afield as Ireland, Norfolk, Devon, Essex, Yorkshire and Surrey, and they slithered and clambered over more than 35 obstacles on land near JCB's World Headquarters at Rocester, watched by 5,000 spectators.

Among the runners this year were the well-known adventurers, twins Ross and Hugo Turner, also known as The Turner Twins and Commonwealth Games rowing silver medallist Nikki Spencer.

The JCB Mud Run raised a staggering £55,018 for the NSPCC and a cheque for the amount was handed over during the event by George Bamford, son of JCB Chairman Lord Bamford. It means JCB's Mud Runs have raised an impressive £175,000 for the NSPCC since they started.

Making a difference

George Bamford, who was competing in his third JCB Mud Run, said: "This is a fantastic event which just gets better every year. The support

and camaraderie as you go around the course is amazing. I'd like to say a big thank you to every single person who has taken part. Their support of the JCB Mud Run will make a fantastic difference to the lives of so many children right here in Staffordshire."

The NSPCC is JCB's nominated charity and the proceeds of the JCB Mud Run will be used at Carole House in Newcastle-under-Lyme, the charity's service centre which was set up after JCB and its employees completed a £2 million fundraising campaign. Carole House is named in honour of Lady Bamford and JCB's support of the NSPCC over more than 30 years.



Commonwealth Games rowing silver medallist Nikki Spencer (left) pictured with fellow Nottingham Rowing Club members

Rebecca Briant
Briants of Risborough
Proudly selling and servicing STIHL since 1964



Knowledge is power

Our dealers have supported us for many years, like Rebecca and her family, who have worked with us for over half a century. But no matter how long our dealers have been selling STIHL and VIKING products, we know that the knowledge and dedication of each and every one is second to none. It's this reason that we only sell our products through our Approved Dealer network. And always will.

Find out more at your local
STIHL Approved Dealer or visit
stihl.co.uk

