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JUL / AUG 2014

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FACE TO FACE

Austin Jarrett

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EDITOR'S MESSAGE

For anyone writing a business plan for the garden machinery industry, factoring in the present conditions (weather/economy) would come very close to being a Perfect 10.

However, that in itself provides real challenges.

We are coming off the back of one of the longest recessions in modern history, spring and early summer weather conditions in recent years have been less than ideal, all of which must have injected caution into the forecasts made by manufacturers and suppliers way back last year for the current season.

With the vast majority of machines now made in faraway lands, the tap cannot be turned off and on at will. Which means that dealers will have to be equally creative and on-the-ball during a good selling season, as they have to be when they can hardly give machines away because of the weather.

Dealers will have also tailored their businesses for the less good seasons and poor economy, meaning that this year their resources have been stretched to the absolute limit.

Creativity and flair amongst the specialist dealer network is a given, and are absolutely essential to managing the business when famine turns to feast – and when pauses for reflection and thinking time are very rare.

Chris Biddle, Editor



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BUSINESS

HIRE AWARDS FOR KUBOTA

HONOURED IN SUPPLIER AND PRODUCT CATEGORIES

Kubota is celebrating after scooping the coveted Equipment Supplier of the Year and Product of the Year awards at the Hire Awards of Excellence 2014.

Organised by the Hire Association Europe (HAE), the Hire Awards of Excellence are designed to celebrate the successes of hire and rental companies in the plant, tool and event equipment industries. The awards took place at The Savoy Hotel in London in April and were hosted by TV personality and *DIY SOS* front-man Nick Knowles.

Double award

Kubota was awarded Equipment Supplier of the Year by a panel of industry experts and senior members of relevant trade bodies. In addition, the company's KX080-4 excavator, which has raised the bar in the competitive plant hire sector as one of the most innovative and powerful machines available, picked up the Product of the Year award.

Kubota recently joined the HAE to recognise the important role it plays in the support, protection and promotion of the hire and rental industry across Europe and to work alongside its 900 members globally.

Rebecca Bryson at Kubota commented: "We're delighted to receive such high acclaim for Kubota Construction and the popular KX080-4 excavator. The awards are a true testament to the hard work of the construction team and the quality of machines that we offer."



Dave Roberts, Kubota MD, and Rebecca Bryson (right), Kubota Construction Account Manager, receive their award from presenter Nick Knowles (left)

BUSINESS

GARDEN WHOLESALER IN ADMINISTRATION

SOLUS CALLS IN PwC

Worcestershire-based garden products wholesaler, Solus Garden & Leisure has gone into administration threatening the jobs of 250 people.

Rob Hunt and Tony Barrell of PwC have been appointed joint administrators and have said they are hopeful of securing a sale.

Solus had a turnover of £29.3m in the six months to 30th March, 2014 and employs around 250 people across its various locations. As well as wholesaling third-party products, the company has a portfolio of well-known brands including: Yeoman, Joseph Bentley, ChapelWood, Garden Nation, Botanico and Bermuda.

Aim to continue trading

PwC said that in late 2013, in the face of difficult trading conditions, the company had sought additional investment to support a turnaround.

Tony Barrell said: "Our immediate priority is to engage with employees, key customers and suppliers with the aim of continuing to trade, which we believe is achievable. We are pleased to confirm that employees will be paid for work done prior to our appointment and whilst they continue to work."

The company has four locations in the West Midlands: Droitwich (employing 90 people), Hunnington (63), West Bromwich (16) and Tipton (3).

Established over 30 years ago, Solus (originally trading as Gibbs Palmer (Midlands) Ltd) went on to establish itself as a leading distributor of garden and leisure goods.

9 0 0

The number of members the Hire Association Europe has globally

APPOINTMENTS

HAYTER SALES MANAGER NAMED

CLIVE BOYD TAKES
ON NEW ROLE



Hayter Limited has appointed Clive Boyd as UK Sales Manager for Residential and Landscape Contractor (RLC) products.

Clive fills a new role and will lead the UK sales team with responsibilities for both Hayter and Toro brands.

He has extensive sales and sales management experience with companies manufacturing industrial and consumer goods such as Hitachi Power Tools and Komatsu UK, selling through a variety of channels including the specialist Dealer network.

Meeting dealers

Stephane Groisard, Area Manager for EMEA said: "We're delighted to have Clive as part of the team and dealers will soon have the opportunity to meet him first-hand as he embarks on a series of dealership visits nationwide."

Raghu Das, Hayter Site Leader said: "The addition of Clive to the UK Sales Manager position shows our continued commitment to the Dealer channel and the ongoing development of our RLC Business."

#1

Hayter's Harrier was voted **BEST ROTARY MOWER** in 2013 by the Service Dealer heritage awards



DEALERS

ERNEST DOE TAKES ON THE GRASS GROUP



The Grass Group has continued its programme of developing representation through local area dealers.

Ernest Doe & Sons Ltd will be promoting the full range of machinery from Trilo, ATT, Rotadairon and Progressive, through its network of branches in the South and East of England.

Commenting on the appointment, Andy Turbin, Sales Manager for Ernest Doe said he was, "very pleased to be working with The Grass Group and the specialist products Tim Merrell and his team have introduced to the industry. In particular we're anticipating keen interest in the complete ATT System."

DEALERS

JOHN DEERE APPOINTS NEW DEALER

FOR ITS LAWN & GARDEN RANGE



With over 30 years' experience in selling and maintaining lawn and garden equipment, Burscough-based T & H Power Products has been chosen as a new outlet to supply John Deere's range of lawn tractors and walk-behind mowers in its area of Lancashire.

Director Lee Thomas explains: "We jumped at the chance to take on such a prestigious brand. The John Deere range is a great addition to our showroom."

Family business

T & H Power Products is a family business at heart, with Managing Director Ted Thomas, his wife Doreen and son Lee making up nearly half the staff of seven people. They've been at the same premises in Burscough for 13 years, building their reputation on first-class, personal service at competitive prices.

"We're lucky in that we get a lot of word of mouth recommendations, and repeat business is key for us," says Lee. "We have customers who've been with us for over 10 years. It's not just about selling a machine – parts and servicing and after-sales customer care are so important."

DEALERS

NEW PREMISES FOR KENT DEALER

HORSEPOWER UK MOVES TO SELLING

Improved customer support for Landini tractor users in Kent is promised following the move by local sales and service dealer Horsepower UK to more spacious and better equipped premises.

Easier access

Horsepower UK's new premises at Selling, near Faversham, is not far from the company's previous location but has much easier access to the local main road network. It will be easier for service vehicles to reach customers and for customers to take advantage of the improved parts, accessories and sundries sales facilities.

"We now have a display area for the first time, stocked with service consumables such as filters, oils and batteries, plus tools and all the other items that farmers often need in a hurry," says Horsepower UK partner Phil Stanford. "We also have a larger workshop for repairs and servicing, a bigger parts storage area and better offices."

New customers

Business partners Phil Stanford and Clive Deal (who looks after service operations) are hopeful that the new premises at Selling will help further improve their service standards and attract new customers.

"We're very much fruit specialists at present," says Phil. "But we're keen to expand into the livestock and arable sectors with the all-new Landini tractors being launched this year."



Fruit machinery specialist Horsepower UK supplies and supports Landini Rex and Mistral fruit tractors from its new base in Selling near Faversham. It is also the national distributor for Wanner orchard sprayers

APPOINTMENTS

SPENCER JOINS GREENMECH

TECHNICAL SUPPORT MANAGER ROLE

GreenMech has appointed a Technical Support Manager in the form of Spencer Southall, a well-known face within the ground care and arboriculture industry.

Spencer has clocked up over 25 years' experience since starting out as a horticultural engineering apprentice with Midland Shires Farmers. That experience moved on to encompass the management of their Evesham garden machinery workshop and then on to a number of manufacturers including Etesia, Farm & Garden Machinery, Stihl, Sanli and Countax.

Jonathan Turner, GreenMech's Managing Director, said: "Spencer will major on adding strength to our aftersales and technical support departments. His previous roles in Sales, Technical Services, Customer Support and Warehousing make him the ideal person to help us support our dealer channel and customers at home and abroad."



Spencer Southall

APPOINTMENTS

RANSOMES JACOBSEN MAKES TECHNICAL SALES PROMOTIONS



Harvey Doughty and Robert Hayward, both former Product Demonstrators at Ransomes Jacobsen have been promoted to the role of Technical Sales Manager.

The creation of these new roles reflects the company's recent review of sales strategy in the UK and Ireland and the creation of dedicated sales channels for Golf and Municipal.

Dealer territories

Harvey Doughty will be responsible for the Golf sector in the North of England and his dealers include Lawn Mower Services, Platts Harris, Thompsons Groundcare, Gibson Grass Machinery, John Osman, Sharrocks Grass Machinery and Burrows Grass Machinery. He will report to Nick Brown, UK and Ireland Sales Manager – Golf.

Robert Hayward will be responsible for the Municipal sector in the South-East of England and his dealers are Ernest Doe and Sons and Bartram Mowers. He will report to Will Carr, UK and Ireland Sales Manager – Municipal.

Q1

APPOINTMENTS

AND A PRODUCT MANAGER PROMOTION

Antony Alexander, a former Product Support Manager at Ransomes Jacobsen, has been promoted to Product Manager, joining the current two Product Managers based in the UK and the team of three based in the USA.

Reporting to Richard Comely, Director of Global Product Management, he will manage the development and enhancement of Ransomes and Jacobsen products primarily built in the Ipswich manufacturing plant, but serving market sectors in trading territories around the world.

Commenting on the appointment, Richard Comely said: "Antony has had recent in-depth understanding of the sectors our products serve, in addition to his technical understanding of electrics, hydraulics and pneumatics, which will bring further expertise to the Product Management team here in Ipswich."



UK tractor registrations rose 9.6% in the first quarter of this year

INDUSTRY

UK TRACTOR REGISTRATIONS UP INCREASE IN Q1 ON PREVIOUS YEAR

UK tractor registrations (over 50hp) rose 9.6% in the first quarter of this year.

Registrations of 3,240 units were up on Q1 2013.

Registrations reached 1,830 units in March, an increase of 14.2% on the corresponding month a year earlier.

The average size of units (over 50hp) registered in the first quarter was 150.4hp, an increase of 1.6% on the same period of last year; the total horsepower sold therefore increased 11.3%.

Confidence returning

AEA Economist, Chris Evans, said: "The trade has expected a small improvement of tractor sales in 2014 and if correct this level of increase may not be sustained through coming months, but there is a certain confidence returning with better weather and the increase in the Annual Investment Allowances could provide a further mild stimulus.

"Most regions saw a rise, the exceptions being the Home Counties and the South-East plus Southern & Central Scotland. The largest increases were in North-East England (54%), Northern Ireland (44%) and Wales (40%), predominantly livestock areas and generally areas which saw some substantial falls last year."



BUSINESS

JCB'S THIRD HIGHEST PROFIT EVER

ACHIEVED IN TOUGH 2013 MARKET

JCB achieved its third most profitable year in its 68-year history in 2013, the company has announced this week.

Earnings stood at £313 million on an EBITDA basis (2012: £365 million) on turnover of £2.68 billion (2012: £2.70 billion). JCB's machine sales stood at 66,227 (2012: 69,250).

Strong performance

JCB Chairman Lord Bamford said: "The global market for construction equipment was more challenging throughout 2013 but I am delighted that, despite difficult market conditions, JCB delivered a strong performance and achieved the third highest profit in its history.

"Turnover remained virtually unchanged year-on-year, but volume and earnings were adversely affected by a slowdown in emerging markets, notably India, where JCB has a strong presence.

"This was further compounded by adverse currency movements in some economies.

"Turnover growth in the UK, Middle East and Africa during 2013 helped to offset reductions in India, Europe and the Far East.



Expansion plans

JCB is forging ahead with long-term plans to increase capacity globally, with the company's latest Indian plant in Jaipur starting production in May.

In the UK, JCB is pressing ahead with a £150 million plan to expand operations in Staffordshire, creating an additional 2,500 jobs by 2018, with work due to start later this year on a new 350,000sq ft plant for JCB Cab Systems in Uttoxeter. A new factory will also be built in Cheadle, Staffordshire.

DEALERS

IRISH GRASS TO DISTRIBUTE SCHILLER

Schiller Grounds Care has appointed Irish Grass Machinery as Republic of Ireland distributor for its full range of products.

Originally set up in 1999 by brothers Tony and Michael Smyth to distribute ground care equipment, the company has expanded and operates from a modern industrial unit in Blanchardstown, Dublin. With eight employees, including four full-time mechanics and a spares operation, it serves the Irish ground care and agricultural markets direct as well as distributing to dealers.

"We were aware of the Schiller products," says Tony Smyth, "and when we visited Saltex in 2013 we saw most of what we thought was a superb range. We were looking for quality products to complement our existing range and we had customers wanting top-class scarifiers, brushcutters and aerators. It was a natural process from there to become distributors."





HC & COBRA

Henton & Chattell launch Cobra Garden Machinery

The Cobra range consists of nearly 70 petrol and electric powered products including: lawnmowers, chainsaws, brushcutters and many more.



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- 4 wheeled or rear roller options
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- Shaft Drive
- Fan Assisted Collection
- 70ltr - 75ltr grass bag capacity
- 13 - 76mm cutting height



SSP's from £289.99

REAR ROLLER RANGE

- Powered by Cobra, Briggs & Stratton and Honda
- The range incorporates 6 models
- Full width rear rollers
- Hand and self propelled drive systems
- Cutting widths ranging from 18" - 22"
- 60ltr grass bag capacity
- 17 - 75mm cutting height
- Easy adjust handle lever



SSP's from £289.99

PREMIUM RANGE

- Powered by Cobra, Briggs & Stratton and Honda
- The range incorporates 7 models
- Mulching and side discharge
- Large diameter wheels
- 4 speed gear boxes on selected models
- Cutting widths ranging from 18" - 22"
- 60ltr - 70ltr grass bag capacity
- 25 - 75mm cutting height



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SHOW TIME

GARDEN MACHINERY ON SHOW AT CHELSEA

COMPANIES GIVE EVENT THUMBS-UP

A handful of leading machinery companies displayed their home garden equipment at Chelsea Flower Show in May.

Allett, Bosch and Kubota all had stands at the prestigious event and gave the show a big thumbs-up.

Allett

Leigh Bowers, Allett Sales Director, said: "As the only cylinder mower manufacturer here it gives us a unique opportunity to show serious lawn gardeners quality machines."

TurfMech and Allett Managing Director Austin Jarrett was on the Allett stand for the royal visit in the afternoon on Monday.

Bosch

Liz Stanley, Bosch Product Manager, said the company was delighted to have won a Chelsea Lawn and Garden Product of the Year award, which it shared with Harrod Horticultural.

They jointly won the award for the Isio Shape and Edge Shear, while Harrod won with its Slot and Lock Storm-Proof Veg Cage.

"It's always a great show to be at," said Liz. "The stand was busy from day one."

Kubota

Kubota fielded a large stand of ride-ons, mowers and garden tractors. Colin Hennah, Dealer Manager for the Southern Region, said: "Chelsea is a brilliant event for us and it is great to talk to visitors who are very well-informed about garden machinery."



Leigh Bowers, Raimund Schupp



Liz Stanley, Joao Barufi



Colin Hennah

Words & Pictures: Mike Beardall

WINNING WAYS

PERENNIAL WINS SILVER GILT AWARD

Perennial, the horticultural charity supported by *Service Dealer*, won a silver gilt award for its garden display in the Great Pavilion at the show.

Chief Executive Richard Capewell said: "This is an outstanding award and we are delighted to win it in our 175th anniversary year."

Perennial's small garden area was designed by Jo Thompson. Perennial Director of Marketing and Development Anita Bates said: "We are delighted with this award."

Richard will be at the Service Dealer Awards dinner on 2nd September, the first day of IOG SALTEX at Windsor.



Perennial Chief Executive Richard Capewell with Anita Bates, Director of Marketing and Development, in their Chelsea garden

CELEBRITY SPOTTING

BBC FARMER VISITS JOHN DEERE'S STAND

Television farmer Adam Henson, of the BBC's *Countryfile*, was one of the celebrities who visited the John Deere stand at Chelsea Flower Show.

He was impressed by one of the new Gator utility vehicles on display as he has an older version on his farm near Cheltenham.

"We've always liked Deeres," he said. "Nothing runs like a Deere' is probably the best-known slogan in agricultural machinery."

Celebrity visitors

Also visiting the stand was TV chef Nigel Slater and singer and radio presenter Cerys Matthews, with her horticultural – rather than musical – hat on to protect her from the stunning sunshine.

Said Chris Meacock, John Deere Divisional Sales Manager (Turf): "It was great to have so much interest in our lawn tractors and mowers at the show.

"Prince Philip showed a great interest in our machines during the royal visit." ●



Alison Yaxley, Chris Meacock, Adam Henson



Nigel Slater, Adam Henson



Alison Yaxley, Chris Meacock, Adrienne Mitchell and Peter Nelder

The Daily Telegraph
Testers Choice
19/4/14

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LAWN AND ORDER

Chris Biddle talks to Austin Jarrett about fine lawns, niche machines – and the perception of pricing

“What is a cynic?” asked Oscar Wilde. “It is a man who knows the price of everything, and the value of nothing.” Oscar should really have been around in this internet age when price, price, price has become the yardstick against which everything is judged.

Austin Jarrett has a fascinating tale to tell about pricing. The owner of Allett Mowers, manufacturer of high-end cylinder mowers for the discerning homeowner, says that whenever he questions dealers about the price of his machines, “they consistently tell me that they are too expensive”.

CONSISTENTLY, THEY PRICE THE MOWERS HIGHER, SOMETIMES MUCH HIGHER, THAN THE PUBLISHED SELLING PRICE

“But, ask the people who really matter, the end-customer, and you get a completely different response,” he says. For the past years, Allett has been at Chelsea Flower Show, and Austin will ask visitors to the stand to give their valuation of the machines on show.

“Consistently, they price the mowers higher, sometimes much higher, than the published selling price,” he says.

“So what does that tell you about dealers?” I ask.

“That they are not in touch with their customer!” says Austin. “It’s the same with customer demographics.

They tend to want to pigeon-hole customers by age, but I can tell you that many customers of 50-plus are coming to us for their first serious mower, saying that they have just put away the climbing frames and children’s paraphanelia in the garden – and now want a decent lawn!

“We don’t get as many opportunities to talk to the people who buy our machines as I would like,” he says, “so events like Chelsea are invaluable for feedback on both pricing and machine quality and operation. Often we would make modifications ‘because Austin thinks it’s a good idea’! Today, virtually everything we do is driven by customers, either directly or through our dealers.”

Austin Jarrett’s business is all about decent lawns, manicured turf, immaculate grass surfaces for sport – and perfection.

Mowers were off Austin Jarrett’s immediate radar when he spent two years on a Voluntary Services Overseas (VSO) placement in Fiji as a lecturer in Agricultural Machinery, having left Writtle College with an HND in Agricultural and Mechanical Engineering in 1985.

“I come from a family background of the self-employed and self-starters, and on my return from Fiji all I really wanted to do was to start my own business and start making some money. Although I had been taught on all the big farm kit at Writtle, I had a background in horticulture and decided that there was no money in agriculture, for me at least.”

He took a sales job with Turfand Professional Turf Equipment, importers of specialist machinery for turf production such as the Brouwer turf harvester range. It was this experience that formed his interest in the turf equipment market and after a couple of years, he realised his original ambition to start his own company by forming Turfmech Machinery.

Through Turfmech, he designed and built a range of specialist machines, mainly for the golf course ▶



market, such as Tornado blowers and the TurfVac, as well as acting as UK distributor for the likes of Progressive mowers and Brouwer.

In 2007, and just before the financial meltdown, an opportunity cropped up to acquire one of Britain's best known professional mower brands, Allett. Founded by Reg Allett, who built his first 36" machine in 1965, the Allett mower quickly became the groundsman's favourite at many of the leading cricket grounds around the world. Previously Allett Mowers was owned by Scottish farm machinery distributor, Reekie, which had purchased another historic mower brand, Greens Mowers, in the 1980s.

Manufacturing of both brands was centred at Arbroath, run by Reg Allett's son Roy who had joined his father way back in 1965. Turfmech had been undertaking contract manufacturing for Allett and in 2007 Austin Jarrett received an out-of-the-blue phone call from Roy Allett, just as he was boarding a plane, saying Reekie had decided to exit the turfcare market.

"Roy is a very intuitive engineer," says Austin, "and he shared many of my visions for the future of Allett."

Soon the deal was completed and the tooling and production moved to TurfMech's Staffordshire factory.

"It was the brand that excited me," says Austin. "The machines were always going to be a niche product, it was never a numbers game."

Allett and Dennis are the names that rule when it comes to cylinder mowers for prestigious and important sports venues. "We have our 'fan-club', as do they," says Austin. "Both of us struggle to win over loyal customers, but while we are always striving to make

improvements that will give Allett an edge, I like to think that we both keep each other honest in the way we go about things."

Having acquired Allett, Austin continued to keep his eye out for machines that would improve productivity and up the numbers. He had the space at his Hixon factory which now also housed a specialist steel cutting business, Steel Service Centre (SCC Laser), supplying small engineering companies with laser cut profiles on a next-day basis. "So we had the skills and resources in-house," he says.

What caught his attention next was the disposal by Bosch of the Atco mower production facilities at Stowmarket – another UK heritage mower brand.

But there was a problem. The Atco brand name was arguably one of the most valuable assets on the market – and expensive. Austin wanted the engineering plans and tooling in order to continue manufacturing the famous range, but the price placed on the brand name by Bosch was unaffordable.

"It would have cost more than the engine on each and every machine," he says.

So the Atco brand went to GGP "as a fantastic opportunity for it to leverage the profile of a whole range of garden machinery.

"If the business climate at the time (2011) had been more favourable, I would have loved to have been able to buy the whole package, but it wasn't and we had to be realistic.

OUR LAWNS, OUR SPORTS GROUNDS, OUR FINE TURF ARE A TANGIBLE BRITISH EXPORT

"But that hasn't stopped us selling the heritage," says Austin. So instead of Balmoral and Royale, Allett has introduced model names of equal 'Britishness' such as Buckingham, Westminster and Kensington.

"Our lawns, our sports grounds, our fine turf are a tangible British export," says Austin, "and almost certainly one of the most important elements of our branding is the Union Jack on the side of the machine."

Today, Allett manufactures over 10,000 mowers a year at its factory near Stafford, with virtually all the

components, except the engine, produced in-house or in the case of plastics, at specialist suppliers working with moulds designed and owned by Allett.

Almost 40% of the production of Allett domestic and professional mowers is exported and Austin sees future growth coming from a wide-range of export opportunities.

This summer he off to the southern States of the USA where slower and lower growing lawn cultivars are now being sold that require less water. "The normal US rotary with a minimum 32mm height of cut just won't keep the lawn looking good - and that is where we see opportunities for the low mowing Allett" he says

He will load up a truck with a range of Allett machines and see what opportunities open up. "I think there could be an opening for us at baseball parks, many of which currently use tee mowers which are not entirely suitable.

"Then, if you take the thousands of cricket grounds outside the major centres in India, many are still cut by hand or with primitive tools, so there have got to be opportunities there."

Austin Jarrett is a committed advocate of British engineering but envies the support that US national government and local leadership provides to business, particularly small businesses. "I could set up a factory in, say, South Carolina, rent-free and get a bunch of concessions," he says, "but I'm here in Staffordshire making a very British product - and I need to be close to my market."

He is firmly of the opinion that costs for British manufacturers are still too high. "I could only be a manufacturer of niche products for niche markets here in the UK.

"That said, we are where we are.

"After a very challenging five or six years during the recession, we have something of a following wind behind us now. Those who have survived the downturn are generally in shape and we see industry confidence across the sectors growing through our steel laser cutting business.

"It's the same in the mower business, but as ever demand is driven more by the sunshine and rain, rather than the economy. But that spices up life for small manufacturers like ourselves who have to respond fast to demand. It's the only way that we can compete."

Having recently completed an ultramarathon across the Sahara (presumably not stopping off to sell any mowers), Austin Jarrett does not seem to lack spice or competition, but if you were looking for UK manufacturing resourcefulness, commitment, risk and hopefully reward, then our industry is fortunate to have the likes of Allett and others in its midst. ●

ON THE SPOT

Austin Jarrett



1 Education:
HND Mechanical Engineering (Agriculture), Writtle Agricultural College, Essex.

2 First Job:
Lecturer in Agricultural Engineering, Ratu Kandevulevu School, Fiji, South Pacific.

3 Biggest Influence:
Dale Carnegie, Chris Watmore and my Dad.

4 Book:
Anything by Wilbur Smith.



5 Favourite Film:
All the Marvel super hero movies.

6 Music:
Annie Lennox - the Queen of all music, The Kooks, Steve Winwood, Cee Lo Green.

7 Favourite Food:
Italian.

8 Pet Hate:
The word 'Can't'

9 Person/s Admired Most:
Mahatma Gandhi, Dean Karnazes, Winston Churchill, Isambard Kingdom Brunel.



10 Pastimes:
Snowboarding, ultramarathon running, adventure racing, shooting, mountain biking, mowing my lawn with an Allett cylinder mower!

AEA CONFERENCE 2014



Robert Peston

RECORD ATTENDANCE THIS YEAR

The annual AEA conference was staged at the Institute of Civil Engineers near Westminster on 29th April and attracted a record attendance.

Robert Peston

Keynote speaker was the BBC's Economics Editor Robert Peston, who provided his take on the state of the economy, both in the UK and the world at large. He was speaking on the day when it was announced that GDP had risen to 0.8%, but while the rise was no more or less than had been expected, he said the star performer was the small manufacturing sector, which had increased by 1.3% in the quarter and by 3.4% annually.



Nigel Greenaway



Ulrich Adam

Nigel Greenaway

Retiring AEA Director General Roger Lane-Nott opened the conference with his thoughts on the future for the land-based engineering sector, and he was followed by Nigel Greenaway of JCB Finance who spoke on the likely impact of the new Annual Investment Allowance, which is likely to boost investment in new plant and machinery over the next two years with 100% of capital spending up to £500,000 being able to be written down against tax in a year.

"This will give farmers, estate owners and sports clubs a real incentive to spend money on new plant, before this rate gets slashed to £25,000 in 2016," he said.



Gilles Dryancour



Giles Brandreth

CEMA

Finally, in the morning business session, Director General Ulrich Adam and President Gilles Dryancour from the Brussels-based European Association of Agricultural Engineers (CEMA) provided an overview of their role and ongoing work in which their main message was that the cost of complying with increasing regulatory controls within the EU was exploding.

After lunch

The lunchtime speaker was former MP and TV personality, Giles Brandreth, and the lunch included the presentation of a Lifetime Achievement Award to Richard Danby, who recently retired from RDS Technology after 40 years.

"It's been a highly enjoyable way of life, rather than a job," he said. A keen croquet player, he was presented with a vintage print of croquet together with an historic book of rules.



Richard Danby (right) was presented with his Lifetime Achievement Award by new AEA President, David Sturge



Roger Lane-Nott

ROGER LANE-NOTT TO RETIRE

The AEA is to seek a new Chief Executive after Roger Lane-Nott announced his retirement at the Conference.

He is to step down at the end of December 2014 after being in the post since February 2007 when he succeeded Jake Vowles.

Importance

In his final address to the annual AEA Conference, Roger Lane-Nott again made a plea for politicians and legislators to recognise the importance and potency of the land-based engineering sector in the UK. "We need to constantly 'put ourselves about,'" he said, "particularly when it comes to attracting young new talent into the industry."

"I would like to see a Land-Based Engineering team on the road for six months of the year, visiting schools and colleges, spreading the message about the terrific opportunities offered by our industry."



Ian Small and David Sturges

New President

It was also announced at the Conference that David Sturges, Managing Director of Countax, had been appointed President.

AEA also appointed Ian Small of Briggs and Stratton as Vice President for the Outdoor Power Equipment Council, and Richard Fox-Marrs of JCB as Vice President of the Farm Equipment Council. ●



Lunch in The Great Hall at the Institute of Civil Engineers



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IS SERVICE A SERVICE?

Service sets the dealer apart from all other sales channels, can build relationships and enhance reputations.

The dynamics of service, the driving force of every specialist dealer's business, are a complex mix of challenges if it is to be profitable and effective. Get it right and it will underpin the whole business, but get it wrong . . . well, let's just say that news travels fast. Saying that, managing service is probably one of the most difficult parts of the business to control.

Getting the work load right, find the right staff, keeping them in the face of competition, pricing correctly, handling warranty, knowing when to say 'no' . . . all are business skills in themselves.

Across the markets of garden machinery, professional turfcare equipment, tractors and farm machinery, forestry, ATV and quads, the machines might differ but the principles are the same. Service sets the dealer apart from all other sales channels and can be used to build relationships and enhance reputations.



WHAT IS YOUR BUSINESS?

Editor Chris Biddle says that defining the role of service in your business is essential



Today, the internet is central to our life and times. But this is not about the internet, which after all has become one of the most important marketing tools available to businesses large or small. This is about the type of business you are – and what sets you apart from others.

Manufacturers and dealers live in a parallel universe. They need each other in order to satisfy the needs of the third person in this 'menage a trois' – the consumer. A major manufacturer once said to me: "You know we spend zillions of pounds on R&D, tooling up, manufacturing facilities, advertising and marketing new products, and then we lose our marbles. We sell them to someone to sell for us – and lose control!"

So, why don't manufacturers set

up their own selling and service operations – and keep everything under their control? Because it is not practical, nor is it remotely cost-effective. During the early days of Kubota in the UK, when it was looking at alternatives to its existing distributor, the company commissioned a study on setting up its own operation, selling machines direct and providing service to customers across the country.

The figures it came up with were heart-stopping. It was simply not feasible. And it was not what the customer wanted.

The retail model that worked best for Kubota was for consumers to buy from a local supplier from whom they could be assured of support for the product. ►

And despite the freedom given to consumers to buy anything, from anywhere, at anytime, the most satisfying buying option is still to buy from someone who delivers advice, ensures the machine is ready to go – and will look after any service issues.

The way service dealers sell – and the clue is in the name – is that they supply machinery and equipment that is ‘fit-for-purpose’ – and is looked after during its lifetime. That is their USP. Almost certainly that same piece of equipment can be bought over the internet from a variety of sellers, many of whom might not be local.

Brands are important, too. Consumers appreciate a brand, they put a value on it. They trust it. They might be loyal to a brand. B&Q has a brand that people recognise. Mountfield, Flymo,

IT TAKES SKILL, INVESTMENT, TRAINING AND ‘KNOW-HOW’ TO PROVIDE SERVICE

Hayter, Stihl et al are brands that customers recognise and trust.

And then there is the dealer’s brand. The name over the door. His brand is local. What he strives to be is a trusted local point of sale, delivering that unique and individual element of the sales process – service.

Those who ship machines all over the country take a lottery on service support and can endanger the manufacturer’s and the seller’s

brand if they are unable to jump on problems as and when they arise.

In the end it’s a question of choice – deciding which business you want to be in.

Pretty well anyone can sell (no, make that ship) machines these days. But it takes skill, investment, training and ‘know-how’ to provide service. Which is why it must be the cornerstone of every dealer’s business – and really set him apart from the rest.

SERVICE THE CUSTOMERS, NOT JUST THEIR MACHINES

Machinery and equipment are only as good as the service they get. But apart from that, it is important for everyone who works in the service field to understand one over-riding principle – that you service your customers at the same time as you service their machines.

When you carry out a service, you build up a relationship with the customer. And good customer relations are obviously one of the best ways that the specialist trade can compete with non-specialist outlets, internet or other sales channels. As the service and treatment of the customer determines his or her perception of your company, it is easy to see how important service is for continued business success.

SHORTEN THE QUEUE

Having machines lined up for service or repair might seem like a good way of ensuring that the workshop is fully employed, but it is actually the other way round! Customers leave their machines for service or repair when they need them acutely. So reducing waiting time is of huge importance. In fact it is probably just as important as having the job done properly. Smarter planning and correctly done work doesn’t only reduce waiting time, it also increases workshop revenues.

SALES OPPORTUNITIES

Service, maintenance and repairs can be profitable from every angle. When workshop staff come into contact with customers, they immediately gain an excellent opportunity to sell machines, accessories, parts and more service work. When a technician recommends replacing a part, this is not perceived as selling, but an expert showing consideration for the customer.

EXCEED EXPECTATIONS

Is service a service? Well, no, it is an opportunity to enhance the reputation of your company. If you return the machinery or equipment, cleaned as well as repaired, the perception of that service is much higher. You aim to create a positive impression in your customer’s mind.

WHAT’S IN A NAME?

A mechanic is perceived as being a practical person, good on mechanical problems, while a technician is regarded as a person mastering both theory and practice, and is one who can take responsibility for his technical competence as well as being a customer adviser. Training is the key. The more qualified the mechanic, the more likely the progression to technician status. Technicians are regarded as front-people, able to move out of the shadows of the workshop and into dealing face to face with customers. That is servicing customers, not only their machines.



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PROFIT FROM SERVICE

A dealer 'buys' hours from his technicians. How they are sold is the key to a profitable service operation



As a servicing dealer, you should be getting a profitable return from service. That is what you do, and do best.

Service is a commodity that sets you apart from all your non-specialist competitors – particularly the sheds. In the motor trade, car dealers often have to rely on after-sales activities to make anything up to 80% of their annual profit, such is the competitive nature of the auto business.

So let me ask you a leading question: Do you know whether your service makes:

- (a) a profit?
- (b) break-even?
- (c) a loss?

In fact, do you know, do you think you know – or do you hope you know?

When you sell a machine, it is fairly easy to work out how much profit you have made. It is only if you choose to add-in associated costs such as assembly, PDI or a trade-in that will release profit when sold, that the calculation gets a little more complicated.

But normally when you sell a machine at an agreed price, the profit is selling price less buying in price.

In many ways, making a profit out of service is the same thing. You know what your buying price is (the cost of labour) and it is up to you set a selling price that will ensure that service makes you a profit.

But unlike the sales operation, there are many more variables within the service equation.

Running a service operation is rather like walking a tightrope: you can fall off either side.

THERE IS A SAYING: WHAT GETS MEASURED GETS DONE

You can set your rates too high and deter customers, or you can set them too low and not have a chance of making a profit however hard you and your mechanics work.

This balancing act is a difficult one, and can only be successfully achieved by measuring all the elements of the service equation that can get measured - and believe me many of them can.

There is a saying: *what gets measured gets done*.

There are many elements of service that you can measure that will help you get the equation right. Time measurement involves accurately recording on a daily basis, the attended, productive and sold (invoiced) hours of your service mechanics.

BOUGHT HOURS

For a start, you know how many hours you are 'buying', they are simply the hourly wage of each mechanic – less time not available through holidays, sickness, training etc. These equal:

= ATTENDED HOURS

The hours when the mechanic is 'on station' ready to work on service or repairs – but less time when he is diverted to internal jobs, time spent on any paperwork (not included in job) or clearing/cleaning up.

= PRODUCTIVE HOURS

Hours sold to a third party, mainly customers, but could be suppliers for carrying out warranty work (which makes it all the more important that your suppliers pay your 'retail' labour rate for work you carry out to correct manufacturing faults).

SOLD HOURS

The end result is that you need to identify hours that are charged for on an invoice to others.

ATTENDED and PRODUCTIVE hours are real time, in that you can see your mechanics on the premises working on repairs (or record them on outside work). The introduction of a time-clock to clock-on or clock-off each job will support the accurate measurement of productive hours.

SOLD hours are often 'invisible', in that they are often based on menu-pricing rates which you have established for the most common types of jobs, or on manufacturers' standard times applied with some warranty. Outside of this, many dealers simply charge on the basis of time taken.

To ensure that the service department is balancing the task of buying and selling time effectively, three ratios of efficiency are commonly used.

LABOUR UTILISATION

Labour Utilisation measures the management, in which the calculation is:

$$\frac{\text{Productive Hours} \times 100}{\text{Attended Hours}}$$

Yardstick value: 92.5-95%

This is intended to measure the available mechanic's time that is used productively. Low utilisation can be due to:

- Low work volume and/or poor marketing of your service department
- Poor workshop loading where more work is available
- Poor supervisory control or lack of organisation or planning
- Over staffing
- Insufficient equipment
- Poor parts availability

In general, low utilisation reflects ineffective management, organisation, marketing or service facilities. You should note that utilisation can never be greater than 100%, since the mechanics cannot be productive for more hours than they can attend. The difference between utilisation and 100% is referred to as Idle Time. This can be caused by a number of reasons, as shown above, but normally falls within four categories:

- No work
- Time delays at the start of the days or between jobs
- Collection and delivery
- Cleaning and maintenance

Utilisation is sometimes called Managerial Efficiency because any shortfall is normally due to either management's inability to fully load the workshop to capacity, or failure to process it through effectively. The following example shows the lost profit opportunity that idle time can amount to:

- 1 hour idle x 1 man x 5 days x 44 working weeks per year = 220 hours idle
- 220 hours, if worked productively at 115% productivity will sell 253 hours
- 253 hours @ £25 per hour gives a gross income of £6,325
- Equating to £25,300 for four mechanics

... plus the equivalent amount from lost parts turnover. So you can see that by selling those 'idle' hours, the resulting benefit is quite substantial.



PRODUCT EFFICIENCY

Productive efficiency or productivity tests the mechanic, in which the calculation is:

$$\frac{\text{Sold Hours} \times 100}{\text{Productive Hours}}$$

Yardstick value: 112-115%

This means the amount of invoiced hours measured against the productive hours worked by the mechanic to achieve them. Essentially, it is their ability to meet or beat the 'standard' times that you have established through menu prices. Low productivity can be due to:

- Insufficient skills indicating a training requirement
- Low workload, with work expanding to fill the time available
- Insufficient work allocation between skills
- Mix of work available
- Poor supervisory control
- Poor workshop layout
- Inadequate equipment or availability of special tools
- Low staff morale
- Lack of bonus or incentive scheme
- Unfavourable working conditions
- Inaccurate measurement of idle time
- Incorrect costing
- Poor parts counter service
- Poor parts availability

A mechanic working with an apprentice or trainee, might cause the yardstick to be exceeded if the apprentice's time is not recorded accurately.

THE TIME STEALERS

Finally, can you identify the minutes (hopefully not hours!) being 'lost' in the workshop? For instance:

- Waiting for the first job to arrive
- Moving the next job in
- Waiting for parts
- Ad-hoc breaks (smokes/chats)
- Asking advice, collecting tools
- Completing job card
- 'Natural' breaks
- Cleaning up
- Down time between jobs
- Other

TOTAL:



Then compile the following summary

- | | |
|--------------------------------|-------|
| A) Minutes from above | |
| B) Number of Mechanics | |
| C) Working days in the week | |
| D) Hours per week (AxBxC) ÷ 60 | |
| E) Working weeks in year | |
| F) Annual hours (DxE) | |
| G) Labour recovery rate* | |
| H) TOTAL LOST PROFIT (FxG) | |

** Labour recovery rate is calculated by dividing your labour sales turnover (£s) by the number of sold hours (invoiced hours), thus giving you an actual charge out rate. Where you do not capture sold hours, put your retail rate in this box.*

SUMMARY

There are a number of ways in which to calculate the best utilisation of hours in the workshop. The above being one of those used by some manufacturers to help dealers not only set a charge rate that properly reflects the service provided, but also helps identify where organisation and efficiency can help improve the bottom line of service sales.



THE IMAGE OF SERVICE

BE PRESENTABLE

Make sure that your service staff look the part. People will respond to you the way you present yourself to them.

SERVICE MAKEOVER

Remove old equipment, paint the floors, insist that technicians keep their work stations clean.

TIP: raise your charge-out rate by £5/£10 and offer staff a percentage of the increase on the condition that their work station stays clean and tidy.

PRICE TAGS

Add a sticker to price tags on machines in the showroom to tell customers about your service advantage. Don't leave it to chance, push the service message at every opportunity.

TIP: Look around your showroom – what opportunities are you taking to promote service?

OPEN UP

Take your customers into your service department and into the spare parts area to demonstrate your commitment to service.

EVERYONE SELLS

Encourage service staff to recommend new products to replace equipment that is nearing the end of its life. ●

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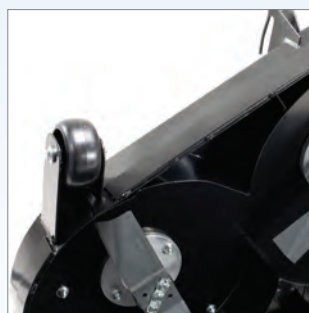
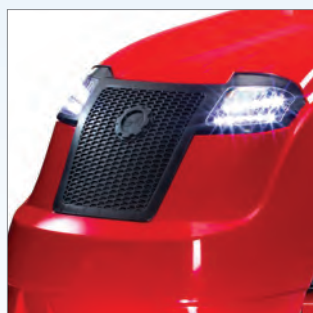


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WORKSHOP TOOLS

ULTRASONIC BOOM

Cleaning equipment is becoming a more common sight in dealer workshops



Ultrasonic cleaning tanks, a technology frequently used in the jewellery trade, optical labs, dental clinics and veterinary practices is now becoming a common sight in many outdoor power equipment, local authority and hire industry workshops. This is down to the increasing need to clean carburettors in small engine products.

How they work

Ultrasonic cleaning tanks use high-frequency sound waves to agitate water, to create millions of tiny cavitation bubbles. Although virtually invisible to the eye, these bubbles act on removing dust, dirt, oil, grease etc. adhering to the surfaces of any object in the water.

They are particularly suited for the cleaning of carburettors, fuel pumps, injectors etc. Basic tanks can be used with just warm water and washing-up liquid. Improved results can be achieved using a specially formulated cleansing agent, a heated tank and an optimal water temperature of 65°C.

This can remove heavy dirt and grease from even the most soiled of carburettors.

Inclusion of bio-ethanol in petrol appears to have exacerbated the 'gumming up' of carburettors and fuel additives such as Fuel Fit are being offered by manufacturers to ensure fuel stays fresh.

Efficient usage

Servicing dealer Eric Trigg, of Wye Garden Machinery in Gloucester, has used an ultrasonic cleaning tank for several years and says it is more efficient than using a spray and air gun to clean out carburettors.

"I heat the water in the tank, place the carburettor in the stainless steel basket and as I work on the rest of the engine the ultrasonic bubbles do the job for me," Eric says. "It seems within just a couple of minutes the whole cleaning process is completed."

This time-saving, effective cleaning tank is at home in any busy workshop with trade prices for heated models starting from around £100.

HEFTEE TAKES THE STRAIN

Workshop lifts available from PSD Groundscare

Heftee Lifts and accessories are available exclusively from PSD Groundscare.

The lifting equipment, which is totally dedicated to the grounds care industry, allows technicians to undertake safe and efficient maintenance and servicing of even the larger ride-on professional mowers and utility vehicles.

Heftee 250

An example of a smaller model offered by PSD is the Heftee 250. This unit is a suitable portable working platform for walk-behinds and power accessories. It lifts up to 250 pounds up to 48" in seconds. The workstation affords convenient positioning of the equipment at a comfortable working height for the service technician. Equipment can be rotated 360 degrees, providing optimum visibility and access.

Safety features

- Passive safety lock, automatically locks into position as equipment is lifted;
- Two-handed lowering control mechanism;
- Designed and built to four times rated capacity.

Common uses

Walk-behind mowers and snowblowers. Attachments also accommodate trimmers, bicycles, chainsaws, and small engines.



ROTATING WORKBENCH LAUNCHED

Rotabench has announced the launch of an innovative new rotating workbench.

Constructed from heavy-gauge mild-steel and finished in a variety of powder-coated finishes, each Rotabench can be individually customised and finished to match workshops or corporate colours.

Designed in Okehampton, Devon and manufactured in the UK, Rotabench provides a practical and space-saving solution.

360-degree access

The workbench rotates on its own pedestal; requiring only a 120cm turning circle and allowing 360-degree access to the workspace. This makes it suitable for workplaces where space is at a premium, operatives are chair-bound or perhaps where there is a need for an adjustable workspace solution due to disability.

Rotabench is easy to install using a unique floor-mounted plate and is easily portable for those on the move.

Alan Andrew, Managing Director of Rotabench, says: “We’ve teamed up with AE Oscroft & Sons Limited to keep production in the UK. This is an exciting venture and I’m really proud to be able to support the British engineering and manufacturing

industries. The first models are now available off the production line and with our current offer of free UK mainland delivery, I’m sure demand will be strong”.

For further information about Rotabench, visit rotabench.co.uk or contact 01837 214114.



BERNHARD ANNOUNCES ENHANCEMENTS

To Anglemaster, Express Dual and Dual Master

Bernhard and Company, manufacturer of Bernhard grinders, has announced recent enhancements to several models.

Anglemaster

The 4000 and 4000DXi now offer a choice of configuration allowing the manufacturer’s datum point to be used to achieve recommended bedknife angles.

Other highlights include two new, side-by-side drawers at the front of the machine, suitable for keeping important tools and accessories organised and close at hand. This user-friendly arrangement shifted the coolant reservoir and main electrics to the left and right legs, respectively. These redesigned legs also allow machines to be moved with a pallet jack rather than a forklift.

Express Dual and Dual Master

All these models now feature improved lift tables that do not require platform extensions. This modification is especially useful for machines mounted on wheel kits.

In addition the Express Dual 4000, like its Anglemaster 4000 and 4000DXi counterparts, has an hours-run meter that displays when the machine is turned on. A loose reel kit for the Dual Master is also new.

Turf health

Steve Nixon, International Sales Manager for Bernhard, said: “Updates which may seem relatively minor have a significant impact on machine performance and resulting turf health.”





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NEW ERA FOR APPRENTICESHIPS



Consultation underway to determine way forward

Following the commissioning of the Richard Review of Apprenticeships, the Government has launched its apprenticeship reform programme which is aimed at apprenticeships in England becoming more rigorous and responsive to employers' requirements.

You can read the details of the Foundation and Advanced Standards apprentice proposals for the land-based industries online:

- **LAND-BASED SERVICE ENGINEERING (Foundation Apprenticeship) STANDARDS**
Visit www.iagre.org
- **LAND-BASED SERVICE ENGINEERING (Advanced Apprenticeship) STANDARDS**
Visit www.iagre.org

In summary, the reform principles are as follows:

- Apprenticeships are to be based on short, easy to understand standards of competence designed by large and small employers to meet their needs.
- Apprentices will be required to demonstrate their competence through rigorous assessment focused at the end of the apprenticeship.
- Grading will be introduced to encourage apprentices to strive for excellence.
- English and maths requirements will be strengthened.
- Trailblazer Apprenticeships will be developed in a range of industries to develop the new standards and assessments.

Together with these reforms apprenticeship educational funding will be channelled through the employer. These reforms will be introduced in 2015-2016 changing the face of apprenticeships and superseding the current apprenticeship offerings.

LETEC has circulated the proposals to the industry and has commissioned a survey to gauge reaction. These responses are currently being assessed with results due to be published shortly.

The key areas, which LETEC was asking for both dealers and manufacturers' thoughts on, were:

- **Do the proposed Land-based Service Engineering Foundation and Advanced Apprenticeships meet the requirements of the apprenticeship roles within your business?**
- **Is the difference between the two apprenticeships clear and easy to understand?**
- **Are there any additions or alterations to the standards that you would like to propose?**
- **What type of assessment would you like to see applied at the end of the apprenticeship?**



GRADING WILL BE INTRODUCED TO ENCOURAGE APPRENTICES TO STRIVE FOR EXCELLENCE

SDF INVESTS IN DEALER TRAINING SCHEME

Top Dealer Program to target the 'elite segment'



Last year's SIMA event saw the launch of Same Deutz-Fahr's new dealer staff training initiative – the Top Dealer Program which targets 'the elite segment' of the group's sales network and aims to bring the manufacturer's key dealers together to enable them to successfully face future challenges in the agricultural machinery sector.

These are listed as being:

- **More demanding and professional customers.**
- **New technology and development leading to more sophisticated and complex problems.**
- **A highly competitive market with many new entrants.**

The first UK dealers selected to participate in this initiative have just completed module three of the program and with it, completion of the Step One foundation course. Following on will be a second step designed to develop the skills and practices within the dealerships themselves. The foundation course will be run again for different dealers in September.

Module three recently took place over two days at a conference

centre based in Daventry, Northants. Under the guidance of course tutor, Andrea Pontiggia, Professor of Organisation and Human Resources management, Bocconi University, Milan, it took an in-depth look at understanding and managing internal processes and people within the dealership.

Positive response

According to Rob Edwards, SDF's Dealer Development Manager, UK and Ireland, the Top Dealer Program has been well received by dealers. "We've had some really positive feedback," he says. "They clearly appreciate the opportunity to expand their knowledge and awareness of just what it is that makes for a successful dealership."

Franco Artoni, SDF Group Sales, Marketing and After-sales Executive Vice President, who heads up the all-markets Top Dealer Program comments: "We are focusing on three key points: developing distributors' managerial capabilities, launching initiatives aimed at strengthening corporate identity and, improving processes by employing Dealer Operating Standards."

EXCLUSIVE TRAINING

DEALER PROGRAMME LAUNCHED BY TRELLEBORG

Trelleborg has officially launched its Trelleborg Professional Centre (TPC) program in the UK and Ireland.

Comprising 28 key agricultural tyre specialists, the TPC program will provide a specialised network of dealers supplying the agricultural tyre market Trelleborg's complete range of agricultural tyres, as well as exclusive training and comprehensive sales support.

Bruce Lauder, Marketing Manager at Trelleborg Wheel Systems in the UK, says: "Following a stringent process, we selected 28 of our strong UK customer base to become official TPC partners, based on their technical and service capabilities and commitment to providing the agricultural industry with solutions which truly add value for the customer."

Trelleborg's new TPC program ensures customers have access to dedicated services, from advice on tyre size and type, to free customised load pressure charts. In addition, the new TPC partners will not only provide free tyre pressure assessments, but promises to extend customers' tyre warranties by up to seven years in return for operating data records to aid research and development.



APPOINTMENTS IN KEY DEVELOPMENT ROLES

Professor Mark Kibblewhite is new IAgrE President



Mark Kibblewhite, Principal of MK Soil Science based in Beaminster, Dorset, and an Emeritus Professor at Cranfield University, is the new President of IAgrE.

Mark, a Fellow of IAgrE since 2002, specialises in the assessment and management of soil resources. He has 35 years' experience in agricultural and environmental sciences, gained in industry, government and universities.

At Cranfield he was Head of the Natural Resources Department and Director of the National Soil Resources Institute. Other former roles have included being Chair of the European Soil Bureau Network, Head of Land Quality at the Environment Agency and Managing Director of the Environment Division of Hyder Consulting.

Commenting on his appointment, Mark said: "IAgrE members' expertise and skill underpins the current growth in the land-based industries and is critical for meeting the challenges of future food security and climate change adaptation."

Ian Forman becomes NSTS Assistant Manager



Ian Forman has taken up the role of Assistant Manager for the National Sprayer Testing Scheme (NSTS).

Before joining the NSTS team Ian managed a 2,300-acre arable farm in Norfolk, having previously studied at Writtle College in Essex.

NSTS Manager, Duncan Russell, says: "Ian's role has been created to manage and promote the scheme's expansion and he brings a lot of experience which will be very relevant.

"NSTS tests some 15,500 pieces of application equipment annually. With the coming requirements of the Sustainable Use Directive and expansion into the amenity sector we expect this number to increase substantially, hence the need for an Assistant Manager."

DEFRA role for Peter Kendall



DEFRA has appointed former NFU chairman Peter Kendall as the new Chair of the Agriculture and Horticulture Development Board (AHDB), for a three-year term. He takes over the role following the completion of John Godfrey's term in office at the end of March.

Mr Kendall said: "I believe AHDB must be central to providing farmers and growers with the tools required to deliver growth over the coming years."

Mr Kendall was also named as the new president of the World Farmers Organisation (WFO). ●

Hitachi and Tanaka Brush Cutter/Pole Saw/Pole Hedge Trimmer Voluntary Recall Notice

We have become aware that some Hitachi and Tanaka brushcutters, pole saws and pole hedge trimmers have a manufacturing defect. This defect may cause the exhaust to become very hot so that there is a risk of suffering a burn in the event of accidental contact with the exhaust cover, or in extreme cases a risk that the machine could catch fire.

If you own a Hitachi or Tanaka brush cutter, pole saw or pole hedge trimmer, please check the model number to see whether it is on the list of affected models below.

Hitachi Models		Tanaka Models	
Model Number	Sales Start	Model Number	Sales Start
CG22EAS	Jan 2010	TCG22EAS	Feb 2010
CG22EAD	Dec 2009	TCG22EAD	Apr 2010
CG22EAB	Dec 2009	TCG22EAB	Apr 2010
CG24EASP	Jun 2010	TCG24EASP	Dec 2011
CG27EASP	Jun 2010	TCG27EASP	Dec 2011
CS27EPAP	Apr 2013	TCS27EPAP	Jul 2013
CH27EPAP	Feb 2013	TCH27EPAP	Apr 2013
CG25EUS	Sep 2009		
CG40EAS	Nov 2009		

If you have an affected Brush Cutter please stop using it immediately.

We would like to carry out a simple modification to your Brush Cutter, which will make it safe. In order to have your Brush Cutter modified:

UK telephone 0800 148 8643
(free from BT Landlines, charges from other networks and mobiles will vary)

ROI telephone 1800 937 500
(free from landlines only)

Email recall@hitachi-powertools.co.uk

BUSINESS MONITOR

IN ASSOCIATION WITH IBCOS COMPUTERS



OVERVIEW

The first half of 2014 has seen strong sales across the garden and outdoor products sector compared with 2013, but the overriding feeling is that the same level of momentum will be hard to match in the holiday months of June, July and August.

GfK has reported a seventh consecutive month of rises in garden centre and DIY sales, with April up 20.7% following March's 26% rise on the same month in 2013. In April, lawnmower sales were up 60% and barbecues up 91%.

WEATHER

2014 saw the third warmest Spring since records began. The Met Office said an average March-May temperature of 8.97°C (48.15°F) would be beaten only by 2007 and 2011 in the records, which date back to 1910.

It also meant six months of above-average temperatures across the UK and temperatures from December to April have all been at least one degree Celsius higher than the long-term average, according to the Met Office. Spring, however, was duller than usual with just 76% of average sunshine, and 40% more rain than expected.



ECONOMY

The UK economy is in good health, according to two major business lobby groups, the CBI and the British Chambers of Commerce (BCC).

The CBI says growth reached a record high in May, marking the best reading since it began gathering data in 2003. Meanwhile, the BCC upgraded its growth forecast for 2014 from 2.8% to 3.1%, which, if achieved, would be the highest rate since pre-crisis 2007.

Latest official figures showed that the UK economy grew by 0.8% in the first three months of 2014.

The CBI's growth report suggests the UK economy has continued to perform strongly in the second quarter of this year.

DEALER BUSINESS



Period January – May 2014 compared with same period in 2013

OVERALL BUSINESS

11% Down
56% Up
33% Well up

SERVICE DEPARTMENT

56% Similar
21% Up
23% Well up

PARTS SALES

31% Similar
45% Up
24% Well up

BUSINESS CONFIDENCE

9% Not confident
13% Unsure
67% Confident
11% Very confident

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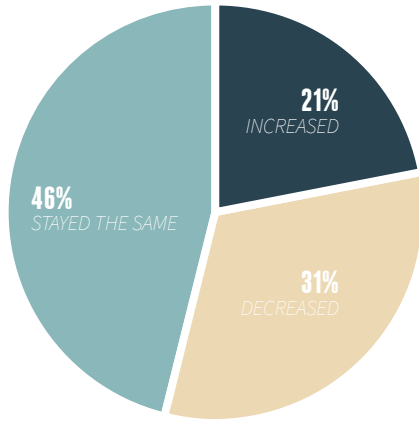
- Parts Stock Control
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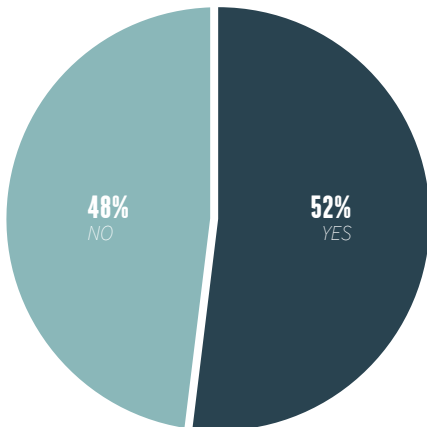
STAFF ISSUES

People are the biggest asset that any successful company can have. Finding the right staff is hard enough, but retaining good people can be just as challenging. We asked dealers for their staffing experiences this year to date.

OVERALL STAFF NUMBERS



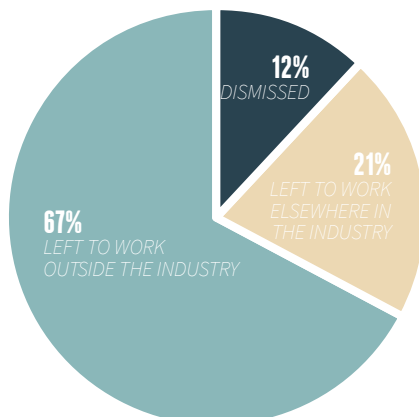
CURRENTLY RECRUITING



WHICH DEPARTMENT?

- 25% Sales
- 62% Service
- 9% Parts
- 4% Office Admin

STAFF LEAVING



RECRUITMENT ISSUES

- 15% Lack of interest in our industry
- 59% Lack of suitable candidates
- 14% Hours and working conditions
- 12% Pay rates

SUMMARY

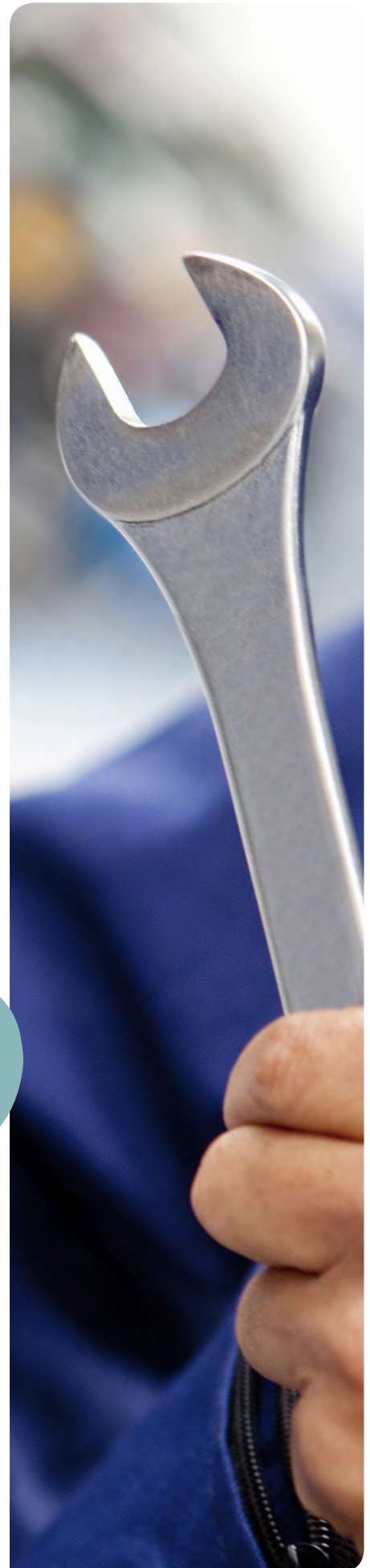
It would appear that this season could well turn out to be one of the best that the grass machinery industry has witnessed for many, many years – and that can be put down to ‘perfect’ weather conditions being supported by an improving economy and an upturn in the housing market. All of which is putting a considerable strain on dealers themselves who mostly work with stretched resources, particularly staff. Interestingly, the *Business Monitor* survey we conducted for the last issue indicated that less than 20% of dealers were actively looking for staff, but now that figure has shot up to over 50%. ●

YOU SAY

“We cannot find young people with the commitment and work ethic for this industry.”

“This season has taught us to only sell products on which we can rely. Poor quality products result in customers turning on our staff which has resulted in us losing good people.”

“We didn’t plan to take on new staff this year, but have had to be reactive and add more people, otherwise we would not have been able to cope.”



DIARY OF THE SEASON



This issue we have canvassed the opinion of three dealers half-way through one of the busiest seasons in many years – but that itself presents problems

IF IT STAYS LIKE THIS FOR A COUPLE OF YEARS THIS MIGHT BE A GOOD BUSINESS TO BE IN



Peter Bateman

PERFECT STORM

Peter Bateman, MD of Godfreys, which operates three branches in the South-East of England

Although the term is used normally in medical circles, Peter Bateman says that such has been the intensity of this season, that his team at Godfreys daily 'triage' has been under the most pressure.

"Our resources have been stretched to the limit this season, and we're constantly having to review our priorities, particularly in the service department," he says. "I don't think I've ever seen such a 'perfect storm' whereby the growing conditions have been ideal, coupled with an improving economy and pick-up in the housing market."

Godfreys operates in the

commercial market as a John Deere dealer, as well as having large and busy showrooms for homeowner products. He says: "The golf market is slightly flat and intensely competitive, but our business with contractors and landscapers is well up, which has given us a good spread for our commercial sales and service.

"Consumer sales have been strong, and again we have been stretched to cope with demand this season. It's been a question of 'all hands to the pump' to ensure that we have been able to adequately man both the showroom and the parts department at peak times. Internet pricing is our main issue and as a result I reckon our profit on machines is probably 5% less than it was five years ago."

In the past of couple of years, Godfreys has added two branches at Hailsham in Sussex and Wokingham in Berkshire. Mr Bateman says: "In the past, we were able to focus all our attention on our main outlet at Sevenoaks, but it has taken more time than I thought to get the logistics right to successfully run a multi-branch operation."



Colin Williams

MORE SELECTIVE

Colin Williams runs Gateshead Mower Centre, in the North-East of England

"Having in been in the industry for many years, I thought that the recession in 2008 would really shake-up our industry, but if it stays like this for a couple of years this might be a good business to be in!

"We have been steadily busy throughout the Spring and early Summer, mainly because of the weather – the North-East has not seen the economic benefits of 'down South'.

"The service department has been full but we are now very selective on what we take on for servicing.

"Because of the rain and water around this year, we've seen a significant increase in problems caused by ethanol in fuel, which has resulted in unnecessary service work (which we charge for, of course).

“We all get upset about the impact of internet pricing, quite rightly, but the other side of the coin is that I recently put a very well-used (hammered!) Honda ride-on on Ebay, listed all the faults, was honest about the condition and put a guide price of £400 – last time I looked it had soared past £800!”

RELIABLE PRODUCTS

James Marshall runs Marshalls Garden Machinery at Dunning, in Perthshire

“The weather for this part of Scotland has been fairly typical this year which normally means a late start to the season, but nonetheless we have been much busier than usual and I have just had to take on someone else to do deliveries, handle in-coming stock

and keep the place looking good.

“We have just about been able to keep up with servicing, but the damp conditions do test machines to their limits sometimes, which creates work.

“I suppose, like many dealers now, we’re much more selective in the machines we stock. They



James Marshall

DAMP CONDITIONS DO TEST MACHINES TO THEIR LIMITS

have to be reliable and for us that means focussing on brands like Stihl, Viking and Hayter. We can’t be selling anything that we ourselves do not have absolute trust in.

“Recently, a customer came in specially to praise to the hilt a machine we had sold him (a Viking rotary). Good to hear, as we often only hear the moans!” ●

POLARIS CELEBRATE 60TH ANNIVERSARY

Polaris Industries Inc is celebrating 60 years of all-terrain and sports vehicle production.

To mark the occasion the company recently held a special ride-out event at Hellidon Lakes Golf & Spa Hotel, in Daventry, which saw it demonstrate its range of vehicles – including a sneak preview of the new Sportsman UTE ATV, which was due to have its official UK debut at the Royal Highland Show on 19th June.



History

Founded in 1954 by Allen Hetteen, Edgar Hetteen and David Johnson, the company built its first Snowmobile in 1956. Since 1985 Polaris has sold over two million ATVs.

The early nineties saw the introduction of the first personal water craft and by 1998 the Ranger was introduced. The company diversified again in the same year with the introduction of its first on-road vehicles: the Victory Motorcycles – now complemented by the Indian Motorcycle brand.

The sports vehicle output has been rapidly expanding with the introduction of the RZR. Guests at the Hellidon event who tried this for themselves were blown away by its speed and handling – a truly awesome experience.



Phil Everett

UTE

The new UTE, which was previewed at Hellidon, has been designed from the ground up specifically for the UK, Australian and New Zealand markets.

“The UTE is perfect for some of the trickier terrain in parts of the UK where there are concentrations of hill farming,” said Polaris Country Manager, Phil Everett. “One of the key features is a new four-wheel Descent Control which was designed specifically for hill work. The system automatically engages on all four wheels when travelling down slopes for optimum traction and control in all conditions.” ●

PRODUCTS

CONTACT:

📞 07785 295625 or 07929 438213

@ chris@servicedealer.co.uk

@ steve@servicedealer.co.uk

DOMESTIC & COMMERCIAL

WEIBANG LEGACY 56 NOW AVAILABLE



Rochford Garden Machinery has announced the arrival of the first of its newly developed and exclusive aluminium rear roller mowers.

The Weibang Legacy 56 PRO features a three-year commercial warranty and five-year domestic warranty.

The new mower has been developed for the UK and designed for our conditions, cutting as low as 13mm to give the perfect traditional stripe. The machine uses a

Weibang PRO professional gearbox with three speeds and a solid aluminium case construction for durability, all covered by the three and five-year warranties.

Professional quality

This is a mower suited to professionals, contractors and hire outlets looking for a solid, reliable machine that will offer the optimum performance. There is inner and outer deck protection, all of which is replaceable, and a steel, split rear roller for long life. Integrated bumper and grass guides ensure optimum airflow and the bumper is heavy-duty.

The materials and components in the Weibang Legacy 56 PRO are built to last, hence the warranty, but when servicing is required everything is accessed quickly and easily. Power comes from the durable Kawasaki FJ180 engine and the mower sits on cast aluminium wheels that offer a good feel while mowing, with the promise of a long life.

DOMESTIC

COBRA AHEAD OF BUDGET

In the six weeks since the first Cobra lawnmowers landed in the UK sales were significantly ahead of budget, reported Peter Chaloner, Managing Director of Henton and Chattell.

With more than 70 petrol and electric products in the range, Henton and Chattell has already established a full national dealer distribution network with sales from the Outer Hebrides to Cornwall.

“Sales are extremely positive across both petrol and electric lawnmowers and strimmers. The autumn range of hedge cutters, chain saws and vacuum blowers will be going out to the dealer network soon,” says Peter.

For more information visit www.cobragarden.co.uk





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ATT LAUNCH 26" INFINISYSTEM

STEVE GIBBS CHECKS OUT THE COMPLETE SYSTEM FOR PROFESSIONAL TURF MAINTENANCE

Advanced Turf Technology (ATT) impressed members of the UK turf press recently, with a demonstration of its latest 26" InfiniSystem for professional turf maintenance at the Dore & Totley Golf Club, Sheffield.

Cassette system

By no means just a new mower, the cassette system offers 11 different turfcare tools, with a swappable dual power source (either battery or engine), giving turf professionals scope to give total care to their grass with a single machine.

Following on from the TM System for Triplex mowers and the 22" version of the InfiniSystem, the new 26" model is just as easy to convert between mowing, scarifying, aerating, de-thatching and top dressing, with the quick-changing cassettes.

Tim Merrell, Managing Director of The Grass Group, who is currently travelling all over the world with his demonstration trailer, says that it's the triple whammy of seeing the machine Ultra-Groom, mow and then vibrate that is really selling the machine fast though.

Groom, mow, vibrate

The UltraGroomer attachment features over 80 1.3mm tungsten carbide tipped blades spaced at 5mm apart, which Tim said can concern a greenkeeper when they first set eyes upon them. Something along the lines of 'you're not running that over my green!' But then once they've seen the effect it instantly has, of how it's so gentle to the grass just removing seed heads and other unwanted plants, but leaving the grass looking perfect and uniformly stood up, they are instantly impressed. Tim described this process as like combing the grass.

Mowing across this Ultragroomed grass with the cutting cassette with 7, 11 and 14-blade options available, gives a cutting height range of 1.6mm to 25mm. The cleverly designed floating head mechanism has a 'dynamic return' feature that is constantly trying to spread the weight of the machine evenly, meaning it's at home on steep slopes and flat greens. And with the battery

power source being used, the sound the machine makes is amazingly quiet.

Finally, levelling this groomed and cut grass with the Vibe cassette, Tim described as like polishing the surface. The only integrated vibratory cassette in the world, it has an operating frequency of 85Hz transferred through two 60mm diameter rollers. The creation of a fast, true putting surface was instantly visible. This three-pronged turf care procedure had removed any bobble from the golf ball's run straight away.

Modern yet simple

ATT's Managing Director, John Coleman, described the InfiniSystem as "designed to be modern, but simple to use. It's like the Swiss army knife of turfcare".



Learn more about the system at www.advancedtt.com/theconcept.htm

DOMESTIC

FACELIFT FOR JOHN DEERE LAWN TRACTORS

NEW DESIGN FOR X300 SELECT SERIES

A new design for the John Deere X300 Select Series range of lawn tractors has been introduced to coincide with this year's launch of the new X310 model.

Family style

The bonnets across the range now match the John Deere family style of the company's agricultural tractors and present the same fresh and modern appearance.

Suitable for areas of grass up to 8,000m², the lawn tractors in this range are straightforward to operate and feature a powerful, fuel-efficient engine with easily adjustable cutting height, which can be changed without having to leave the seat.

Standard features include automatic transmission, Twin Touch foot pedals, cruise control and an ultra-comfortable seat.

Five models

The five lawn tractors that make up the X300 Series offer a choice of mower decks with cutting widths from 97cm on the X300 model to 122cm on the X320, plus options to collect, side discharge or mulch grass clippings. For year-round versatility, these lawn tractors can be fitted with a front-mounted brush, snow blade or snow blower.



DOMESTIC

REVOLUTIONARY CUT



Operators of the Wessex range of RMX roller mowers can now use the new SpiroCut four-blade system.

The unique system uses four precision GoldCut blade tips, a series of curved blade carriers and the laws of centrifugal force to create optimum performance and cut quality. The purpose of the curved carriers is to ensure that any debris collecting on the leading edges of the blades is immediately spun off into the path of the blade.

Optimum cutting position

The blade carrier is angled to achieve the effect and it is centrifugal force that ensures the blade tip is constantly held in the optimum cutting position.

The result is increased cuts per revolution. In fact, cuts per revolution and updraft are doubled which translates into a premium cut quality at an even faster forward speed.

The Wessex ProMulcher blades can also be used in conjunction with the SpiroCut four-blade system for both maximum output and the added advantage of mulching the clippings.

COMMERCIAL

COMMERCIAL WARRANTY FIRST

THREE YEARS ON PELLENC BATTERY-POWERED TOOLS

Etesia UK, the UK distributor of Pellenc battery-powered tools has announced it will now offer a three-year commercial warranty as standard. The warranty is an extension of the normal manufacturer's 12-month warranty.

Product confidence

General Manager for Etesia UK, Les Malin, said: "We have always been confident with the exceptional quality of the Pellenc tools, and have total confidence in every product that we sell to customers. That's an easy thing to say as a manufacturer, but to back it up with this new warranty is quite a different matter."

In the past five years, Pellenc has gained market recognition by offering a range of 'zero-emission' battery-powered handheld tools, due to the development of Lithium-ion ultra-high performance batteries. This technology, which is exclusive to Pellenc, allows for a drastic reduction in the production of greenhouse gases and noise pollution. It is also comfortable for users, meets new sustainable development demands and offers economic profitability.

Pellenc is exclusively distributed in the UK by Etesia UK. All tools and batteries purchased after the 1st May 2014 will be covered with a three-year manufacturer's warranty.

Terms and conditions apply.



220

450

Agri Air Series Vredo Overseeder can handle double the quantity and a greater variety of seed

AGRICULTURAL

VREDO DOUBLES CAPACITY



New at Grassland and Muck in May was an Agri Air Series Vredo Overseeder which can handle double the quantity and a greater variety of seed.

JC Machinery exhibited the new Vredo Agri Air Overseeder which now comes with the same large pneumatic seed hopper as the Vredo Agri Twin Overseeder (with 4.4 and 5.8m working widths) and hydraulic pneumatic seed distribution.

The combination of a doubling of the seed capacity (now 450 litres instead of 220 litres) together with the powerful hydraulically driven fan (instead of the solid electrically driven fan on the 220-litre hopper), enables the Air to handle other seed types, such as rye or barley which are increasingly sown as green manure in grass or stubble.

Other machines on its stand included the Vredo 3m Agri Seeder and the 4.4m Vredo Agri Twin Seeder with packer ring.

TRADE

CENTRAL ENHANCES SITE

BENEFITS TO CUSTOMER ORDERING

Central Spares has significantly updated its website, which will provide its trade customers with additional benefits when ordering online.

“Most parts orders received at Central Spares are now received via the internet,” said Managing Director, Andrew Cole. “Customers of all sizes find ordering at a time convenient to them becoming increasingly more important. We expect this trend to continue and in addition we are seeing increasing access to our site made from computer tablets and mobile devices. It is important therefore that we move with this trend.”

The improved website has a clearer design with additional product information, faster page loading and adaptive layout for tablet and mobile use.

Visit www.centralspares.co.uk



UTILITY VEHICLES

POLARIS PRODUCES LIMITED EDITIONS

CELEBRATING 60 YEARS OF MANUFACTURING

Polaris is celebrating 60 years of manufacturing with the introduction of four Ranger Limited Edition models for 2014.

The Ranger 400 Limited Edition and Ranger Diesel Limited Edition feature upgrades to Sixr 14" flat black aluminium wheels with ITP

Mud Lite XTR tyres, a Premium Cab and front winch. The windshield is glass with venting and the roof and rear panel are steel on the Ranger 400, while the Diesel features a fixed glass windshield and the roof and rear panel in pro-steel. Both machines have a wiper kit.

In addition to these special features, the other two models, both the Ranger 400 Shoot Limited Edition and Ranger Diesel Shoot Limited Edition, are also fitted with Gun Scabbard Mounts and Gun Scabbards ready for shooting outings. ●



EVENTS

2014-15

JULY 2014

- 2-3** Livestock Event, Birmingham NEC
www.livestockevent.co.uk
- 5-6** Smallholders Show, South of England Showground, Ardingly
www.smallholdersshows.co.uk
- 6-10** AgEng 2014, Zurich
www.AgEng2014.ch
- 8-10** Great Yorkshire Show
www.greatyorkshireshow.co.uk
- 8-13** Hampton Court Flower Show
www.rhs.org.uk/shows-events
- 12** Liskeard Show
www.liskeardshow.org
- 11-13** Kent County Show
www.kentshowground.co.uk
- 14** Cumberland Show
www.cumberlandshow.co.uk
- 16** Driffield Show
www.driffieldshow.co.uk
- 19** Camborne Show
www.camborne-show.org.uk
- 18-20** CLA Game Fair, Ragley Hall, Alcester, Warwickshire
www.gamefair.co.uk
- 21-24** Royal Welsh Show
www.rwas.co.uk/en/welsh-show
- 24** Launceston Show
www.launcestonshow.co.uk
- 23-27** RHS Flower Show – Tatton Park
www.rhs.org.uk/shows-events
- 26** Mid Devon Show
www.middevonshow.co.uk
- 25-26** Border Union Show
www.buas.org/show/index.html
- 29** Malton Show
www.maltonshow.com
- 29-31** New Forest & Hampshire County Show
www.newforestshow.co.uk

AUGUST 2014

- 2** Garstang Show
www.garstangshow.org
- 2** Emley Show
www.emleyshow.com
- 2** Cranleigh Show
www.cranleighshow.org.uk
- 3** Herefordshire Country Fair
www.herefordshirecountryfair.co.uk
- 6** North Devon Show
www.northdevonshow.com
- 7** Bakewell Show
www.bakewellshow.org
- 8-9** Shrewsbury Flower Show
www.shrewsburyflowershow.org.uk
- 9** Chepstow Show
www.chepstowshow.co.uk

- 10** Ripley Show
www.ripleyshow.co.uk
- 13** Vale of Glamorgan Ag Show
www.valeofglamorganshow.co.uk
- 12-13** Anglesey County Show
www.angleseyshow.org.uk/anglesey-show.html
- 17** Mid-Somerset Ag Show
www.midsomersetshow.org.uk
- 19-21** Pembrokeshire County Show
www.pembshow.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 2014

- 2** Service Dealer Dealer of the Year Awards, Windsor
www.servicedealer.co.uk
- 2-4** IOG Saltex 2014
www.iogsaltex.co.uk
- 7-10** Autumn Fair, Birmingham NEC
www.autumnfair.com
- 10** Tillage Live 2014, Gloucestershire TBC
www.tillage-live.uk.com
- 14-16** Glee 2014
www.gleebirmingham.com
- 18** Thame Show
www.thameshow.co.uk
- 17-20** GaLaBau 2014, Nuremberg, Germany
www.galabau-messe.com
- 18-20** APF 2014, Ragley Estate, Alcester, Warwickshire
www.apfexhibition.co.uk
- 20-21** Royal Berkshire Show
www.newburyshowground.co.uk/show-2013
- 28-30** Golf Europe 2014, Ausburg, Germany
www.golf-europe.com

OCTOBER 2014

- 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 2014

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

JANUARY 2015

- 6-8** Oxford Farming Conference
www.ofc.org.uk
- 20-22** BTME 2015, Harrogate International Centre
www.btme.org.uk
- 21-22** LAMMA 2015, East of England Showground
www.lammashow.co.uk

FEBRUARY 2015

- 1-5** Spring Fair 2015, Birmingham NEC
www.springfair.com
- 10-12** World Ag Expo, Tulare, California
www.worldagexpo.com
- 11-12** Executive Hire Show, Ricoh Arena, Coventry
www.executivehireshow.co.uk
- 15-17** Totally Tools, Ricoh Arena, Coventry
<http://2014.totallydiy.co.uk>
- 21-26** Salon du Végétal, Angers, France
www.salonduvegetal.com
- 21-26** Golf Industry Show, San Antonio, Texas
www.golfindustryshow.com



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FROM THE TEAM WHO BRING YOU SERVICE DEALER

The relaunched *Turf Pro* is the country's first truly digital magazine aimed at the turfcare market. Already, tablet and mobile devices nearly outstrip usage of traditional desktop devices.

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Our launch issue focussed on combating sportsground flooding with drainage. We speak to the Secretary of the Land Drainage Contractors Association (LDCA), Bruce Brockway, and feature info from Sport England on how to apply for grants for flood damaged grounds.

Packed with industry news and new machinery, each issue of *Turf Pro* is filled with video content and interactivity.

Make sure you are signed up to receive your copy delivered straight to your inbox every other month, free of charge.



VISIT WWW.TURFPRO.CO.UK FOR DETAILS

SERVICE DEALER

THE VOICE OF THE INDUSTRY

NEXT ISSUE

UPCOMING FEATURES TO LOOK OUT FOR IN THE
SEPTEMBER/OCTOBER ISSUE OF SERVICE DEALER

SEP/OCT FEATURES

SHOWS PREVIEW

Information and preview of
SALTEX and GLEE shows

FORESTRY UPDATE

What's new in forestry
equipment this season

FACE TO FACE

Raghu Das, managing director
TORO EMEA



Advertising copy deadline date: 8th August 2014 Publication date: 29th August 2014

Editorial to Steve Gibbs: steve@servicedealer.co.uk Advertising enquiries to Alison Sherlock: alison@theadplain.com

THE EVENING THE INDUSTRY COMES TOGETHER

Tuesday 2nd September 2014
Reception 7.00pm, Dinner and Awards 8.00pm
Beaumont Estate, Old Windsor, Windsor



The Service Dealer Industry Awards (incorporating the Dealer of the Year Awards and the TurfPro Awards), now in their sixth year, will be held on the first evening of the 2014 SALTEX Show.

The event will be held at a new venue this year, the stunning Chapel at the Beaumont Estate,

an impressive hotel at Old Windsor.

As always, the Awards are an opportunity to meet and mingle, to socialise and network in a friendly and convivial atmosphere after the first day of this key industry event – and an excellent opportunity to entertain dealers and guests.

THE AWARDS CATEGORIES

SERVICE DEALER AWARDS

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

TURF PRO AWARDS

- Turf Professional
- Young Turf Professional
- Sportsturf Project

LIFETIME ACHIEVEMENT AWARD

SPONSORSHIP OPPORTUNITIES

Event Sponsor £3,750 + VAT

- Table of 10
- Logo on main stage
- Rolling logo on AV screen
- Full page ad in event programme
- Logo on awards section of website
- Logo on special awards edition of *Service Dealer* E-mail Update (out 3rd Sept)
- You present an award

BOOK NOW LIMITED SPACES

Drinks Reception Sponsor £1,750 + VAT

- Branded drinks reception
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- Rolling logo on AV screen



For further information, please contact Teresa Kennedy at The Ad Plain
Tel: 01491 837117 **Email:** teresa@theadplain.com

INFORMATION

Individual Tickets

Tickets available at £115
(Special early bird price: £95 per ticket)

Accommodation

Special Service Dealer Awards hotel deal
(available for duration of your stay at SALTEX)

Standard Room: B&B £110 per night (usually £205)

Superior room +£20 supplement

Deluxe Room + £40 per night

Suite + £100 per night

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Buyers Guide please contact
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COUNTDOWN TO THE SHOWS

IOG SALTEX 2014

2ND-5TH SEPTEMBER, WINDSOR RACECOURSE

IOG Saltex is the UK's national event for grounds care, sports turf, amenities, estates and green space management.

From turf care and specialist machinery to landscaping and playgrounds, over 200 Saltex exhibitors bring the latest products, equipment and expertise to Windsor Racecourse for three days in September.

Exhibitors cover the complete range of grounds care services, many taking advantage of the event's outdoor location to show their products at their best with live demonstrations.

Ideal for dealers

Close to 10,000 individuals attend Saltex each year - from groundsmen to park and leisure amenity officers, from greenkeepers to estate managers - they all have one thing in common - managing the green space around us.

Saltex is ideal for dealers to see what tools, machinery, materials and equipment are new to the market in one place and at one time.

And as an extra incentive to attend the show this year, the Service Dealer Awards are taking place on the first night of the show, at the Beaumont Estate, Old Windsor.

Register for your free Saltex ticket online.



Opening Times

Tuesday 2nd: 9am - 5pm
Wednesday 3rd: 9am - 5pm
Thursday 4th: 9am - 4.15pm

Website

www.iogsaltex.com

GLEE BIRMINGHAM 2014

14TH-16TH SEPTEMBER, BIRMINGHAM NEC

Glee - organised by i2i Events Group - is the UK's leading garden trade buying event, and the only one to bring the whole industry together under one roof.

Built on the themes of 'Discover, Network, Grow', Glee 2014 will be the 40th successful year for the show. This year it enters a new era as it moves to a new location within the NEC's Halls 17 - 20; creating a host of fresh indoor and outdoor exhibiting, feature and visitor opportunities.

i2i's Matthew Mein, Glee event manager, said, "We have been delighted by the enormous amount of positive feedback we've received from buyers and suppliers from last year's Glee, and overwhelmed by the demand for re-bookings."

Vital tips

Organisers say the show will be packed with vital retail advice, tips and trends for those within the garden industry to give their retail environment a head start during challenging trading conditions.

With an all new look, the show will feature the following areas:

- Food and Catering Zone
- International Buyers Centre
- New Product Showcase
- GIMA Business Village
- Buyer Connect



Opening Times

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

Website

www.gleebirmingham.com

JIM GREEN



LUCKY ESCAPE

SIMON BELCHER IN HIGH-SPEED THRUXTON CRASH

HANDY MD'S BIG OFF IN BRITISH
TOURING CAR CHAMPIONSHIP



Competing in his first season of the British Touring Car Championship (BTCC), Handy MD Simon Belcher survived a high-speed crash at Thruxton at the start of May witnessed by a huge Bank Holiday crowd and millions watching on TV.

Steering failure

During Race three, Simon's Karcher-sponsored Speedworks

Motorsports-prepared, Handy Motorsport Toyota Avensis suffered a steering system failure at 120mph when entering Church corner at the extremely fast Hampshire circuit. The car left the circuit and somersaulted over the safety barrier, which had also seen two other accidents during the meeting. Fortunately, Simon soon appeared from the woods and gave a thumbs-up to the crowd around the circuit watching on huge TV screens.

"I'm a bit sore and shaken up," says Simon, "but otherwise perfectly OK. The protection in the car really saved me from serious injury, but someone did ask me whether I needed a ticket to get back into the circuit!"

Damage

Speaking of the damage to the car after the race Simon said: "There is significant damage to the shell, but it's repairable needing a new roof, doors and rear panels. However, the bad news is that we need a new engine and gearbox, hefty items that we didn't allow for in this first season."

Watch Simon's spectacular exit at tinyurl.com/nv28zfy

**120
mph**

...how fast Simon Belcher was travelling when he left the Thruxton circuit

MOW'T GUILTY

TEACHER CLEARED OF MOWER ATTACK ROW RESULTED IN WIFE'S FINGER BEING SLICED

A teacher cut off part of his wife's finger with a lawn mower during a row, a court has heard. But Stephen Davies, 40, denied he had deliberately swung his Flymo at his wife Claire, an optician, while he was cutting a lawn.

Mr Davies said his wife deliberately stood on the lead and stumbled into the path of the machine during a row. Part of her left index finger was severed and attempts to reattach it failed.

A jury at Merthyr Tydfil crown court took 15 minutes to clear Mr Davies, from Pontypridd, South Wales, of causing grievous bodily harm. The couple started divorce proceedings soon after the incident in 2012.



CHARITY WALK

HALLMARK REACHING THEIR PEAK

DEALER TEAM TO TACKLE TOUGH CHALLENGE

A team from Hallmark Tractors is due to take on the famous Three Peaks Challenge in July to help raise money for a youngster suffering from cerebral palsy. They will be pulling on the walking boots in aid of the Harry Culwick Fund and the Multiple Sclerosis Fund.

Two charities

The Harry Culwick Fund raises money to help six-year-old Harry receive Advanced Biochemical Rehabilitation, which has a substantial cost of £5,300 annually. Harry Culwick and his twin brother Luke were born at 28 weeks due to complications from discordant growth. During his young life he has encountered multiple problems and initially was unable to sit, stand, walk or talk and was barely

able to hold his head up.

Hallmark Tractors will also be raising funds for the Multiple Sclerosis Fund in memory of Isobel Kendrew, who tragically passed away from the condition earlier this year.

Local community

Jim Nash, Managing Director of Hallmark Tractors said: "As a company we have decided to give back to our local and wider community by raising funds for treatment for Harry Culwick who has cerebral palsy and for the Multiple Sclerosis Society in memory of our friend Isobel Kendrew.

"These are two causes very close to our hearts. In order to raise funds we will be attempting the

national Three Peaks Challenge which involves walking up Mount Snowdon, Scafell Pike and Ben Nevis in the space of 24 hours.

"We would be very grateful for all donations you can spare and we have set up a Just Giving page at www.justgiving.com/hallmarks-tractors."



HOT STUFF!

AUSTIN COMPLETES SAHARA RUN

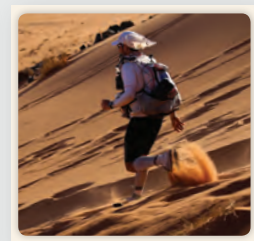
60TH PLACE IN MARATHON DES SABLES

Austin Jarrett, Managing Director of Allett Mowers, has completed what's described as the most gruelling footrace on earth, finishing in 60th position overall and coming third in his age group.

The race was the Marathon Des Sables, a gruelling six-day, 156-mile race across the Sahara Desert in temperatures of up to 100 degrees Fahrenheit. The rules call for all entrants, of which there were over 1,000, to be self-sufficient, carrying everything they need, apart from water, to survive. They are given a space in a tent to sleep at night, but any other equipment and food has to be carried.

"The race was one of the toughest and most demanding things I have ever done, yet also the most rewarding," explained Austin.

Rather than running for one particular charity, and being funded by that charity, Austin paid for his own



expenses. This means that all of the money he has raised goes directly to his chosen charities. They are:

- Help For Heroes
- The Eve Appeal
- Voluntary Services Overseas
- Oak Tree Farm Rural Project

"I have raised over £14,700 so far, but my target is £20,000 and I will not stop fund-raising until I have reached it. I would like to take this opportunity to thank everyone who has sponsored me so far and I can guarantee every penny will go towards four very deserving organisations," adds Austin.

You can still sponsor Austin at:

<http://uk.virginmoneygiving.com/AustinJarrett>

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