

SERVICE DEALER

THE VOICE OF THE INDUSTRY

JAN / FEB 2014

STATE OF THE INDUSTRY 2014

Our review of the industry in 2013 and prospects for the coming year

- ❖ Preview BTME Harrogate
- ❖ LAMMA 2014
- ❖ Diary of a Season
- ❖ New Product Review

- ❖ New Era for Service Dealer
- ❖ Lives Remembered
- ❖ Jim Green
- ❖ FREE: 2014 Event Planner



FEATURE

*Managing a turf coalition
Profile of David Withers*



COBRA

www.cobragarden.co.uk



New range of garden machinery Available early 2014

The new Cobra range, includes a choice of 25 lawnmowers, most of which are powered by Briggs & Stratton and Honda engines, petrol and electric chainsaws and brushcutters that are powered by Kawasaki.

"The Cobra range has been specifically designed with UK gardeners in mind. We are introducing a full range of powered garden equipment, including lawnmowers, hedgecutters, chainsaws and cultivators which will be available from our dealerships for the 2014 season. We have ensured that the products are competitively priced without compromising on quality."

PETER CHALONER
H&C Managing Director



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Andrew Marvin: 07771 581296

Simon Fabris: 07771 581293

Karl Gerard: 07824 591993



VISIT: WWW.HCUK.CO

OR CALL: 0115 986 6646

EMAIL: sales@hentonandchattell.co.uk

CONTENTS

- 4 NEWS**
Round up of recent news from across the industry
- 10 NEW ERA**
In our 25th Anniversary year, Service Dealer has a new publishing partner
- 14 MANAGING A TURF COALITION**
We talk the past, present and future with Jacobsen President, David Withers
- 20 STATE OF THE INDUSTRY**
A review of the past season and results of 2013 Dealer Survey
- 26 DIARY OF A SEASON**
Gavin Bird of Green Stripe GM on the season so far
- 28 HERITAGE AWARDS**
Pictures and report of special awards ceremony at Saltex
- 32 LIVES REMEMBERED**
Recalling the life of the late Mike Barnfield of Honda
- 35 HARROGATE PREVIEW**
Full details of the important turfcare show this month
- 39 LAMMA PREVIEW**
A favourite farm machinery show at new location
- 42 PRODUCT REVIEW**
A round-up of recently introduced products
- 49 2014 EVENTS**
Industry dates for the year at a glance
- 50 JIM GREEN**
His regular view from the edge

EDITOR'S MESSAGE



First, a very Happy New Year to one and all!
As you can see, Service Dealer has undergone quite a face-lift this month following the appointment of The Ad Plain (TAP) as our new publishers.

Bringing fresh eyes to an established publication always carries the risk that the 'shock of the new' might unsettle some readers who had become comfortable with past formats of the magazine.

But rather like a redesign of your favourite national newspaper, any new layout soon becomes the norm – and although the magazine might look radically different, all the familiar sections have been retained, from news at the front, through features at the heart of the magazine, ending up with Jim Green, a constant from the start.

Our aim, as always, is to provide independent, trusted and relevant information to dealers, suppliers and everyone involved in this industry of ours which spans lawnmowers for the home, equipment for sportsgrounds, tractors and farm machinery, forestry and off-road vehicles – and more.

No laurels are being rested, I can assure you, so do let me know what you think of the new magazine.

Chris Biddle

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BUSINESS

HENTON LAUNCH COBRA RANGE

DESIGNED FOR DEALERS' PROFITABILITY



Peter Chaloner
address delegates

According to Henton & Chattell, the business partnership between many lawnmower producers and their independent dealer network is fractured as low-priced products are increasingly channelled through the web and online.

Speaking at his company's annual dealer conferences in Derbyshire and Basingstoke, Peter Chaloner, managing director of Henton & Chattell, told the 350 delegates that this approach to business had "virtually driven out profitability for many dealers of major lawnmower brands".

"The 2013 market is down 10% year on year in volume and 12% in value yet the current free-for-all on the internet and websites continues to significantly damage dealer profitability and confuse customers," he said.

New range

He then launched details of his company's new range of Cobra powered garden products which, he told delegates "has been specifically created and

designed not only for the British lawn and garden but, just as significantly, to put profitability back for dealers."

Henton & Chattell has a UK network of 1500 independent lawncare dealers to whom it supplies various brands of powered garden products, spare parts and technical support. The Cobra petrol range includes 17 lawnmowers, powered mainly by Briggs & Stratton engines, a separate range of electric powered and hand-push machines, hedge cutters, garden cultivators, pole pruners and hedge trimmers. They are all produced specifically to Henton & Chattell's designs.

Profitability

The conferences heard that average profitability for dealers on some of the top selling petrol powered lawnmowers is as low as £30, out of which they have to fund credit card charges and distribution. On like for like products, Cobra lawnmowers offer dealers a profit of between £120 and £140.

"A dealer supplied market cannot survive without top quality products that can be bought only from the independent network." Peter confirmed to conference delegates.

"Our role is to provide you, our dealers, with top-quality products, a spares and technical back-up, market support and the opportunity to put profit back into your businesses. Cobra will be publicised on-line but all sales enquiries will be directed to the appropriate dealers"

Another speaker at the conference, Allett cylinder lawnmower's managing director, Austin Jarrett, emphasised the importance of product quality. He also said that customers of his British manufactured machines are "migrating upwards from around £600 to £1000 per lawnmower as we provide extra added value."

1500

Henton & Chattell has a UK network of 1500 independent lawncare dealers to whom it supplies various brands of powered garden products

BUSINESS

DEERE SELL LANDSCAPE DIVISION

MAJORITY INTEREST SOLD TO PRIVATE EQUITY COMPANY

In the US, John Deere has agreed to sell a majority interest in its landscapes business to a private equity investment firm of Clayton, Dubilier & Rice, LLC. As a result of the transaction, Deere will receive approximately \$300 million in cash and will initially retain a 40 percent equity interest in the business.

“This partial sale allows Deere an opportunity to remain as part of a successful landscapes distribution business,” said James Field, president of Deere’s Worldwide Agriculture & Turf Division. “At the same time, Deere will continue to increase its own strategic focus on the global growth businesses in agriculture and construction and the complementary businesses in turf and forestry.”

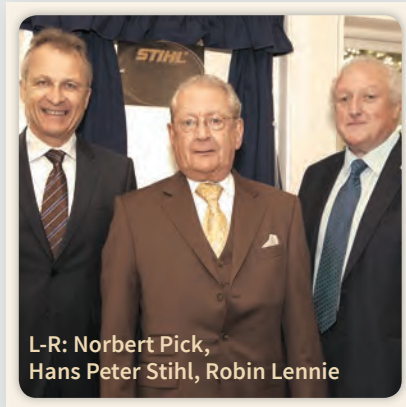
Deere formed the landscapes business in 2001 when it purchased and merged two companies that sold wholesale landscape supplies and irrigation products. Two other acquisitions were later added and now John Deere Landscapes is one of the largest U.S. wholesale suppliers of turf and ornamental agronomics, irrigation, outdoor lighting, nursery, and landscape materials.

John Deere Landscapes has more than 2,000 employees at approximately 400 locations in 41 US states.

DEVELOPMENT

MR STIHL DOES THE HONOURS

HANS PETER OPENS CAMBERLEY OFFICES



Twenty-two years since Hans Peter Stihl opened the offices of STIHL GB in Camberley, the long-standing head of the global STIHL Group returned to inaugurate the premises’ major expansion and refurbishment - an investment in Britain of some £3 million.

Son of the founder of the global STIHL Group, Hans Peter Stihl spent more than half a century building his father’s business into the world-recognised brand it is today. Whilst he has now handed Chairmanship of the Group’s Advisory and Supervisory Boards to his son, Nikolas Stihl, Hans Peter remains very actively involved in the family business. So when he made one of his regular visits to the Group’s wholly-owned subsidiary in Camberley back in September, it was fitting that he mark the next stage of the company’s development in Britain - an investment project that will ensure its capacity for powerful future growth.

Expansion

When the fledgling STIHL GB relocated from its original home in Woking to the current Camberley premises in 1991, it employed 50 people and focussed heavily on the sale of chainsaws to professionals working in the forestry sector. Today

the British sales and marketing subsidiary of the global STIHL Group employs over 90 people and consistent growth has established it as one of the major brands in the British outdoor power tool sector, selling products through over 650 specialist Approved Dealers around the country.

Accompanied on his visit to Great Britain by Mr Norbert Pick - Director of Marketing & Sales for the STIHL Group, Hans Peter Stihl toured the smartly refurbished premises in Camberley before unveiling a plaque to mark its official inauguration. The eight-month long refurbishment project undertaken by Morgan Lovell, has transformed offices, meeting rooms and workshops to provide bright, open-plan and technologically advanced facilities, plus a new showroom, training area and smart restaurant. The refurbishment project follows the expansion of the premises’ warehouse and logistics facility completed in 2011, and together these projects represent a £3 million investment in the STIHL GB business, demonstrating the Group’s ongoing commitment to sustainable growth.

Great honour

Commenting on the occasion, Robin Lennie - Managing Director of STIHL GB said: “It was entirely appropriate and a great honour for us that Mr Stihl mark the completion of this important project. This refurbishment, along with the expansion and re-organisation of our warehouse and logistics facility ensures our capacity to manage ongoing and planned future growth, and provides the high-standard working environment our professional teams deserve”, he concluded.

JCB PARTNER WITH KOHLER ON ENGINE STRATEGY

JCB have announced the next stage of its engine strategy with the news it has forged a partnership with a leading global manufacturer to produce engines for its compact equipment.

JCB has gone from a new entrant in engine manufacturing to a global producer with the first JCB engine rolling off the production line in the UK in November 2004. Since then production has been extended to JCB India's HQ at Ballabgarh and to date more than 250,000 engines have been produced globally.

JCB went into production this year with the JCB Ecomax engine, which meets EU Stage IIIB/US Tier 4 Interim emissions standards without the need for a diesel particulate filter (DPF) or external exhaust after treatment.

Now JCB has announced it is adopting a range of fuel-efficient Stage IIIB/Tier 4 Final engines from Kohler's Global Power Group, for many of its compact machine lines. The water-cooled Kohler Direct Injection (KDI) engines - which will be branded JCB Diesel by Kohler - meet the next stage of emissions regulations without the need for a diesel particulate filter (DPF).

Tier 4

The first JCB machine to be fitted with the new engine - a JCB 35D 4x4 Teletruk - was unveiled at the RWM waste management show at the NEC in Birmingham. The Teletruk is JCB's telescopic forklift with a unique ability to reach forwards, enabling single side loading and accurate placement of loads.

JCB's Director of Engine Programmes Alan Tolley said: "The decision to partner with Kohler to



The JCB Teletruk 35D

develop engines for JCB compact machines was driven by the synergy in the technologies used by JCB and Kohler to achieve stringent Tier 4 Final emissions legislation. Kohler's achievement of Tier 4 Final without the need for a bulky DPF is fully in line with our own engine strategy and allows our designers maximum flexibility when it comes to meeting machine design and packaging requirements."

The European-built engines will be progressively introduced in JCB products, including midi excavators, the Teletruk TLT35D, 406 and 409 compact wheeled loaders, the 190 and 205 skid steers and 190T and 205T compact tracked loaders, smaller 135, 155 and 175 skid steers and TM180 and TM220 articulated wheeled loading shovels.

**UP TO
15%
BETTER FUEL
CONSUMPTION**

What the new engines can achieve compared to a similar output engine

- Source: JCB.com

APPOINTMENTS

HYUNDAI CHOOSE NEW HEAD OF SALES & MARKETING



Hyundai Power Equipment has appointed John Rushby as head of sales and marketing for the United Kingdom and Ireland.

Bringing to the post more than 10 years' experience in product distribution and the plant, site equipment and power tools industry, John is responsible for managing sales and marketing activities involving Hyundai garden machinery and outdoor power products, formally launched in the UK

and Ireland in September 2013.

In his new role, John is looking to establish a national network of specialist Hyundai Power Equipment dealers, appointing firms capable of delivering the highest levels of pre- and after-sales support to help build Hyundai's presence within an important new sector for the brand.

Reporting to Roland Llewellyn, managing director of Genpower Ltd, sole distributor of Hyundai Power Equipment for the UK and Ireland, John will be planning and managing also the division's sales and marketing activities. Among his responsibilities are the provision of sales and technical advice and support to customers and dealers, arranging Hyundai product demonstrations and organising open days, shows and exhibitions involving the brand.

COUNTAX EXPANDS SALES TEAM NEW ASM FOR EAST OF ENGLAND

Following continued expansion of the ECHO, Countax and Westwood brands in the UK, Matt Wilson joins the field sales team as Area Sales Manager. Matt will be responsible for the sales territory covering east of England. This area includes Lincolnshire and East Anglia and will cover all manufactured and distributed brands from Countax Limited including Countax, Westwood, ECHO and Ariens.



Matt has worked within the Lawn and Garden industry for over 15 years - much of this time was spent working at Countax. He has held a variety of roles in Sales, Spare Parts and Assembly and he brings with him a wealth of experience regarding Countax and Westwood tractors as well as handheld products.

Matt spent a number of years working for a Garden Machinery dealer. There he was responsible for selling both commercial and domestic groundcare machinery including the Countax and ECHO brands.

APPOINTMENTS

SARAH JOHNSON JOINS POLARIS

Sarah Johnson has accepted the position of Marketing Specialist UK, EMEA at Polaris Britain and says she is looking forward to the challenge.

Multi-lingual with a Bachelor's degree in linguistics, Sarah has joined Polaris from a long career as Brand Communications Manager, Product Marketing Specialist and European Training Specialist with New Holland, bringing with her a wealth of experience.



"Polaris is the number one All-Terrain Specialist in Europe and leads the world in ATV's and Side-by-Side utility vehicles, so the prospects ahead are very exciting," she says, "not only in the future of farming but equally in the expansion of the company into other markets."

Polaris' Country Manager, Phil Everett said, "Sarah knows our industry and her experience will be invaluable. We can draw on her existing knowledge and know we have someone who can help take the brand forward, creating a very strong platform of marketing support for Polaris and our dealers."

APPOINTMENTS

NEW LEADERSHIP AT BRIGGS & STRATTON

FOR EUROPEAN AND RUSSIAN OPERATIONS

Briggs & Stratton Corporation has announced that William H. Reitman has been appointed to Senior Vice President and Managing Director – Europe.

Bill has been with Briggs & Stratton for over 20 years, most recently serving as Sr. Vice President, Business Development and Customer Support, overseeing the Company's standby generator business as well as North America and Canadian service distribution. "Bill's wealth of knowledge of sales, marketing, new business development and service solutions is a natural fit to head our European and Russian operations and continue to grow our business through innovation and distribution in this region," said Todd J. Teske, Chairman, President & CEO.



Bill Reitman

Listening to customers

"As we continue to execute our strategic initiatives to grow the profitability of our business and invest our resources in innovative products, we are always evaluating how we best serve our customers," said Bill Reitman. "I look forward to listening and working with our customers to continue to create value for end users of Briggs & Stratton powered products in the market place."

Mr Reitman will lead these efforts through the Company's European headquarters located in Freienbach, Switzerland.

APPOINTMENTS

REA VALLEY TRACTORS

John Deere agricultural dealers, Rea Valley Tractors (RVT), have announced the appointment of Glenn Logan as Group After Sales Manager for their depots at Newport, Shrewsbury, Sudbury and Welshpool.

Glenn has 31 years' experience of working in an agricultural service environment and joined RVT's Sudbury depot in May 2010 as Service Manager. In March 2012 Glenn was appointed Group Customer and Product Support Manager, a role which primarily focused on the management of the Group's service departments.

The development of the Group After Sales role is designed to ensure that both the Parts and Service operations of the Group are managed as a single business unit and will ensure that customers see the full benefit of a fully integrated after sales operation.

APPOINTMENTS

PROMOTION AT NEW HOLLAND

New Holland's new area sales manager for the Republic of Ireland has arrived in post with a pledge to support customers and dealers through a time of economic recovery.

Liam Hayde has been promoted with wide experience from dealership level to manufacturer commercial role, as well as possessing a degree in agriculture from Writtle College, Essex.

Liam (30), who maintains strong ties to his Irish farming family background, started his career as service manager with long-established family firm Ernest Doe in the south and east of England.

World experience

He went on to become a Service Technician for CNH, travelling to countries including Japan, Tanzania and China delivering product advice, research and customer service.

He has got strong skills in precision farming and has had a good grounding for his new role with a recent period overseeing six dealerships on the east coast of Scotland.

Liam said: "The Irish economy is recovering from difficult times, I want to sustain the dealers' business, help them to grow and at the same time to support our valued customers too."



NEW



ULTRACARE™



992417
Dirt Protector 0.5L

992418
Hand Cleaner 600ml

992416
Bio Cleaning Spray 0.5L

992420
Heavy Duty Degreaser 200ml

992419
Carburetor Cleaner 200ml

**Briggs and Stratton's UltraCare™ cleaning range is now available.
For further information please contact your Briggs & Stratton sales representative.**



NEW ERA FOR SERVICE DEALER

In the beginning...

After more than 25 years of selling farm machinery, grass machinery and other related 'gubbins', Chris Biddle took his own advice which was 'Those who can, do, those who can't, write about it'!

He had initially worked for Ford Tractors as a demonstrator, then for the family owned farm and grass machinery dealership (A Brewer & Co Ltd) based in the carpet-making town of Wilton, with branches in Wiltshire, Dorset, Somerset and Devon. During this time, he was also actively involved in BAGMA and became Vice-President.

When the dealership was taken over in 1986, he and his wife Trish focused on running their guest house near Weymouth Esplanade.

However, in 1988, having moved back to his home town of Salisbury, he was ready to pursue a lifelong ambition to write and publish an industry trade magazine. Armed with a sheaf of carefully typed-out articles with a few grainy photos, he walked into a local printer to request that they turn the content into a proper magazine.

The studio manager, Peter Britton (who was later to join Chris as advertising manager), gave Chris back all the styled-up 'galleys' which were taken back home, and with a pair of scissors Chris pasted up the first layout on sheets taped to the wall of his spare bedroom. And so the first issue of the current magazine was born in May 1988.

It was the year when Wimbledon won the FA Cup by beating Liverpool 1-0, the SDP merged with the Liberal Party and Pan Am Flight 103 was brought down over Lockerbie.

In the industry, manufacturers planned their own show when the IOG announced that their show was to move from Windsor to Peterborough, Westwood donated £10,000 to BAGMA and Alan Titchmarsh presented the Awards at the BAGMA Conference.

Over the following 25 years to the present day, the magazine has evolved and grown in reputation.

For over 20 years, Chris published his magazines from offices in New Street, Salisbury, in the shadow of Salisbury Cathedral where he was joined in 2001 by Steve Gibbs who remains on-board as Deputy Editor.

This issue marks the start of new era for Service Dealer. We have joined forces with a talented and highly creative communications agency, The Ad Plain (TAP) to take Service Dealer to another level. TAP will design, publish and distribute Service Dealer, create a new website and enhance the very popular weekly e-mail newsletter.

But at the heart of the magazine, will still be the editorial team of Chris Biddle and Steve Gibbs, providing know-how, experience and independent commentary on this very special industry.

CHRIS BIDDLE SAYS

"As I reflect on 25 years of editing this magazine, I have to wonder where the time has gone? The answer is simple. It's the people.

Dedicated, skilled, entertaining, sometimes roguish, knowledgeable, honest, inspiring, creative, free-thinking, committed, fascinating, compassionate, never-say-never, friends-for-life type of people.

This remains an industry for those seeking a way of life rather than a job."





1988 Magazine launches as Lawn & Garden Equipment (LGE) for garden machinery industry

1999 Launch of sister title, Turf Professional (now Turf Pro)

2002 Launch of Torque aimed at the farm machinery industry

2005 Launch of Service Dealer which combined LGE and Torque into a single publication

2007 Dealer of the Year Awards launched

2009 Celebrates 21st Anniversary with special issue

2010 Launch of Service Dealer Update, a weekly e-mail newsletter

2012 Chris presented with Lifetime Achievement Award

2013 Agreement signed with The Ad Plain (TAP) to publish Service Dealer

WHO ARE TAP?

After a career in advertising in central London, including spells at McCann, the Bozell Group and as MD of a West London agency, Duncan Murray-Clarke decided to set up his communications agency, The Ad Plain (TAP) in 2002 based in the Thameside Oxfordshire market town of Wallingford. A year later, he was joined by Emma Craigie, one of the founding members of the contract publisher, Caspian Publishing.

They have surrounded themselves with a talented creative team and have won a rash of business from big names including Mars, Aer Lingus, Monsanto, Cisco, Oxford Farming Conference; First Choice Holidays and BALPA (British Airline Pilots Association) for whom TAP publishes the members magazine and their monthly electronic magazine.

Reflecting on the partnership with Service Dealer, Duncan says “We have long been involved in the agricultural sector, but the more we get to understand the specific industry sector covered by Service Dealer, the more we are excited, fascinated and impressed by the potential of a real people business”



“Alongside Chris, we aim to cement the undoubted position of Service Dealer as the Voice of the Industry”

BRYAN HOGGARTH SWITCHES TO MCCORMICK

DROPS NEW HOLLAND FRANCHISE

The launch of new high horsepower tractors and a preview of several new ranges to come have convinced Lancs-based dealer Bryan Hoggarth to switch brands.

He says he is confident that resigning from the New Holland franchise to take on McCormick and focusing all operations on a single branch will refresh his business and improve customer service efficiency.

Tough decision

The decision to represent McCormick in southern Cumbria and the Yorkshire Dales has not come easily, says Mr Hoggarth at his base near Carnforth, Lancashire.

“This is our twentieth year with New Holland, so you can imagine how difficult a decision this has been,” he comments. “But I firmly believe it’s the right decision for the long-term good of our company, for the staff employed here and, ultimately, for our customers.”

Since it was started in the late 1970s, Mr Hoggarth’s business has become a leading supplier of tractors and field machinery to farmers and contractors, largely thanks to the emphasis placed on service support - providing parts and carrying out repairs and routine servicing.

“Today, we have 10 fully-trained service technicians and a fleet of six well-equipped service vans,” he points out. “I think that illustrates the importance we place on this aspect of the business to help customers keep their tractors and machinery in good working order.”

Corporate approach

However, Mr Hoggarth’s pride and delight at the success of the business has been tempered in recent years by what he describes as the increasing demands of its major supplier.

“Their ‘corporate’ approach is not the way I like to do business,” he says. “It has become a real strain and I was increasingly concerned about how such pressure would affect future generations running the business.”

That led to the decision by Mr Hoggarth, his wife and fellow director Sue, and their son Jonathan, to resign from the New Holland franchise and take on McCormick tractors instead.

“The people at McCormick distributor AgriArgo UK are very experienced, down-to-earth and hands-on,” says Bryan Hoggarth. “They understand our business



Bryan Hoggarth (right) with Ray Spinks, general manager and sales director at McCormick’s UK distributor, AgriArgo UK

and are keen to work with us, not just push us all the time.”

The final decision followed a visit to the ARGO Tractors factory in Italy where today’s McCormick products are built. Meeting top managers and being given an insight into the new McCormick tractors being introduced over the next two years convinced him to make the switch.

Territory

Bryan Hoggarth Ltd now represents the McCormick range in a territory that covers north Lancashire and eastwards from the M6 across south-east Cumbria into the Yorkshire Dales.

Existing dealers John Charnley & Sons at Chorley to the south, Relph Machinery at Great Broughton to the north-west, and H Pigney & Sons at Appleby to the north of this territory are unaffected by the appointment.

Hoggarth’s Kendal branch will be closed to focus all McCormick sales and service operations at Carnforth where extended workshops are being built to maintain service and repairs capacity. All staff will be retained.

BUSINESS



ROCHFORDS SECURE WEIBANG EXCLUSIVE UK IMPORTERS

Rochford Garden Machinery have announced they have been officially appointed the UK importer for the Weibang brand, offering a range of commercial quality lawnmowers, scarifiers, aerators, and more to the specialist dealer network.

Mark Rochford - Rochford GM Marketing Director commented: "We are delighted to have formed a partnership with Weibang. The quality of the Weibang product is second to none, and our commercial warranty will turn a few heads when launched. The range is a great addition to our portfolio and offers dealers huge opportunities for quality products and true profitability."

The Weibang range will also include a totally new range of premium, aluminium deck, dedicated rear roller mowers, offering high-end domestic and fully commercial variants powered by Briggs & Stratton and Kawasaki. Stewart Anderson, Managing Director said: "We have worked closely with Weibang on the development of the rear roller range, and we are extremely excited by the results - which we know will ensure strong dealer profitability."

During a recent visit Jack Ju - Managing Director, Weibang said: "The whole team at Weibang are delighted to be working with Rochford Garden Machinery, they were our first choice in the UK due to their dealer focused approach, strong marketing and aftersales systems, and their ability to build brands in a competitive marketplace."

DEVELOPMENT

KUBOTA TO OPEN TRACTOR FACTORY IN FRANCE

PLANS TO BUILD 3,000 UNITS A YEAR

Kubota has announced that it is to start work on a tractor factory in Northern France, near Dunkerque, in December of 2014.

Mass production is expected to commence in April 2015. The company is investing 40,300,000 Euros in the project. Once fully operational the plant is expected to produce 3,000 upland farming tractors (130 to 170 horsepower) per year, for Europe, North America, Australia and Japan.

A statement by Kubota



President and CEO, Yasuo Masumoto said "It is our aim to become an all-round agricultural machine manufacturer to compete with global companies in both the rice cultivation and upland crop markets. Ahead of our entry into the upland crop market, we acquired Kverneland SA last May, and this new tractor plant will help us expand our business in this sector"

APPOINTMENTS

NEW MARKETING HEAD AT STIHL

REPLACES SEAN LARTER CONWAY



Simon Hewitt has been appointed Head of Marketing at Stihl GB, responsible for marketing its Stihl and Viking outdoor power tools.

Simon replaces Sean Larter-Conway who has returned to his native Australia with his family following almost five years with Stihl GB.

Simon Hewitt has extensive marketing experience gained in a variety of industries and joins Camberley-based Stihl GB from the Audio Partnership PLC (Cambridge Audio), a leading manufacturer of hi-fi and audio systems where he was Director of Marketing.

MANAGING A TURF COALITION

It has been a challenging and turbulent few years since Textron brought together the Jacobsen and Ransomes brands. Chris Biddle talks to Jacobsen President, David Withers, about his rise from car mechanic in Surrey to high office in the US



For many, the Ransomes story was the industry soap opera of the late 20th century as the Ipswich company with more than 200 years of British manufacturing tradition behind it ran into trouble when it tried to go global. The company, which once employed over 10,000 people in the Suffolk town, embarked on a rollercoaster ride which took them from an exciting future outlined to shareholders at the 1988 AGM to the brink of bankruptcy within five years.

At about this time, two enthusiastic young men with an interest in tinkering with cars, David Withers and David Watson, had started a repair garage in a small Surrey town when a local engineering firm asked them to service their small fleet of vehicles. The firm, Charterhouse Turf Machinery, make machinery to spruce up golf courses, and later approached the pair to manufacture components or attachments for their kit.

One thing leads to another, both discovered a world of which they knew little previously, decide there might opportunities – and doors start to open. They join Charterhouse on a more permanent basis, mainly looking after the demonstration kit.

The journey

Twenty five years on, both are still in the turfcare industry. David Watson is branch manager for Ernest Doe Ltd, whilst David Withers is President of Jacobsen, one of the world's leading turfcare brands, based in the United States and a member of the corporate leadership board of its parent, industrial conglomerate, Textron Inc.

Inevitably, the route map for David Withers from car mechanic in Haslemere to the President's office in Charlotte, North Carolina is hardly text book. "Previously I was planning to attend

University" he says, "but decided that the 'University of Life' was more appealing and took the opportunity to work in Kenya for a year or so - an experience that I loved."

On his return to the UK, and whilst working for Charterhouse, David was approached in 1992 to take up a territory manager post with Textron-owned Jacobsen UK.

1996, saw David promoted to the role of National Accounts Manager – but after just a few months his planned progression with Jacobsen was turned on its head when Textron also bought Ransomes in 1997.

player in the grasscare market, it had to set its sights outside the UK, so in 1978 Ransomes acquired Wisconsin Marine, a maker of commercial rotary mowers and later added Steiner. On the back of encouraging profits in 1988, chief executive Bob Dodsworth and the Ransomes board decided to go in hard to grab a major US turf name. Their targets were Cushman and Ryan, both respected names in the US and not unknown in the UK, where Cushman was handled by Huxley.

Competitors such as Toro and Jacobsen were also known to be in the hunt. "Buy at any price" seemed

OTHER BIDDERS EXPRESSED SURPRISE THAT THEY HAD BEEN OUTBID BY SOME DISTANCE

History lesson

Ransomes, founded in 1789 by Robert Ransome, began life as an iron foundry making plough shares. In 1832 the company diversified when it took on the licence to manufacture Edwin Budding's new invention for cutting grass, the world's first lawnmower.

A traditional manufacturer, sometimes referred to as 'dear old Ransomes', it sailed through the post-war years and into the 1970s and 1980s manufacturing farm machinery including ploughs, tillage equipment and combines, mostly relying on the manufacturing traditions of the past.

However, the grass machinery division, led by the redoubtable Guy Catchpole, started to point to the future direction for Ransomes, who disposed of the farm machinery side in 1987.

Prior to this, the company had decided that if it was to be a major

to be the policy – and when the deal for Cushman was agreed at £103m the other bidders expressed surprise that they had been outbid by some distance.

By now, Ransomes had the acquisition bug and proceeded to pick up Canadian brand, Brouwer, as well as domestic mower makers Westwood from the UK, Italian BTS and Granja from France.

By 1990, Ransomes' turnover had jumped to almost £170m, but in an omen of what laid ahead, profits dipped to £9m. The Cushman purchase was proving to be a millstone, and the company had to re-negotiate borrowing facilities. In 1992 there was a board re-shuffle, but by the autumn of 1993 the company was forced to issue a profits warning saying that it would be postponing the preference dividend in October. In barely three years, Ransomes share price had dropped from 154p to just 6p.



IT ALL PLAYED OUT DIFFERENTLY THAN WE THOUGHT

A memorable quote from the Financial Times in 1993 read, “A Panzer division of institutions yesterday lost patience with mower maker Ransomes, parked their tanks on the lawn and opened fire on the boardroom”.

A new Board took over, headed by chairman John Clement and new chief executive Peter Wilson. They took a sharp knife to the company. 12% of the workforce were laid off, including four directors and 18 senior managers. A gale-force of change swept through Ipswich. Two hundred years of tradition were acknowledged, then put to one side. The new team

slashed over £10m off the wage bill in the first year.

The improvement continued through 1995, but the company was still lumbered with long-term debt. But bolstered by improving turnover and profit, Ransomes decided to raise £37m through a rights issue at the end of that year which was snapped up rapidly.

Even after a successful trading year in 1996, the directors still doubted that long-term they could ever match the corporate muscle of rivals John Deere, Toro or Textron-owned Jacobsen.

Rumours of a takeover had been swirling around for years, and in

October 1996 Textron announced it was to buy Ransomes for £137m to integrate with its existing turfcare brands, Jacobsen and EZ-GO. There is little doubt that the surgery applied during the four-year term of the Clement/Wilson era made the company much more saleable. Jacobsen had always been a largely golf-centric brand, but Ransomes provided them potential in the amenity sector – along with the Cushman brand.

Coming together

All the while, Ransomes long-time rivals in the UK, Toro, Deere and Jacobsen were revelling in the upheavals at Ipswich, none more so than David Withers. “Whilst it was sad to see the turmoil, it gave us at Jacobsen a great opportunity to profit at their expense.” But a few months after being appointed National Accounts Manager, the merger of Ransomes and Jacobsen was signed and sealed by Textron.

From Ransomes being the arch-competitor, David was suddenly at the heart of a new coalition as Textron started the integration of both brands along with Cushman and E-Z-GO.

The sector was not unknown to Textron, perhaps best recognised for its ownership of Cessna jet aircraft and Bell helicopters. In the past, the company had owned Homelite and Polaris, both of which had been disposed of prior to the Ransomes acquisition.

It was clear that on both sides the Atlantic, the coming together of a very British brand with deep roots across the grasscare sector, with Jacobsen a major player in the golf market, would take time to fully evolve.

The deal looked good on paper, but the mix of cultures, engineering practices, customer preferences and dealer network would certainly take time to settle down.

And so it proved. “It all played out differently than we thought, and we went through the wringer

for the first few years,” says David. “We experienced supply issues, technical and service issues, parts problems, the lot.”

“These were not only a challenge for our staff at Ipswich, but for our dealers who bore the brunt of customer complaints and backlash”. For some distributors, the problems became too much, with E T Breakwell and Henton & Chattell deciding to switch to John Deere – a move that resulted in Ransomes Jacobsen setting up its own branches to cover unrepresented territory.

David Withers is open-minded about company-owned distributors. “Our preference is for independent, well-managed, fully-funded, independent distributors,” he says, “but where we cannot find suitable companies, then I’m quite happy to set up our own distribution operations, like we do in France and as we have recently on the West Coast in the US.

“We need to be able to ‘walk in the shoes’ of our dealers, understand their challenges – and of course work in tandem with them. There is nothing better than when dealers and the manufacturer are to be seen working in unison”.

In 2002, David was appointed Sales and Marketing director and in 2005 became managing director of Ransomes Jacobsen.

Issues

It had been seven years since the coming together of the brands, and many customers had lost faith due to the problems they had experienced. “That was a period that was bound to be problematical,” says David, “but we had to be honest and upfront with customers. We’d say that we understood the reasons for them leaving us, but gave them plenty of reasons why they should look at RJ again.

“By this time, new innovations were coming

WE NEED TO BE ABLE TO ‘WALK IN THE SHOES’ OF OUR DEALERS

through which were to prove the drivers for regaining business. Supply and parts issues were being put behind us and our distribution network had begun to have a settled feel to it”.

Plus points

The advantages of being part of a diversified group like Textron were bearing fruit. “There is an incredible amount of synergy and technical development that crosses over between Cessna, Bell, E-Z-GO and the turf division,” says David. “Air flow issues on mowing machines are based around research carried out by Bell, stress testing on Cessna aircraft is replicated on turf equipment, and electric power systems from E-Z-GO helped in the development of the Eclipse range. In sales and marketing, the timing of sales processes for Cessna are >



I THINK I AM STILL A BIT OF A NOVELTY AROUND HERE

very similar to those in our sector.

“The other advantage is the mobility of talent in and out of Textron. The average career span at Ipswich is over 25 years, whilst at Textron it is more like 10 years. That means you have fresh thinking driving innovation all the time.”

David decided to double the sales force. One of his oft-heard sayings is ‘feet on the street’. “We had put many of the problem issues behind us,” he says, “so we needed to get out and about and convince customers – and you can’t do that sitting in an office in Ipswich”.

It probably took 10 years for the integrated Textron turf division to function as they hoped, and then along came the financial meltdown in 2008, which impacted on both the golf and municipal markets.

By this time, David’s achievements and drive to recover lost ground in the UK and other overseas markets had come to be appreciated and recognised by the Textron Board. In October 2011, Chief Executive Scott Donnelly, who had recently arrived from General Electric Aviation, appointed David as President of Jacobsen, responsible for Textron turfcare and related brands. It was a move that delighted the team at Ipswich, for ‘one of theirs’ to take the helm in the US.

Success story

There is little doubt that David rose through the ranks to the very top because of his deeds in the field, not because who he was or what qualifications he had gained, although in recent years he has



gained business qualifications in programmes at Ohio State, Michigan State and Pennsylvania Universities. David has retained his love and appreciation of engineering, the heartbeat of the company. When asked which recent machine introduction had given him most satisfaction, there is no hesitation. “Easy, I’ll give you two: the Ransomes HR300 outfront rotary and the Jacobsen all-electric greens triple,” he says, diplomatically.

Although a constant traveler to worldwide locations, David has now moved to the US and bought a

house in Charlotte, North Carolina.

Describing his acceptance in the US, David says, “I think I am still a bit of novelty, but it is surprising how the British accent goes down well in the States.”

Even then small differences arise. “I don’t wear a tie to the office in Charlotte, but I do when I come over for meetings at Ipswich,” he says. “There is no doubt that the Ransomes heritage matters to Textron internally, it gives them a warm feeling to recognise a manufacturing history that dates back to the 1700s – and for many in the US, that is forever!” ●

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Handy Distribution

STATE OF THE INDUSTRY 2014

2013 will have gone down as 'curates egg' of a season. Slow, slow start, improving towards the middle and end. In this report, we have the dealers take on last year and their hopes and aspirations for 2014



A NEW WORD, 'SHOWROOMING' HAS CREPT INTO THE OXFORD DICTIONARY THIS YEAR

WEATHERING THE ECONOMY

Weather and the Economy. Economy and the Weather. Which comes first when trying to assess the success or otherwise of the past year? In truth, they are the twin factors that drive our industry. And we have no control over either.

Last year, the farming community was still recovering from the dreadful weather of 2012 which ruined the quality of the crops and wrecked autumn plantings, resulting in higher commodity prices. In the event, 2013 weather was much kinder and eased both crop sowing in the Spring, and lead to a relatively easy harvesting season. Although the yields were down, quality was much better and the UK is unlikely to need to import as much wheat as during the previous year.

Those selling grass machinery had to sit and twiddle their thumbs for most of the key early selling season as cold weather persisted to the end of May. The Easter weekend at the end of March was largely a non-event for business as the UK

shivered through the coldest March since 1962. April was not much better, nor May which recorded an average mean temperature of just 9.5C for the month.

The summer did not really 'kick-in' until the first few days of June, after which the summer of 2013 could be described as 'good to middling' – and a vast improvement on 2012.

Does the mower business fully recover from a really poor start to the season, with sales reportedly down by almost 25% on 2012 at the end of May? (although it all went downhill from there). The answer is probably yes, one major mower supplier said that year-on-year sales ended just 2% or 3% down at the end of September.

One area where the economy probably impacts most is in the professional turfcare business. Here we saw a small but perceptible growth in the golf course sector which had been badly hit since the financial crisis in 2008. Business growth is often influenced by confidence in the future, and as UK PLC starts to hopefully climb out of recession, then that confidence will surely feed through into stronger retail sales.

But one serious challenge

faces dealers, and that is how the internet will impact on profitability and future business prospects. For some, harnessing on-line activity has proved a source of valuable incremental business, to others it's like the Wild West out there. No controls, slashed prices, reducing margins and a vulnerable future. Even a new word, 'showrooming' has crept into the Oxford Dictionary this year. Your expensive shop-window being used as a reference point for on-line shoppers.

Some suppliers understand the challenge better than others – and have introduced margin-protecting schemes for dealers – others are still searching for the online Holy Grail. But dealers are individuals. They often don't want to conform to an industry dictat. It's their business, and they will run as they see fit. Most are very, very good at what they do, but sometimes they can be their own worst enemy.

So, it is not necessarily a question of "If you can't beat them, join them." It means being smarter, learning off other retail sectors, seeing the 'bigger picture' and being absolutely clear on the margins needed to run the business.

And selling. Yourself.

YOUR GUIDE TO THE WEATHER AND ECONOMY

2013 WEATHER AT A GLANCE

WINTER

The mean temperature over the UK for winter (December 2012 – February 2013) was 3.3 °C (0.4 °C below the long term average). Spells of notably mild weather occurred in late December and early January, and notably cold weather in early December, mid to late January, and the latter part of February.

Winter overall for the UK was marginally wetter than the long term average with 106%. It was the wettest December since 1999 with 149% of long term average rain. January was slightly drier than average for the UK as a whole (91%). February was also dry (68%). There was a period of widespread snowfall across much of the country in late January.

SPRING

The mean temperature over the UK for spring was 6.0 °C (1.7 °C below the long-term average). March was 3.3 °C below, April was 1.1 °C below, and May was 0.8 °C below. March was colder than any of the winter months and the coldest for the UK since 1962. Overall this was the coldest spring for the UK since 1962 (marginally colder than spring 1979).

Spring overall for the UK was a little drier than the long-term average with 93%, and north-west England was driest relative to average. March was a dry month in the north and west while April was rather dry across much of England and Wales. May was wetter than average for the UK overall.

Sunshine totals for the UK were very close to normal for the season with 98% of the long-term average.

2013 ECONOMY AT A GLANCE

The UK is in a sustained recovery and does not face major inflation risks according to a Bank of England report (November 2013). Minutes from the Monetary Policy Committee's meeting showed the nine members all voted to leave interest rates at 0.5%.

The Bank also signalled that it was in no rush to raise interest rates and might not do so immediately even after unemployment had fallen to 7%. The previous week, the Bank said unemployment could fall faster than predicted.

It also said there were few signs that expectations of higher inflation were feeding into wage increases.

Unemployment in the UK stands at 7.6%, according to the Office for National Statistics, while inflation, as measured by the consumer prices index, fell to 2.2% in October. The Bank of England has said it expects to see growth of 0.9% in the fourth quarter.

Business surveys have reinforced the picture of improving economic conditions, but household spending was still under pressure and the UK could be vulnerable to instability in the eurozone.

SUMMER

It was the warmest summer in the UK since 2006, but not exceptionally so, with a mean temperature of 15.2 °C, (0.8 °C above the long-term average). June was 0.2 °C below, July was 1.9 °C above, and August was 0.7 °C above. The most notable weather of the summer was a prolonged heat wave from 3 to 22 July.

Summer overall for the UK was drier than the long-term average with 76%. All areas had a drier than average summer, and parts of southern and south-west England and East Anglia received less than half the average. It was the driest summer for the UK since 2003. Nevertheless, there were some notably wet days, particularly in July and August.

It was the sunniest summer in the UK since 2006, with sunshine totals for the UK at 116% of the long-term average. The season ended a run of six consecutive generally dull and wet summers from 2007 to 2012.



AUTUMN

Mean temperatures over the UK were marginally above the long-term average. September opened with fine summery weather but then became more unsettled and stormy towards mid-month, and October was mostly unsettled also mild. November could be split into two halves. The first half dominated by wet and windy conditions and the second by high pressure and settled conditions.

In September most parts of the UK received less than the normal amount of rainfall. In October, most parts of the UK saw above-average rainfall and for England it was provisionally the wettest October since 2000. Sunshine for the UK overall was slightly below normal in September, and more markedly below normal in October.

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ANNUAL DEALER SURVEY

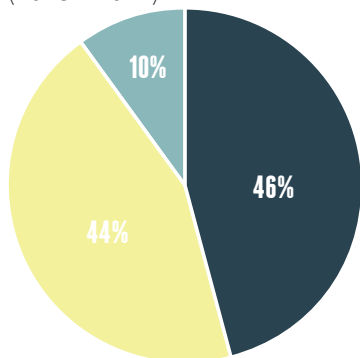
In our 2013 DEALER SURVEY, we asked dealers about their business performance across all departments in 2013, and their view on prospects for 2014

BUSINESS PERFORMANCE

● Up ● Same ● Down

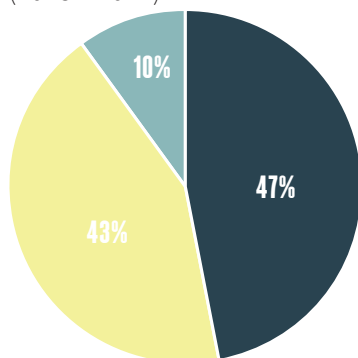
Overall Business

(2013 v 2012)



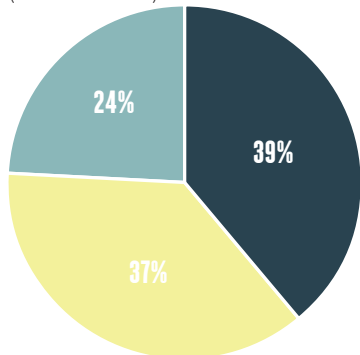
Parts Sales

(2013 v 2012)



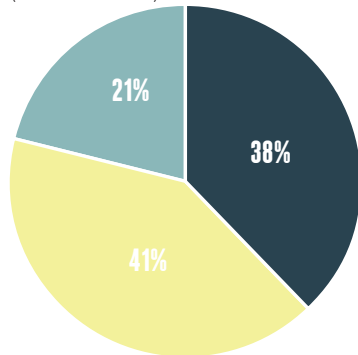
Whole Goods

(2013 v 2012)



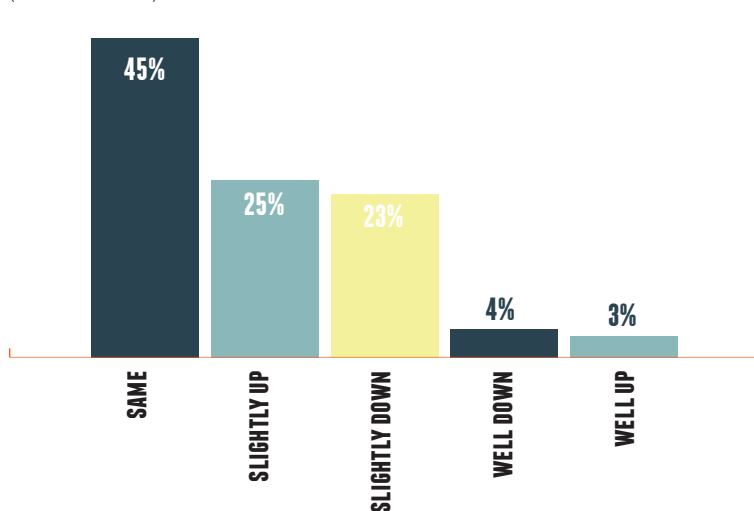
Service Sales

(2013 v 2012)



Overall Profitability

(2013 v 2012)



Service Rates

69% £30-40 per hour
21% £40-50 per hour
10% £50-60 per hour

Staffing Levels

62% Static
31% Increased
7% Decreased

Apprentices

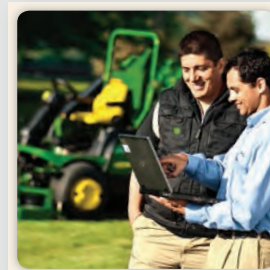
69% None
21% One
10% Two or more

Business Prospects for 2014

48% Improvement on 2013
43% Similar to 2013
9% Some concerns

SUMMARY

Remarkable similarity on business performance during 2013, with 85% of dealers reporting business up or at the same levels during 2013. Service sales seemed to suffer most in comparison to whole goods and parts. Profitability appears to have held up across dealerships



BRIGHT SPOTS

“A more even spread of sales during 2013, we felt more in control during the season with less peaks and troughs.”

“Being able to retain a profit given the difficult financial year.”

“Good grass growing season, great sales.”

“Increase in service work but August was difficult.”

“Good sales in the commercial lawncare sector, very strong second quarter.”

“Improved customer confidence. Our investment in the business and the future starting to pay dividends and be respected by our clients.”

“The good weather and on-going season despite the slow start.”

“Our staff, who continue to go the ‘extra mile.’”

DISAPPOINTMENTS

“Dry late spring and summer, caused sales to drop heavily, then too late in year to recover.”

“Having to match the web price so many times to achieve sales.”

“Hot sun killed summer; huge knock on for sales and workshop on into Autumn internet competition.”

“Losing yet another member of staff, finding it increasingly difficult to get paid for parts and service, and see this getting considerably worse unless government intervenes.”

“That in austere times, manufacturers do not want to stop or slow down internet sales which is eroding dealership profitability and future investment.”

“The lack of money farmers had to spend.”

“The problem with internet prices and some dealers willing to make little or no profit on machine sales.”

“The weather has had a major impact hitting servicing. Internet pricing of certain manufacturers has also hit sales.”

DEALER SOAPBOX

“Again we have had a season dictated by the climate, although this year we have seen the internet starting to become the beast that few manufacturers / importers dare to tame or control. It needs to be addressed to ensure that the specialist dealer network is protected as we are the ones stocking the product, providing the back up and spares support. Manufacturers need to work with the dealers to ensure we all remain profitable. The internet will only keep growing, the industry needs to understand how to make it work for all of us.”

“Good quality local staff training is still a problem. Very saturated markets with lots of suppliers heading for the mass market.”

“Internet companies that sell machinery at rock bottom prices do not help dealers who have showrooms that they have to support.”

“Prices are becoming too high, forcing customers to downgrade or go to the internet. There are product pricing issues, reliability issues, staffing recruitment issues -and fed up having to bankroll the majority of our customer base. There needs to be a huge government campaign to get more money into this industry, everyone involved directly with farming need much better, sustainable return on our investments across the board.”

“Towing a trailer with good heavy vehicle and quality trailer, and we need a tachograph fitted. Tow the same with an estate car and you can get more on the trailer but it is not as safe. This is a big issue for smaller garden machinery dealers who sell compact tractors. Another big expense to go with all the other increases in overheads.”

“Trying to find suitable staff, difficulty in being rewarded for skills we all provide, and the internet is hot potato that this industry seems unable to grasp and deal with.”



DIARY OF A SEASON

For the past year, Lincolnshire dealer Gavin Bird of Green Stripe Garden Machinery has been reflecting on his business throughout the season. Here he reflects on the 2013 season as a whole.

Since starting this business 17 years ago, we've been tough on setting ourselves realistic targets for the coming year – and almost always that was to improve on the previous year's business. And we've met that objective every year – apart from 2013. I'm writing this before December is out, but for the first time ever, I think we will be down compared with 2012.

When I say down, I mean in turnover. We are certainly not down in morale or as individuals. 2012 was an exceptionally good year for us and way over expectations. 2013 has been a kinder year to us, and to family life, particularly after the weather-related stresses of 2012, but the way the weather panned out, it was probably unrealistic to expect to beat our 2012 performance.

We had a slow start to the season, although March was not at all bad mainly because many of the sales of commercial equipment to contractors - deals that we had been working on during the winter - came to fruition. Domestic sales were sluggish, and continued to the end of May when at last the sun shone and temperature rose.

Business was good up to July when everything slowed considerably. Here near the east



coast, it was hot and everything dried up. So while it was excellent weather for ice-cream sellers and farmers, it was less welcome for us selling grass-cutting equipment. However, these things do have a knock-on effect, and being in the midst of a largely rural community, we take a keen interest in the local farming economy, because when farmers have a good season they

tend to come in and spend with us!

That lull in business lasted until about mid-September when we had another flurry which continued until late Autumn. Among the products that have done well, blowers and vacs have been particularly good sellers.

And so, I reckon we could be 10% down on turnover overall in 2013, but taking the ebbs



WHEN FARMERS HAVE A GOOD SEASON THEY TEND TO COME IN AND SPEND WITH US

and flows due to weather, the straight-line increase we have experienced in the business over the past five or six years has been a good achievement.

Trial by Google

Like all dealers, we are constantly trying to work out the best way of meeting the Trial by Google challenge. I am seriously considering putting a touch-screen PC in my showroom so that we can front-up to customers over the 'market-price' of the product they are thinking of buying. Located in the countryside, customers have made a conscious effort to visit our showroom, so when we have them 'captive' in the showroom it is up to us to make our case.

We price everything at RRP in our showroom, because more often than not there is a trade-in or we have some add-ons to include in the deal. So if we can establish the difference between us and an online price, say £35 or £40, then it is down to us to justify that difference or go part way to meeting it.

I know that some manufacturers

are introducing policies that specify that the product must be properly handed over, but really that is very easily circumvented as most include an opt-out clause to exclude experienced or past owners of the equipment.

As dealers, it is less easy these days to get out of obligations to support the products for which we hold franchises. The most annoying episode is when a customer has bought a product online, assembled it then found a 'fault' or operational difficulty which invariably would have been sorted with a proper PDI. We can rarely claim on warranty; we've not sold the product, but are expected to sort out the problem.

In the past, warranty has been a contentious issue between dealers and suppliers. It took time to administer, we had to wait for our money and it was never enough to cover costs. Today, most manufacturers have a more realistic warranty policy, it is much easier to claim and we get our money quicker. So the internet has certainly helped

that part of our business.

However, we all have to be realistic. The internet is an accepted way of modern life. We have to learn to adapt our business to trading conditions today that are dramatically different to those of ten, twenty years ago. It will take ongoing and constant discussion between dealers and suppliers to ensure that there is a viable and long-term future for servicing dealers. The phrase "We are all in this together" has never been truer than it is at this time in the history of our industry.

The year ahead

Meanwhile as we go into our seasonal lull, we are busy promoting winter service work (going well) and preparing for the season that is (hopefully) just round the corner.

One area of marketing that has worked well for us over the past year is radio advertising with local commercial station, Lincs FM. They have just presented us with some really innovative ideas on ways they can make our spend go further and work even better next year which all sound very exciting.

Meanwhile, can I wish everyone in the trade a very Happy and Successful New Year. I've enjoyed my stint on Dairy of a Season for Service Dealer – and thank all the many dealers who have contacted me during the past year to associate themselves with my seasonal experiences. ●

HERITAGE AWARDS

Service Dealer celebrated 25 years of publishing by honouring the products and people that have shaped our industry

To celebrate its 25th Anniversary as the leading publication for the garden machinery, turfcare and outdoor power equipment industry, Service Dealer last year set out to recognise the products, the manufacturers, the innovations and the innovators that have shaped the industry over the decades by organising the 2013 Heritage Awards, sponsored by Briggs and Stratton.

Initial nominations were invited from across the industry, which were then reduced to a short-list and voted on by dealers, suppliers and members of the turfcare industry.

The results of the 2013 Heritage Awards were announced by Chris Biddle, founding editor of Service Dealer at a special reception held at the 2013 IOG SALTEX Show at Royal Windsor Racecourse on 3 September.

In the Products category, the Heritage Award for cylinder mowers went to the Suffolk Punch and was presented to Brian Radam of the British Lawnmower Museum for display, whilst for rotary mowers, the Hayter Harrier topped the poll. The award for the lawn tractor / ride-on mower category went to the Countax C Series.

The winner of the outdoor power equipment category was the SCH Grasscare System whilst the award for professional turfcare equipment



Top left - bottom right: Suffolk Punch award presented to Brian Radam by Thomas Holzhueter of Briggs & Stratton | Chris Cooper and Julie Dommett receive the Hayter Harrier Award | David Sturges receives the lawn tractor award from Thomas Holzhueter | "Ian and Jenny receive the outdoor power equipment award for SCH Supplies, presented by Trish Biddle | David Withers of Ransomes Jacobsen receives the award for the Mastiff from Thomas Holzhueter of Briggs & Stratton | Chris Bassett receiving the UK Manufacturing Award on behalf of Dennis and Sisis | David Withers receives the Edwin Budding Award on behalf of Ransomes Jacobsen from AEA CEO Roger Lane Nott | Austin Jarrett receives the Innovation Award for the Atco QX System from Roger Lane Nott | Chris Biddle with the Doug Hayter Innovator Award

was the Ransomes Mastiff.

In the manufacturing category, the UK Turfcare Machinery Manufacturing Award went to Dennis / Sisis, two of Britain's most iconic names now under one roof, whilst the Edwin Budding Award for manufacturing was awarded to Ransomes Jacobsen, recognising an extraordinary 181 history of

manufacturing turfcare equipment in the UK.

The turfcare Innovation Award went to the Atco QX cassette system, and was presented to Allett Ltd, the current manufacturer.

Finally three awards were presented in the Innovators category. The first recognised the role played by Doug Hayter

(1914 - 2000) whose name is still synonymous with the British grasscare industry which will be presented to his widow, Susan, at a later date.

Roy Allett was recognised for his role in upholding the Allett name for more than 50 years, and another recipient was Tony Turner, inventor of the verge and hedge flail mower, the Hydramower, which revolutionised the upkeep of Britain's highways and byways, who is also marking 50 years in the industry this year.

Commenting, Chris Biddle said, "The eclectic range of Heritage Award winners chosen by the industry of old favourites and current products shows the enduring strength of the British turfcare industry, and illustrates the rich past that underpins the industry's future."



Left: Roy Allett's Innovator Award presented by Trish Biddle
Right: Tony Turner receives his Innovator Award

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LIFETIME AWARD FOR HANS PETER STIHL

Recognised with presentation from the AEA

Hans Peter Stihl was awarded a Lifetime Achievement Award by the AEA which was presented to him by AEA chief executive Roger Lane Nott at the reception.

Roger Lane Nott paid tribute to Hans Peter's leadership of the company since taking over from his father which has resulted in today's strength of the Stihl brand around the world. He noted that Mr Stihl had received many important honours both in Europe and overseas, before presenting him with a framed hunting scene to reflect one Hans Peter's keen interests.

In response, Hans Peter paid tribute to the UK outdoor equipment industry, to the role of the AEA and congratulated Service Dealer on reaching its 25th Anniversary.



GALLERY

The great and the good turned out to join us for the presentation of the Heritage Awards



Top left - bottom right: Austin Jarrett with the Greenmech team at reception | Paul Butterly and the FGM team | The Institute of Groundsmanship's Geoff Webb addresses the awards reception | IOG's Geoff Webb (centre) with Gary King and Bosch colleagues | Ian Small of sponsor Briggs & Stratton (centre) with guests | Karen Maxwell, IOG, with Sophie Tolchard and Ellie Parry of Forte Marketing | SALTEX organiser Jon Gibson with Chris Biddle and the AEA's Roger Lane Nott | Roger Lane-Nott, Jim Croxton of BIGGA, Chris Cooper (Hayter), David Sturges (Countax), John Quinton and David Withers of Ransomes Jacobsen. **Photography:** Mike Beardall

SERVICE DEALER MARKS BUDDING'S ACHIEVEMENT

Specially commissioned Blue Plaque unveiled at Awards ceremony



At the Heritage Awards reception, founding editor, Chris Biddle, unveiled a commemorative Award to mark Service Dealer's 25th Anniversary.

He and his wife Trish had commissioned a cast iron 'blue plaque' recognising the engineering achievement of Edwin Budding, the first permanent reminder of his role in inventing the world's first lawnmower - which has now been presented to Stroud District Council.

"I wanted to do something different," said Chris Biddle, "to mark our 25th Anniversary and it was obvious what that should be when I read that Edwin Budding was not formally recognised anywhere."

Welcoming the blue plaque, David Hagg, chief executive of Stroud District Council said, "I congratulate Service Dealer on your Anniversary and we look forward to installing the plaque at an appropriate location. We often think that there would be no Wimbledon without Stroud as in addition to Edwin Budding, most of the netting has been made here in the town." ●



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1937 - 2009

MIKE BARNFIELD

Chris Biddle recalls the life and times of the man who steered Honda through its early days in power equipment

When Honda took its first tentative steps into the lawnmower business in the late 1970s, it was largely on the back of the way motorcycles were marketed. The launch at the IOG Show at Motspur Park in 1978, headed by the flamboyant and cream-suited Eric Sully, had all the hallmarks of a testosterone-fuelled promotion, pretty girls, plenty of hospitality and razzmataz.

Quite what the rather more staid garden machinery dealers thought of it can only be guessed. But soon Honda realised that they had to have someone on board who could talk the dealers' language.

Man for the job

The man they turned to was Mike Barnfield. The son of a Staffordshire gamekeeper, Mike had gained many years experience in the lawnmower mower business working for Webb Mowers in Birmingham. He knew the trade and he knew dealers.

When he joined Honda in 1980, there were just three mowers in the Honda range. Slowly, the process of establishing a comprehensive UK network took shape.

A no-nonsense realist, Mike saw the business from both sides of the fence. In an article in this magazine in June 1990, he repeated his belief that the relationship between manufacturer and dealer was often weighted too far in favour of the manufacturer: "Dealers really should do more research on manufacturers to satisfy themselves about their long-term policies – so as to judge the long term stability and profitability for themselves".

1990 was a challenging year for the industry. Inflation had reached 9.5% and the country was heading for recession. It was also one of the hottest and driest summers on record.

With unnerving foresight, Mike had written in the 1989 Honda Dealer Plan, "Dealers must ask themselves what they should do to spread the risk of a blazing hot summer, and an ice-cold Chancellor!"

...SPREAD THE RISK OF A BLAZING HOT SUMMER, AND AN ICE-COLD CHANCELLOR!

In his 12 years at the helm of Honda Power Equipment, Mike had made the Honda a key franchise to have for dealers.

Then suddenly in March 1993 came the news that Mike had left Honda, quietly and without fuss. A brief letter to dealers from Mr T Ishino, md of Honda UK on 23 March said, "Mike Barnfield has decided to take early retirement. Honda UK thanks him for his substantial contribution".

There was no further explanation offered, but it is clear that the market was changing. Honda were finding selling premium-priced products more difficult, and restrictions on sub-dealing were lifted.

After Honda

Mike dropped out of the trade, and unusually out of sight. A proud man, it is likely that he considered his job done with Honda and left on his own terms, with no lingering wish to work elsewhere in the industry.

On leaving Honda, Mike took up a couple of consultancies, then returned to his roots as a gamekeeper in Staffordshire. In 2007, Mike was diagnosed with cancer and passed away on 23 August 2009 at the age of 72, leaving his wife, Stella, and two sons, James and John.

Mike Barnfield was a singular man. For over a decade, he had a presence, honest approach and standing in the industry which only a few have matched in recent years. ●



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BTME 2014

TO KICK OFF THE TURFCARE YEAR

Harrogate from January 21-23 is the place to be

With an excellent selection of products and services to equip sports venues, a trip to The BIGGA Turf Management Exhibition (BTME) in Harrogate each January is essential.

There is no better show for the professional groundsman to secure crucial groundscare products and for dealers to take a look at what's new from the major manufacturers in the commercial sector.

Described by the organisers as Europe's foremost turf care show, the event takes place from 21-23 January 2014 at Harrogate International Centre over three vibrant days in which the town becomes the heart of the turf care industry - meaning unbeatable networking opportunities.

Also, BIGGA will be hosting over 54 educational Workshops and

WE WERE DELIGHTED WITH THE OUTCOME OF BTME 2013

Seminars over five days in the Queen's Suite including Fringe Seminar presentations from exhibiting companies - which runs from 19-22 January.

The exhibition encompasses every product in the industry including groundscare machinery and equipment, irrigation, mowers, artificial grass, course furniture, drainage, fertilisers, soil biology, spraying, turf and seeds, water, lake and pond management and

wetting agents and much more.

Register now to beat the queues at btme.org.uk.

The show has been established 24 years and is an essential feature in the diary of many thousands of people who value the opportunity to meet suppliers and source products, network with their peers and take advantage of the extensive Continue to Learn educational programme.

Last January visitors from around the world converged in Harrogate and whilst the actual number of visitors was down on the previous year the number of qualified buyers remained consistently high with exhibitors reporting a very upbeat show during which a great deal of business was done, bucking the recent trend of exhibitions in general.

"We were delighted with the outcome of BTME 2013," commented BIGGA's Chief Executive, Jim Croxton, "and an indicator of its success is the significant number of exhibitors who have rebooked for this year's show - with some requesting increased space."



EXHIBITORS LIST

The list below shows all the companies who will be exhibiting at BTME 2014. Please note that some stand numbers have changed since last year's show.



AFT Trenchers Ltd	Hall B B5	GCSAA	Hall C C17		
Agronomic Services	Hall A A1	Global Turf Equipment UK Ltd	Hall C C42		
Aitkens Sportsturf Ltd	Hall A A54	Golf Club Managers Association	Hall C C14		
Amazone Ltd	Hall A A17	Greenkeepers Training Committee (The)	Hall B B29		
Amenity Sales	Hall A A28	Greentech (Sportsturf) Ltd	Hall A A58		
Askham Bryan College	Hall C C37	Grillo Agrigarden Ltd	Hall B B1		
Bailoy Irrigation Controls	Hall C C54	Ground2Control	Hall C C22		
Barenbrug UK Ltd	Hall C C23	Groundscare Products / Turf TEQ	Hall C C10		
Baroness Mowers	Hall B B78	Groundsman Industries	Hall A A56	PREMA - Lely (UK) Limited	Hall M M21
Bayer	Hall A A46	HDK Electric Vehicles	Hall C C25	Premier Pitches Limited	Hall C C49
Bernhard & Co Ltd	Hall B B44	Headland Amenity Ltd	Hall C C30	Rain Bird Europe SNC	Hall A A9
Blec Global Ltd	Hall A A39	Highspeed - Course Care	Hall C C15	RECO	Hall C C60
Blinder Bunker Liner	Hall C C39	Hugh King & Co	Hall A A50	Rigby Taylor Ltd	Hall C C62
Border Sports Services Ltd	Hall C C4	Humber Palmers Fertilisers	Hall B B10	Rufford	Hall C C52
British & International Golf Greenkeepers Association	Hall B B23	Hunter Industries	Hall C C27	Sheltons Sportsturf Drainage Solutions	Hall B B11
British Manufacturing Solutions Ltd	Hall C C21	Hurrells Seeds	Hall A A32	Sherriff Amenity	Hall B B34
British Seed Houses	Hall A A45	Huxley Golf	Hall C C1	Smithco	Hall M M13
British Sugar TOPSOIL	Hall A A30	Indigrow Ltd	Hall B B43	Soil Harmony	Hall A A59
Britrisk Safety Ltd	Hall B B19	Institute of Groundsmanship	Hall C C16	Sports Metals Ltd	Hall B B2
Campey Turf Care Systems	Hall B B58	Inturf	Hall A A57	SRUC (Barony, Elmwood, Oatridge Colleges)	Hall B B18
Capillary Concrete	Hall A A52	Iseki	Hall M M10	STRI	Hall B B36
Charterhouse Turf Machinery Ltd	Hall B B48	J K Sonics	Hall A A63	Swan Golf Designs	Hall A A25
Complete Weed Control	Hall C C48	Jac. Uittenborgaard & Zonen BV (JUB)	Hall C C18	Symbio	Hall B B7
Compo Expert UK Ltd	Hall B B17	Jacobsen	Hall M M11	Syngenta	Hall B B52
Countrywide	Hall A A60	John Deere	Hall M M30	Tacit Golf Ltd	Hall B B38
County Sport Surfaces	Hall C C8	Johnsons Sports Seed	Hall A A20	Talbot Farm	Hall C C28
County Turf Ltd	Hall B B32	JSM Distribution	Hall C C41	Tarmac Topsport	Hall A A34
CRL - Clive Richardson Ltd	Hall A A23	Kensett Sports	Hall B B37	The Grass Group	Hall A A35
Delta-T Device Services	Hall B B30	Kubota	Hall A A16	Tillers Turf	Hall A A51
DENNIS & SISIS	Hall A A5	Lastec UK	Hall C C55	Tom's Locker.com	Hall C C53
DMMP Limited	Hall C C50	Limagrain UK	Hall C C40	Toro Commercial - Lely (UK) Limited	Hall M M22
Double A / Tru-Turf	Hall C C36	Lindum Turf	Hall B B9	Toro Irrigation - Lely (UK) Limited	Hall M M23
E-Z-GO	Hall M M12	Lloyds / Hunters	Hall B B56	Trimax Mowing Systems	Hall B B59
Eagle	Hall B B50	LS Systems Ltd	Hall C C56	True Surface by Turfline	Hall C C5
Ecosolve Ltd	Hall A A10	Mansfield Sand Company Limited	Hall B B31	TurfCare Group Ltd	Hall C C38
Envirosports	Hall A A31	Maxicrop UK	Hall A A27	Turfco	Hall M M14
Etesia UK Ltd	Hall A A53	Merrist Wood College	Hall B B12	Turfkeeper.com	Hall C C12
European Turfgrass Laboratories	Hall A A22	MJ Abbott Ltd	Hall A A49	Tym Tractors - Lely (UK) Limited	Hall M M20
Evenproducts Ltd	Hall A A41	MTS Clubcar	Hall A A6	Verde Sports Ltd	Hall A A12
Everris Limited	Hall B B54	Myerscough College	Hall B B13	Vitax	Hall A A4
Farmura Ltd	Hall A A18	Netafim UK	Hall C C34	Waste2Water Europe Ltd	Hall B B46
Gambetti UK	Hall A A61	New Holland	Hall C C61	Wiedenmann UK Ltd	Hall C C58
Garfitts International Ltd	Hall B B42	Nomix Enviro	Hall A A11	XL Horticulture Ltd	Hall C C47
GBR Technology Limited	Hall C C35	Otterbine - Lely (UK) Limited	Hall M M24	Yamaha Motor (UK) Ltd	Hall C C6
GCOA & GRN-OGRO	Hall C C24	PHM Philippe Morisse SAS	Hall A A29		



PETER ALLISS TO APPEAR

Guest of honour at inaugural Welcome Celebration

Golfing legend Peter Alliss will be guest of honour at BIGGA's inaugural Welcome Celebration, sponsored by Jacobsen, to be held immediately after the first day of BTME in January.

Not only is Peter one of the most recognisable and authoritative voices in all sport, he is a fascinating and amusing speaker with over half a century of anecdotes and opinions to draw upon – and you can catch a typically humorous keynote speech from him on Tuesday 21 January. Entry is free to BIGGA members and BTME visitors.

Beginning immediately after the first day of the exhibition, the evening will be a true celebration of some of the industry's finest moments during the past 12 months.

BIGGA will be acknowledging the achievements of some of their members during 2013, honouring greenkeepers who have excelled in educational, professional and golfing capacities and toasting success in the wider turf management industry.

To attend, just head to the Royal Hall at the Harrogate International Centre at 5.30pm.

BIGGA Chairman Tony Smith said: "BTME is the biggest gathering of BIGGA members in the year and we're looking forward to celebrating the terrific achievements of some of those members over the past year.

"We're also tremendously excited to welcome Peter Alliss to BTME and I can't wait to hear what he has to say. He's been a long-term supporter of the greenkeeping industry and has played a major part in raising its profile through his TV commentaries. It should be a terrific event and I hope to see you all there."

Commenting on his company's support for the Welcome Celebration, Jacobsen's President David Withers said: "We have been Gold Key supporters of BIGGA for many years and our commitment to the organisation has been consistent since 1999. We totally believe in the motivation that Continued Professional Development (CPD) brings to BIGGA members and we have provided almost £300,000 in scholarship funding to help members progress through further education programmes.

"We also sponsor BIGGA's new professional development programme for young greenkeepers – the Future Turf Managers Initiative (FTMI). This targets today's generation of greenkeepers who demonstrate the ability and drive to become leaders of their profession in the future.

"The latest support for a BIGGA event again highlights our commitment to the organisation and its members. I'm sure Peter Alliss will delight us all; he is a raconteur par excellence!"

WHAT'S GOING ON AT BTME?

A world of new ideas

Showcased at BTME you'll find exhibitors conveniently brought together, including leading international names, for you to browse and buy for the coming season.

New products, new technology, new materials, you'll find it all at Harrogate International Centre from 21 -23 January 2014.

- Discover the latest trends.
- Meet current suppliers and make valuable new contacts.
- Get inspiration from the largest indoor turf management and grounds care exhibition in Europe.
- Serious exhibitors mean serious business for you.
- Four halls of exhibition - showcasing 150 exhibitors.
- 1000s of products and ideas.
- Exclusive new products launching at the show.
- 10 rooms of education theatres - delivering 150 hours of education.
- Knowledgeable trainers - improving your professional education.
- Learn from the industry experts with a free seminar schedule to help you grow your business

Also featuring...

- Continue to Learn Seminars
- personal Development Zone
- Workshop Programme
- BIGGA Stand
- Job Shop

FEATURED EXHIBITORS

Readers of Service Dealer should find a visit to these stands most worthwhile.



John Deere

Hall M, Stand M30

Since its founding in 1837, John Deere has seen a great many changes in its business, its products, its services. Change always comes with opportunity.

And Deere say they have always been ready and willing to embrace it. Yet, through it all, John Deere is still dedicated to those who are linked to the land. And Deere has never outgrown, nor forgotten, its founder's original core values of integrity, quality, commitment and innovation.

And because of their past, their passion, and their purpose for helping you become more profitable and productive, John Deere believe they are uniquely positioned to be the equipment supplier of choice.



Etesia UK Ltd

Hall A, Stand A53

Almost Twenty-Five years ago, Etesia made its entry into the world of green spaces. It was in 1989 and the concept was a revolutionary one - the first

ride-on mower with direct ejection and integrated collection, the Hydro 100. This new concept made a strong impact on the mower market and rapidly became the standard-setter.

Etesia UK is a company that specialises in building high quality grass cutting machinery for both the professional and domestic market. Started in 1995 with only one walk- behind and one ride-on machine Etesia UK have grown rapidly and now offer a wide range of products that include a variety of walk-behind, ride-on mowers and the Attila range of brush cutters. They offer full service and spare parts back-up as well as dedicated area managers available to give free demonstrations.



Toro Commercial - Lely (UK) Limited

Hall M, Stand M22.

Toro's range includes professional-performance mowers, utility vehicles, bunker management units, aerators,

sprayers and renovation equipment.

The Reelmaster 3550-D weighs in at just 900kgs, which is 15 to 20 percent lighter than comparable

models, making it the lightest fairway mower on the market. Floating effortlessly over contours, its kind to turf, fuel-efficient and cheaper to run.

For the latest 'green' technology, the Toro Greensmaster eFlex 21 pedestrian greensmower boasts the industry's first lithium-ion battery for an unbeatable performance. It's joined by the Greensmaster TriFlex 3420 Hybrid greens machine.

New Holland, *Hall C, Stand C61*

Trimax Mowing Systems, *Hall B, Stand B59*

Yamaha Motor (UK) Ltd, *Hall C, Stand C6*

Dennis and Sisis, *Hall A, Stand A5*

Jacobsen, *Hall M, Stand M1.*

VITAL INFORMATION

Directions

Sat Nav: King's Road, Harrogate, HG1 5LA

From the north and south on A1M, exit A59 to Harrogate (five miles from town centre).

From M1: To Leeds - 15 miles from Harrogate (A61). **From Manchester:** M62: To Leeds - 15 miles from Harrogate (A61).

Opening hours

9am-5pm Tuesday 21st & Wednesday 22nd and 9am-4pm Thursday 23rd January 2014.

Contact

Web: www.btme.org.uk

Tel: 01347 833800

Did you know?

- Harrogate sits smack-bang in the middle of the UK, and benefits from fantastic transportation links.
- *Harrogate International Centre itself sits right in the heart of Harrogate, within easy walking distance of around 4,000 bed spaces and over 100 restaurants and bars.*
- *Harrogate is one of the most desirable places to live and visit in the UK*
- *Driving to HIC? No problem - there are 300 car parking spaces at the Harrogate International Centre alone, and a further 1,200 nearby.*



The show will continue to hold both external...

NEW, IMPROVED LAMMA 2014

The LAMMA 2014 show takes place on 22 and 23 January in its new location at the East of England showground, Peterborough

LAMMA is the UK's largest farm machinery, equipment and agricultural services show.

Held in January each year, the show is free to attend and regularly attracts up to 40,000 farmers from around the country and overseas.

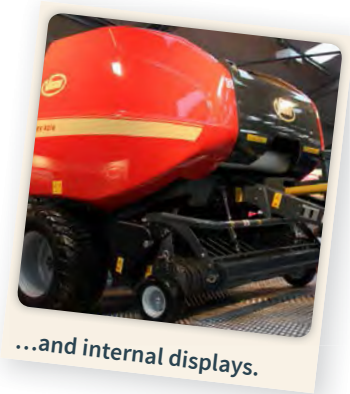
Celebrating its 33rd anniversary in 2014, LAMMA has emerged from humble beginnings as a local show with some 50 exhibitors and 2,500 visitors to become the UK's largest farm machinery, equipment and agricultural services show in the UK. In 2013 the show boasted nearly 800 exhibitors and attracted in excess of 40,000 visitors from the UK and overseas, reinforcing its reputation as the highlight in the agricultural machinery calendar.

And it is this success that has forced the show's organisers to relocate for a third time in its history, this time to the East of England Showground, Peterborough. Cliff Preston, LAMMA Event Director says "LAMMA prides itself on being the UK's leading farm machinery equipment and services show and we are dedicated to offering a show that can continue to develop and provide both exhibitors and visitors with the best possible experience.

"After a lot of discussion and consultation with the market, we've decided to make the move to do exactly that. The new location is ideal as it will both allow for the show's growth and will also help us to overcome many of the challenges visitors and exhibitors have highlighted - specifically by making access easier for both exhibitors and visitors. Despite the continued success and growth, the show will be staying true to its roots.

"Although the location is changing, the fundamentals of the show most definitely are not," says Cliff. "We are committed to preserve the unique heritage and the friendly and informal atmosphere of the LAMMA show. It remains, at its heart, an easy and free to attend event for farmers to see the latest agricultural machinery, equipment and services from around the world."

Open from 7.30am - 5.30pm on 22 January and 7.30 - 4.30pm on 23 January, LAMMA is a free event for visitors to attend and also offers free car parking. Also with the promise of even more things to see and to take advantage of the early bird breakfast offer the organisers recommend visitors arrive before before 8am.



...and internal displays.

NEW HEADLINE SPONSOR FOR 2014

AGRIBANK, which launched earlier last year, is to be headline sponsor for Lamma 2014.

The bank, headed by Frank Sekula and Matthew Smart, who are also involved in farming, provides agricultural asset finance.

Mr Sekula said: "We are really excited at being the headline sponsor for Lamma, and using this event to showcase our lending services to UK farmers and having the opportunity to meet as many of them as we can.

"Although the AgriBank name is relatively new, the reality is our team has been providing these services for many years through ECF. Lamma will present a great opportunity to re-connect with existing and new customers and put the AgriBank name firmly on the map."

Rupert Levy, director of Farmers Guardian parent company Briefing Media, which owns Lamma, said: "We are delighted to welcome AgriBank as headline sponsor in 2014 and look forward to working with them during the run up to January's event and at the show.

HISTORY OF LAMMA

The show has come a long way from its origins in a relatively short space of time

Launch

LAMMA was established in 1982 by a small group of local agricultural equipment manufacturers from across Lincolnshire. The first event was held at the Lincolnshire Showground, with some 50 exhibitors displaying their products at the show.

The organisers were delighted when over 2,500 visiting farmers, contractors and agricultural engineers attended. The exhibitors did plenty of business and the show made a small profit meaning it could become an annual event.

Consolidation

The next few years saw the formation of a management committee drawn from the exhibitors to organise the show. Several show developments were introduced including a series of competitions for product development and innovation together with awards for the best stands at the show.

During the ensuing years the number of exhibitors and visitors steadily increased, with LAMMA becoming established as an important annual event.

Growth

In 1993 Lamma had grown to over 65 exhibitors and demand for stands was increasing, it was decided to open a new hall for the 1994 show in the cattle lines of the Lincolnshire Showground. As the years passed, it became increasingly difficult to ignore the repeated requests from manufacturers in adjoining counties to exhibit the Show. It was eventually decided to admit manufacturers from the adjacent

counties. Later an invitation was extended to all manufacturers of British manufactured equipment.

After the Show in 1997, the management decided that, if Lamma was to continue to meet the demands and needs of the agricultural machinery manufacturing industry then a new site would have to be found. Newark Showground proved to be ideal as there was over twice the covered space, a large area available for outside stands, ample car parking area and easy access as the Showground was at the junction of major roads and on the main railway lines serving all parts of the country.

Preserving heritage and managing expansion

In 2012, the directors of LAMMA realised that, to preserve the heritage of the event, it needed to pass on to new owners. Many of the directors had passed the age of retirement and the show had grown to nearly 800 exhibitors, with in excess of 40,000 attendees; a huge logistical challenge. LAMMA had become the largest UK agricultural equipment show and was increasingly becoming an international event.

After a long period of careful consideration it was decided that the preferred new owners would be Briefing Media Ltd - the owners of the Farmer's Guardian, a long-term media partner of LAMMA.

Briefing Media say they are committed to preserving this unique heritage and the friendly and informal atmosphere of the LAMMA show - which remains, at its heart, an easy to attend event for farmers to see the latest agricultural machinery, equipment and services from around the world.





VITAL INFORMATION

All you need to know for your trip to LAMMA

Opening hours

Wednesday 22nd January 2014

7.30am to 5.00pm

Thursday 23rd January 2014

7.30am to 4.30pm

Contact

Show Website:

www.lammashow.co.uk

Tel:

01754 890001

Email:

admin@lammashow.co.uk

Venue website:

www.peterborougharena.com

Getting to the show

LAMMA 2014 will be held at the East of England showground:

East of England Showground
Oundle Rd
Alwalton
Peterborough
PE2 6XE

By car

From Peterborough City Centre - take the Nene Parkway/A1260, follow directions to Oundle Road/A605 and turn right onto this road which will lead you directly to the venue. The brown highway signs indicating East of England Showground will help to guide you.

The journey is approximately 16 minutes from the centre of Peterborough.

From the A1(M) south - continue along the A1(M), passing the Peterborough Services Area (Extra MSA); continue forward onto the A1 and then take the next turn left, signposted East of England Showground. At the junction with the A605, turn left and travel half a mile. At the roundabout, turn right, and you have arrived at Peterborough Showground.

From the A1(M) north - ignore the very first signpost for Peterborough and continue travelling along the A1 picking up the brown highways signposts indicating East of England Showground. Follow these signs and leave the A1 at the Alwalton, taking you through the village and onto the A605 Oundle Road junction. Turn left at this junction and at the very next roundabout, turn right here and you've arrived at Peterborough Showground.

By public transport

Peterborough City Centre has a number of taxi ranks, as well as a coach park and bus station located within the Queensgate Centre. The Stagecoach bus service runs an hourly service during the week and two-hourly Sunday service, stopping just outside Peterborough Showground. The bus numbers to look for are x4, 23 and 24 leaving Bay 15 at Peterborough Queensgate. Once you have arrived at the drop off point it is just a short walk to the main entrance at Gate 3 within Peterborough Showground.

For train times and ticket prices visit www.thetrainline.com or www.nationalrail.co.uk

Accommodation

LAMMA works with BGC Events, a specialised accommodation and event services agency offering discounted rates at a range of hotels of various standards within a wide radius of the Showground. For details visit <https://bgcevents.co.uk/events/lamma/> or call BGC Events on Tel: 01572 770352.



PRODUCTS

CONTACT:

☎ 07785 295625 or 07929 438213

@ chris.biddle@btinternet.com

@ steve@stevegibbs.co.uk

DOMESTIC

ETESIA HEAD FOR THE GARDEN

Home-user range launched for 2014

Etesia is getting set for a busy 2014 lawn and garden season, entering the domestic market with the launch of two electric lawn mowers - the VECS and NECTS Duocut, with a promise of further models to follow shortly.

For years, Etesia have been known in the commercial market for manufacturing machines able to cut and collect in all weather conditions. With the launch of these two new products, domestic customers will be able to take advantage of a lawn mower which will deliver cutting, collecting or mulching in demanding conditions.

with seven cutting height settings from 25-85mm. It comes complete with a Xenoy cutting deck for added robustness.

Extremely versatile, both new models are capable of mowing with or without collection in all conditions, or for high-quality mulching - without the need for an accessory.

This is possible due to the Duocut concept which is a combination between 100% collection and 100% mulching decks. Changing the mowing system is easy: just place the removable insert under the deck in order to mulch. Remove the insert to mow with or without collection.

Models

The VECS is an entry level 1300W push model with eight cutting height settings, which are quickly adjustable using one lever from 20-60mm, complete with a polypropylene 37cm cutting deck and 39 litre grass box.

The NECTS model has a 41cm cutting width and is a 1500W single speed (3km) machine

Ease of use

There is no need for a tool or blade change. The insert completes the shape of the deck to form a smooth surface with no roughness, allowing the grass to move easily for mulching.

Even if the grass is long and wet it is compacted in the grass collection boxes, complete with box filling indicator.

Both models come, as standard, with 'soft grip' handle bars which can fold for easy transportation.



COMMERCIAL

SAFER, EASIER GRASS TRIMMING

Hyundai Power Equipment has launched a walk-behind wheeled nylon-line trimmer suitable for dealing with grass and weeds growing in open or confined spaces.

Known as the Hyundai HYFT56 Field Trimmer, the machine uses a 4mm diameter, high-speed revolving nylon cord to sever vegetation cleanly at any height from 38mm to 76mm above ground level.



The use of a flexible cutting mechanism minimises the risk of injury to the user or of impact damage.

Comfortable operation

Powered by a Hyundai 5.5hp four-stroke petrol engine and supported by two 350mm diameter heavy-duty wheels, the HYFT56 has a maximum cutting width of 560mm, giving a potential workrate of around 1,800 sq m/hr at a constant walking speed of 54 metres/min .

The comfort grip handles can be adjusted easily to suit operators of different heights and reach or can be folded completely for compact transport or storage.

WINTER CLEARANCE

JOHN DEERE SNOWS HOW TO BLOW AWAY THE WINTER BLUES



John Deere has introduced two new snow blower attachments for its X300 and X500 Select Series lawn tractors.

These 112 and 119cm snow blowers increase the versatility of Select Series lawn tractors for year-round domestic or professional use.

Constant velocity

The two-stage design allows these snow blowers to perform consistently in various operating conditions. Protected by a heavy-duty steel housing, a low-speed 305 or 406mm diameter auger gathers the snow. A high-speed rotor then discharges it at a constant velocity, even in light snow conditions, through a rotatable chute.

Constructed from high molecular weight plastic, the rotor is sturdy and resistant to rust.

Attachment to the front of the tractor and removal are made simple with a quick-hitch mounting system, with the snow blower locking onto the hitch.

WINTER CLEARANCE

SPREAD THE WORD

The SnowEx Mini-Pro SP-575 is a utility spreader which can be used in a variety of applications, thanks to the wide range of mounting brackets available.

With its 163 litre capacity it also features the unique SnowEx 12v maximum torque sealed drive unit, so there are no belts, pulleys, sprockets or chains to break.

The latest model comes with a new in-cab spread and speed controller which lets the operator stay warm and safe in the cab during the spreading operation. There's a robust all-weather cover and all hoppers are made from non-corrosive heavy duty polythene.

A top screen prevents larger chunks from entering the hopper and there is a variable spread width control. A vertical auger feeds the salt directly onto the spinning disc and a vibrator is fitted as standard.



COMMERCIAL

DESTINATION RIO FOR JOHN DEERE

Reverse Implement Option updates compact range

John Deere's updated 2R Series small chassis compact tractors replace the previous 2020 Series and, along with their new model numbering, now feature a reverse implement option (RIO).

This new function is an extra standard safety feature that allows the operator to mow when reversing if necessary, but only by depressing the RIO button before shifting into reverse gear.



Specifications

The four-wheel drive 2025R, 2027R and 2032R replace the 2320, 2520 and 2720 and are powered by Yanmar three-cylinder diesel engines developing 24, 27 and 31hp respectively. These Stage 3a engines generate lower emissions while providing more power, increased torque and lower fuel consumption.

Attachments

A front hitch and pto are available in addition to the standard mid-mounted pto, and are compatible with John Deere's new H130 front loader. The loader design allows fast attachment of 4-in-1 buckets, pallet forks, blades and a range of other implements.

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EXPERIENCE THE DIFFERENCE

WINTER CLEARANCE

MAGNUM FORCE

DMMP Limited has announced a new Magnum spreader which has joined their stable of winter tools and machinery.

The Magnum Poly Insert Spreader sits on the back of a three-quarter or one ton pick-up and deals with the issue of spreading salt when ice and snow is expected.

The spreader has a capacity of 1.14m³ -1.52 m³. Features include:

- Hopper design eliminating the use of steel cages to hold the hopper upright providing a non rusting solution and increased stability
- A concealed motor spinner department which keeps salt out
- Low friction poly bearings equalling no maintenance
- An easily-removed (without tools) auger and a rear cover protecting the auger motor from salt.



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COMMERCIAL

STIHL'S LIGHTEST TOP HANDLED SAW

THE new STIHL MS 150 TC-E is a compact top-handled model weighing 2.6kg.

Combining its power with an especially narrow saw chain means the new saw delivers a powerfully clean and fine cut.

The new saw is driven by the STIHL 2-MIX engine which is characterised by low exhaust emissions and low fuel consumption. The chain saw is fully compliant with the latest EU Exhaust Emissions Standards, whilst its low fuel consumption and long re-fuelling intervals make it both cost- and time-efficient to run.

Safety

A manual fuel primer and the ErgoStart feature ensure the engine starts simply with a slow, gentle pull on the starter-cord. Once in use the machine's balance and low vibrations mean it's comfortable to work with - making it safer in use.

Safety is further promoted by the chainsaw's low kickback tendency, which is the result of a particularly narrow tipped guide bar and the special Picco Micro saw chain.



FARMING

SPLITTING IMAGE

Contractors, estates, farmers, landscapers and small holders could all benefit from the Wessex Country LS-100 logsplitter.

Described by the manufacturer as strong, simple, quick and easy to fit to any tractor with a category 1 three-point linkage, the LS-100 powers through splitting logs with up to 10 tons of hydraulic force. This British-built logsplitter will handle logs up to 18"/450mm in height.

A floor-level bed makes loading logs onto the splitter safe and easy, while the two-handed operation satisfies the health and safety requirements.



DOMESTIC

CLOSE TO THE EDGE

ELIET have launched the Edge Cutter and Edge Dresser.

The Edge Cutter is used to mow the grass that is located at the edge of a lawn. The machine turns a blade that is as hard as steel and has a sharp cutting edge at approximately 2550rpm. Unlike the nylon line in a grass trimmer, the edge cutter causes minimal damage when it cuts neatly through each blade of grass.

The Edge Dresser mechanises the traditional vertical spade movement. With the blade repeating the horizontal cutting movement several hundred times, it gives a perfectly straight edge. As its equipped with a wheel drive, you can quickly manoeuvre the moving blade in the desired direction in order to trim the edge of the turf.



COMMERCIAL

SLIMLINE NEW MAKITA

The latest addition to the Makita professional chainsaw line, the EA6100P45D, is a 61cc machine developing 4.5hp and running up to 13,800rpm with a 45cm chain bar.

The 61cc 2-stroke engine develops 4.5hp with a power rating of 3.4Kw. This new compact, slim-line engine installation reduces the overall width of the machine making it even more manoeuvrable in forestry operation improving both comfort and safety.

SAS

This engine features the Makita-designed SAS, Stratified Air Scavenging, system which ensures that any excess fuel mixture is recovered from the exhaust and re-burnt for power and the cleanest possible emissions. The it weighs 6.0kg.

It also features the fulcrum vibration damping system that reduces machine vibration levels to 5.0m/s² for the front handle and 4.0m/s² for the rear grip handle. The specification includes automatic chain brake for safety, automatic chain lubrication system, electronic ignition and de-compressor easy starting.



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EVENTS FOR 2014

JANUARY

- 6-8 Oxford Farming Conference
www.ofc.org.uk
- 21-23 BTME 2014,
Harrogate International Centre
www.btme.org.uk
- 22-23 LAMMA 2014,
East of England Showground
www.lammashow.co.uk

FEBRUARY

- 1-6 Golf Industry Show, Orlando
www.golfindustryshow.com
- 2-6 Spring Fair 2013, Birmingham NEC
www.springfair.com
- 4-6 Doe Show, Utling
www.ernestdoe.com
- 11-13 World Ag Expo, Tulare, California
www.worldagexpo.com
- 11-15 Fima Agrícola, Zaragoza, Spain
www.feriazaragoza.es
- 12 The Agricultural Machinery &
Equipment Show, Bath & West
Showground
www.bathandwest.com/ames/92
- 12-13 Executive Hire Show,
Ricoh Arena, Coventry
www.executivehireshow.co.uk
- 16-18 Totally Tools, Ricoh Arena, Coventry
www.2014.totallydiy.co.uk
- 18-20 Salon du Végétal, Angers, France
www.salonduvegetal.com

MARCH

- 5 Precision Farming Event,
East of England Showground
www.farm-smart.co.uk/precision
- 14-30 Ideal Home Exhibition,
Earls Court, London
www.idealhomeshow.co.uk
- 19-23 Country Living Magazine's Spring Fair -
Business Design Centre, Islington
www.countrylivingfair.com/spring
- 22-23 West County Game Fair, Shepton Mallet
www.westcountrygamefair.co.uk

APRIL

- 8-10 Flowers & Hortech, Kiev, Ukraine
www.flowers-hortech.com
- 17 CountryTastic, Three Counties
Showground, Malvern
www.threecounties.co.uk/countrytastic
- 24-27 Harrogate Spring Flower Show
www.flowershow.org.uk
- 29-1 The Commercial Vehicle Show,
Birmingham NEC
www.cvshow.com

MAY

- 4-5 South of England Spring Garden &
Leisure Show, South of England Centre
www.seas.org.uk/spring-show
- 5 North Somerset Show
www.nsas.org.uk
- 8-11 Malvern Spring Gardening Show
www.threecounties.co.uk/springgardening
- 14-16 Balmoral Show, Belfast
www.balmoralshow.co.uk
- 17 Otley Show
www.otleyshow.org.uk
- 17-18 Royal Welsh Spring Festival
www.rwas.co.uk/spring-festival/
- 20-24 Chelsea Flower Show
www.rhs.org.uk/shows-events

- 22-24 Devon County Show
www.devoncountyshow.co.uk
- 24 Shropshire County Show
www.shropshirecountyshow.com
- 24-25 Herts County Show
www.hertsshow.com
- 26 Surrey County Show
www.surreycountyshow.co.uk
- 28-29 Staffordshire County Show
www.staffscountyshowground.co.uk/county_show.html
- 28-29 Suffolk County Show
www.suffolkshow.co.uk/
- 28-31 Royal Bath & West Show
www.bathandwest.com/royal-bath-west/97
- 30-1 Gardening Scotland, Royal
Highland Centre, Edinburgh
www.gardeningscotland.com

JUNE

- 6-8 Royal Cornwall Show
www.royalcornwallshow.org
- 6-8 South of England Show
www.seas.org.uk/shows.asp?ID=2
- 11-12 Cereals 2014, Chrishall Grange,
Nr Duxford, Cambs
www.cerealsevent.co.uk
- 12-16 BBC Gardeners' World Live,
Birmingham NEC
www.bbcgardenersworldlive.com
- 14-16 Three Counties Show, Malvern
www.threecounties.co.uk/threecounties
- 18-19 Cheshire County Show
www.cheshirecountyshow.org.uk
- 19-20 Lincolnshire Show
www.lincolnshireshow.co.uk
- 20-23 Royal Highland Show, Edinburgh
www.royalhighlandshow.org
- 22 Derbyshire County Show
www.derbyshirecountyshow.org.uk
- 26-27 Royal Norfolk Show
www.royalnorfolkshow.co.uk

JULY

- 2-3 Livestock Event, Birmingham NEC
www.livestockevent.co.uk
- 6-7 Smallholders Show, South of
England Showground, Ardingly
www.smallholdersshows.co.uk
- 6-10 AgEng 2015, Zurich
www.AgEng2014.ch
- 9-11 Great Yorkshire Show
www.greatyorkshireshow.co.uk
- 9-14 Hampton Court Flower Show
www.rhs.org.uk/shows-events
- 12 Liskeard Show
www.liskeardshow.org
- 12-14 Kent County Show
www.kentshowground.co.uk
- 13 Oxfordshire County & Thame Show
www.thameshow.co.uk
- 14 Cumberland Show
www.cumberlandshow.co.uk
- 16 Driffeld Show
www.driffeldshow.co.uk
- 19 Camborne Show
www.camborne-show.org.uk
- 19-21 CLA Game Fair, Ragley Hall,
Alcester, Warwickshire
www.gamefair.co.uk
- 22-25 Royal Welsh Show
www.rwas.co.uk/en/welsh-show
- 24 Launceston Show
www.launcestonshow.co.uk
- 25-28 RHS Flower Show - Tatton Park
www.rhs.org.uk/shows-events

- 26 Mid Devon Show
www.middevonshow.co.uk
- 26-27 Border Union Show
www.buas.org/show/index.html
- 29 Malton Show
www.maltonshow.com
- 30-1 New Forest & Hampshire County Show
www.newforestshow.co.uk

AUGUST

- 1 Honiton Agricultural Show
www.honitonshow.co.uk
- 3 Garstang Show
www.garstangshow.org
- 3 Emley Show
www.emleyshow.com
- 3 Cranleigh Show
www.cranleighshow.org.uk
- 4 Herefordshire Country Fair
www.herefordshirecountryfair.co.uk
- 7 North Devon Show
www.northdevonshow.com
- 7-8 Bakewell Show
www.bakewellshow.org
- 9-10 Shrewsbury Flower Show
www.shrewsburyflowershow.org.uk
- 10 Chepstow Show
www.chepstowshow.co.uk
- 11 Ripley Show
www.ripleyshow.co.uk
- 13 Vale of Glamorgan Ag Show
www.valeofglamorganshow.co.uk
- 13-14 Anglesey County Show
www.angleseyshow.org.uk/
anglesey-show.html
- 18 Mid-Somerset Ag Show
www.midsomersetshow.org.uk
- 19-21 Pembrokeshire County Show
www.pembsshow.org
- 20 Gillingham & Shaftesbury Show
www.gillshaftshow.co.uk
- 28 Bucks County Show
www.buckscountyshow.co.uk
- 30-2 spoga-gafa 2014
www.spogagafa.com

SEPTEMBER

- 8-10 Flowers & Hortech, Kiev, Ukraine
www.flowers-hortech.com
- 17 CountryTastic, Three Counties
Showground, Malvern
www.threecounties.co.uk/countrytastic
- 24-27 Harrogate Spring Flower Show
[www.flowersshow.org.uk](http://www.flowershow.org.uk)
- 29-1 The Commercial Vehicle Show,
Birmingham NEC
www.cvshow.com

OCTOBER

- 1 The Dairy Show, Bath & West Showground
www.bathandwest.com/dairy/96
- 4-5 South of England Autumn Show &
Game Fair, Ardingly
www.seas.org.uk/autumn-show/
- 18-19 Countryside Live, Harrogate
www.countrysidelive.co.uk
- 22-24 Green Industry & Equipment Expo,
Louisville, USA
www.gie-expo.com

NOVEMBER

- 12-16 EIMA International, Bologna, Italy
www.eima.it/en

JIM GREEN



NEED FOR SPEED

VIVA LAS! MOW GAS!

Honda's 'Mean Mower' left UK shores for the first time in November. It headed to Las Vegas for an appearance in front of 60,000 trade visitors at the world's premier automotive speciality trade show, SEMA.

The 1000cc, 109hp lawn tractor appeared on Honda's stand at the Las Vegas Convention Centre alongside the 2014 Civic coupe, which made its world debut at the show.

Some new, some old

Commissioned by Honda (UK) and built by its British Touring Car Championship (BTCC) partner, Team Dynamics, Mean Mower is set-up and geared for a top speed of 133mph, weighing just 140kgm, producing 96Nm of torque and an incredible power-to-weight ratio of 532bhp/tonne.

The project saw Team Dynamics re-engineer a Honda HF2620 Lawn Tractor from the ground-up, adding a custom-made fabricated chassis, a 1000cc engine from a Honda VTR Firestorm, a bespoke suspension and wheels from an ATV. It features a custom-made paddle shift six-speed gear system, a bespoke sports seat, a Scorpion exhaust system and a



The Mean Mower's powers were first tested by Gordon 'Flash' Shedden

steering rack taken from a Morris Minor.

Every effort has been made to retain the look of the original mower. The cutter deck was custom-made in fibre-glass to reduce weight, while, in a stroke of genius, the grass bag provides a happy home for the fuel tank, a high capacity oil cooler and a secondary water cooling radiator. Mean Mower can still cut grass, at up to 15mph, thanks to two electric motors on the cutter deck, spinning 3mm steel cutting cable at 4000rpm.

Completed in June 2012, Mean Mower was initially tested by 2012 British Touring Car Champion and Honda Yuasa Racing driver Gordon 'Flash' Shedden.

SECRET RECIPE

DEALERSHIP TO BECOME KFC?

A FINGER LICKIN PROSPECT?!

A garden machinery dealership could be demolished to make way for a fast-food restaurant in Mapperley, Nottingham, reports the Nottingham Post.

At the time of writing, plans were being discussed to demolish World of Mowers, at 701 Woodborough Road.

The store has been in negotiations with fast food chain KFC who want to take over their premises.

Neil Brand, owner of World of Mowers, previously told the Nottingham Post his business would reopen nearby.

He said: "If KFC is successful we will relocate somewhere else. I want to make it clear to my customers that we won't be closing - we'll just carry on at other premises."

Mr Brand added that the business will not be affected if the move goes ahead.

40

If KFC do move in it could lead to 40 full and part-time jobs.

INSURANCE NIGHTMARE

GREENKEEPER MAKES SNAPPY RISK ASSESSMENT!



The Daily Mail reported recently that a golfer lost two fingers when he went to collect his ball from the bunker and a crocodile launched at him from the bushes in Mexico.

The paper says Edward Lunger, 50, from Holtsville, Long Island, was at the Iberostar Cancun Golf Club in

Mexico, taking a couple of practice swings when a croc leaped from behind some bushes and bit off two of his fingers.

The croc tried to pull Mr Lunger down into the sand and flip him, but he managed to escape when his friend who he was with picked up a heavy, nearby rock and dropped it on the reptile's head.

Mr Lunger is quoted as saying, "I'm thinking my whole hand is off, I couldn't feel my hand. It was like my whole body was on fire."

The story goes on to say that although Mr Lunger does not blame the crocodile for his ordeal, he does blame the golf club and intends to sue. He says he has found out that crocs have attacked golfers there in the past and the lawsuit alleges crocodiles were introduced to the golf course 'as a marketing tourist attraction.'

E-Z-GO MA'AM

ROYAL FAMILY TAKE THE SHUTTLE



The Queen, Prince of Wales and the Duchess of Cornwall are pictured here travelling around the grounds of Buckingham Palace at the Coronation Festival to celebrate her 60-year reign.

The E-Z-GO 6-Shuttle from Ransomes Jacobsen is similar to the fleet supplied to transport visitors at last year's Olympic Games.

IDENTITY CRISIS

TRADITIONAL COLOUR MOW-TIVATIONS

Blue for a boy, pink for a girl...

A couple of dealerships have had unusual requests lately for mower paint jobs, which have done little to redress stereotypical gender colour schemes.

For a customer of Evesham-based Holden Garden Machinery, for example, the Countax tractor he had chosen fulfilled all his requirements - except one.

As a Manchester City fan, he could not bear to gaze out on the bright red livery of City's fierce rivals, United.



So he asked James Holden if he could colour-match the tractor to City's light blue, which the dealer duly did, much to the delight of a satisfied new Countax owner.

Wokingham-based dealer, Mowers & More meanwhile received a request to transform a Cub Cadet lawn tractor into a pink mowing machine for a local business recently.

The company, called Debbie's Garden Maintenance, needed a lawn tractor that would be suitable for heavy duty applications, particularly for work at large retirement homes and estates.

The Cub Cadet 1018 KHN lawn tractor ticked all the boxes for their requirements but the company decided to get it re-sprayed for added appeal.





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