

SERVICE DEALER

THE VOICE OF THE INDUSTRY

MAR / APR 2014

THE PARTS BUSINESS

*Merchandising and Marketing
the key to growing profits*

❖ BTME Harrogate Review

❖ LAMMA at Peterborough

❖ Diary of a Season

❖ New Product Review

❖ 2014 Industry Awards

❖ Training & Educating Update

❖ Events for 2014

❖ Jim Green



FACE TO FACE

David Roberts

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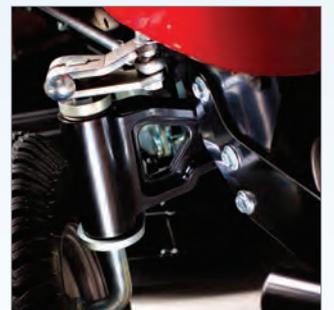


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EDITOR'S MESSAGE



Talk to any dealer and the number one issue is retained margin on machines and equipment. Most will immediately link it back to the internet, to margins being squeezed through customers having instant access to competitive prices online – even whilst still in the showroom. It is

one of those issues where it is difficult to generalise.

There are some groups of customers who are open to reason on why they should buy at a slightly higher price because of the service, support and personal service that the particular dealer can provide.

Others just want the cheapest, no matter.

Then there is the approach that many major franchises take, particularly in the ag sector, that selling a tractor or major piece of machinery, even at minimal margin, results in increasing the 'park' of that brand in the dealers area in order to sell more profitable parts and service over time.

In the end, it comes down to controlling the 'margin mix'.

There will be constant pressure on margins, particularly in today's retail climate. Knowledge and awareness of the overall level required is the key. Particularly when balanced against margins from parts and service.

Chris Biddle, Editor

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



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BUSINESS

STIHL CHANGE ONLINE POLICY

CHANGE NEEDED BECAUSE OF EU LEGAL REQUIREMENTS

STIHL has announced a shift in its stance on dealers selling online. From April 2014, Approved Dealers will be able to sell STIHL and VIKING products on their website or via a new e-commerce platform being developed by the company. The new policy is being introduced across the EU with STIHL headquarters in Germany confirming that the move has been made due to changes in legal requirements in the EU.

Many products will be available to order online for delivery to the customer's place of work or home, while those which STIHL deems to require a detailed or personal handover such as chain saws and metal tool brush cutters will be available to 'click and collect'.

Announcing the development, Robin Lennie, Managing Director of STIHL GB said: "The new STIHL e-commerce concept will ensure all our customers – both valued Approved Dealers and end users, can enjoy the benefits of online sales, whilst critically retaining the

high service standards expected of our brands."

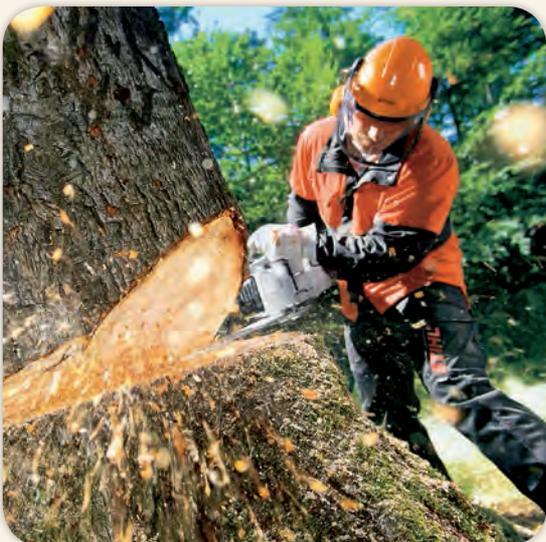
He added, "STIHL continues to rely exclusively on the servicing dealer, but this latest change reflects the latest legal requirements within the EU as well as growing significance of the internet for the power tool segment."

The expanded online business will supplement the dealer's local presence, enabling customers to buy STIHL and VIKING at a time and place to best suit their needs.

Approved STIHL Dealers will be invited to sign-up for an official STIHL Online Partner Store – a customised online store with technical and marketing support provided by STIHL, or will be able to retail products online through their own websites using an approved 'shop-in-shop' formula.

STIHL says it will be working with its Approved Dealer network to ensure that every dealership has the tools and support needed to take advantage of the opportunities this programme presents, and will provide guidelines for shop-in-shop concepts and access to specialist online marketing support.

"Our belief that only the specialist dealer can deliver our high service standards remains absolute, and as such online selling will only be available to Approved Dealers," added Robin Lennie.



DEALERS

DEALERS CAUTIOUS ABOUT IMPACT

Many dealers have expressed fears that the new online policy by Stihl will lead to a rash of discounting. At one of Stihl's largest outlets, Rob Gusthart of Gustharts in Northumberland said, "Stihl have tried to support dealers in the past with a clear policy against selling online. For that reason, we got many more people in the showroom because Stihl products couldn't be purchased online. This change was probably inevitable in time, but I do think it could lead to more aggressive discounting if Stihl don't manage to tighten up who can, and who cannot, sell their products."



APPOINTMENTS

EMAK APPOINT PETER BRADSHAW

Emak UK Limited has appointed Peter Bradshaw as Area Sales Manager for the North of the UK.

Due to the continued growth of the Efcobrand during 2013 and the demands of the regional sales areas, Peter has been brought on board as a valued addition to an established sales team.

Peter joins the Burntwood, Staffordshire based organisation with a brief to increase the already 300 strong dealer network, and support and expand sales within existing accounts. Peter has a wealth of experience in the garden machinery industry having already worked for Emak UK Ltd. from 2004 to 2008.

Peter joins Emak UK Ltd. from his most recent position with Kramp UK.



£500 MILLION

Drought of 1976

£500 million worth of crops failed

Food prices subsequently increased by 12%.

12%

FGM Claymore

have been importing and distributing products to the industry both in Ireland and the UK for over.

35 YRS

PEOPLE

PHIL PARRY RETIRES

WELL-KNOWN TERRITORY MANAGER WITH HAYTER/TORO

Phil Parry, who has been a territory manager with Hayter/Toro since 2007, retired in January.

Phil qualified as an engineer in the Royal Electrical Mechanical Engineers which he joined as an apprentice straight from school. His first move into the garden machinery business was with P. A. Turney in 1976.

"This was the drought year," Phil told us, "not a single blade of grass to be seen! I thought I'd made a terrible mistake."



He went on to work as an area manager for Hyett Adams Ltd, a sales manager for Briggs & Stratton and an area manager for Countax before eventually joining Hayter/Toro.

Following his retirement, Phil is looking forward to pursuing his many interests including Formula 1 racing, radio-controlled aircraft and enjoying holiday cruises with his wife.

APPOINTMENTS

JAMES BOWETT JOINS FGM CLAYMORE

FGM Claymore has appointed James Bowett as National Sales Manager. He will be based at the company's Bidford-on-Avon headquarters.

Prior to joining FGM Claymore, James ran Puncture Proof Tyres, was owner and general manager of engine distributor J H Hancox and worked for a John Deere dealership.

He says, "I am delighted at the opportunity to join such a well-known industry name, and am looking forward to meeting up with FGM Claymore's existing and prospective dealers over the coming months."



DEALERS

LELY TAKE OVER DEALERSHIP



Toro turf machinery distributor Lely (UK) has acquired Sussex turfcare equipment dealership, John Shaw (Machinery).

JSM was founded in 1985 specifically to represent the Toro Commercial brand and both companies have enjoyed an unbroken working relationship, with Lely-Toro currently accounting for around 80% of JSM's turfcare machinery business.

JSM Managing Director, David Cole (pictured), will become senior manager of the Lely turfcare business, based at St Neots, reporting to Managing Director Graham Dale. He will succeed Peter Mansfield who will take on a new business development role, working closely with Lely's national network of dealers and service centres.

Integration

Over the coming months, Lely will work to integrate its own business systems with that of JSM's head office at Sheffield Park, East Sussex. Meanwhile, the company says it will be 'business as usual' and sees a positive future ahead with the enhanced support and resources created by bringing the two businesses together.

Lely sees this region as important for future growth of sales of its Toro and other turf products, and JSM's East Sussex head office will

continue as an important regional base for the merged business.

Job security

David Cole said, "Everyone at JSM will be important to continuing its future success. This ensures security, both of employment for JSM's staff and the location, and continuity for customers."

He added "There is no exact time-scale for this move. It is planned that I will move St Neots when the business systems of the two companies are fully merged over the coming months."

Before joining JSM, David Cole worked as Toro Commercial Sales Manager for Lely - and it would appear that this move is linked to succession planning by Lely for their Toro business over the coming years.

6.2

Lely UK operates from a 6.2 acre site in St Neots and employs some 120 members of staff

120

APPOINTMENTS

RANSOMES JACOBSEN APPOINT NEW MD

ALAN PRICKETT RETURNS TO THE UK

Alan Prickett, until recently Managing Director of Jacobsen Asia Pacific, has returned to the UK to take up the role of Managing Director at Ransomes Jacobsen.

Back in 2011 Ransomes Jacobsen was assigned responsibility for the Asia Pacific region within the Jacobsen group and Alan Prickett was promoted from Sales Director, based in Ipswich, UK to the new role of Managing Director, Asia Pacific. He relocated to Singapore with his family and for the past three years has been instrumental in the company's successful expansion into the region.

Over the past 33 years, Alan has gained extensive experience in both the retail and manufacturing sectors of the grounds care industry.

Asia Pacific

Commenting on the appointment, David Withers, President of Jacobsen said, "Alan has done an excellent job for us out in Asia Pacific; in the past three years he and his team have significantly enhanced our distribution in the region and implemented our strategy of employing more customer facing people, resulting in higher sales volumes and greater customer satisfaction.

"His appointment also reinforces Textron's stated objective of identifying talent from within the business and providing long-term career opportunities. I'm absolutely delighted to see Alan return home and I have total confidence that he will take the business forward in the years to come."



Ransomes'
Alan Prickett

DROP OF
4%
ON PREVIOUS YEAR

BUSINESS

2013 FARM EQUIPMENT SALES DOWN

British farmers are provisionally estimated to have spent in the order of £1.9 billion on farm equipment in 2013, a drop of 4% on a year earlier say the AEA.

Tractors

Tractors are generally the best indicator of activity and 12,498 units of over 50hp were registered, a decrease of 10.4% on the previous year. The average power has continued to move up, to 150.4hp.

Combine harvesters

The next major sub-sector of the market is the combine harvester; sales have been at a much lower level in the last seasonal year (September to August) reaching 770 units, down almost a third. However, the opening months of the current season (since September) have proved stronger than a year earlier so that the value of sales on a calendar year base is expected to be little changed on 2012.



Self-propelled forage harvesters

Another major sector in terms of machine value is the self-propelled forage harvester, sales of which reached 150 units in the seasonal year; after a poor early period grass growth recovered and the fodder crop eventually proved satisfactory so the decline in unit sales in the calendar year was held to around 7%.

Other machines

Many other machine types saw a decline in unit deliveries in 2013 although certain cultivation categories such as mounted drills, power harrows and tined cultivators showed a year-on-year increase. There was a small increase in the number of balers sold with large rectangular units showing a slight decrease but this being offset by a rise in deliveries of round balers with wrapper combinations advancing.

Conclusion

AEA Economist, Chris Evans, said, "After a challenging winter and spring period both for farmers and their suppliers, the later part of the year improved and demand for machinery followed suit as illustrated in tractor registrations where the market was down 20% in the first 6 months whereas the second half saw a 3% improvement on a year earlier.

"The short-term conditions for farming remain of concern with large areas of the country currently under water but should climatic conditions revert to a more normal pattern then we would expect a small improvement in farm incomes this year and an associated modest rise in demand for machinery."

APPOINTMENTS

JCB CEO BOWS OUT

Colleagues have bid a fond farewell to JCB Chief Executive Officer Alan Blake, who has retired from the company after almost a quarter of a century of service.

Alan became JCB CEO on January 1 2010 - only the 5th person to hold the position. Dozens of friends and colleagues gathered at the World HQ in Rocester to say goodbye at a special presentation before Christmas.

The new Chief Executive Officer, Graeme Macdonald, who took over as CEO on January 1, said: "Alan has contributed a huge amount to the growth and success of JCB over many years. The expansion projects Alan led enabled JCB to double its production from 36,000 to 72,000 machine over a five year period."

Alan Blake, who will remain as an Advisor to JCB, said: "Coming to JCB was one of the best decisions of my life; the breadth and width of what you can learn here is enormous and the opportunity to achieve great things is endless."



JCB CEO Alan Blake (centre) with his wife Diane at his retirement presentation

PROMOTIONS

BRITAIN'S BEST PRIVATE GARDEN AWARDED

The search to find Britain's very best private garden - The Gardeners' Garden - has been won by Fran Wakefield who lives at Tidmarsh near Pangbourne in Berkshire.

Her garden was one of more than 100 submitted in the inaugural search for The Gardeners' Garden sponsored by the Gardencare lawnmower brand. The competition to win more than £1000 of Gardencare equipment is also supported by The National Garden Scheme and the Garden Media Guild.

The garden comprised formal box-edged lawns, carefully sculpted box shapes and delightful borders and trees, all inside an ancient brick wall with Fran's home, a former tithe barn, forming the fourth side of the rectangle.

Developing the award

Peter Chaloner, managing director of Henton and Chattell from Nottingham, owners of the Gardencare brand in the UK, said:

"There are something like 17 million private gardens in the UK. The highest accolade for a professional garden designer is a gold medal at Chelsea but there is nothing similar for the huge army of private gardeners who toil away year after year.

"Our aim is to develop this award into something as prestigious as a Chelsea Gold and the judges and I have been stunned by the quality of the entries. We will be launching our 2014 competition at Easter and hope to attract hundreds of entries."



17m

Estimated number of private gardens in the UK

EDUCATION

NEW ENGINEERING QUALIFICATIONS

Skills Minister Matthew Hancock has announced rigorous new vocational courses in engineering for 14- to 16-year-olds as part of the government's long-term plan for the economy.

The qualifications have been specifically designed by industry leaders and will help Britain's teenagers compete in the global jobs market.

Hope for agriculture

The Institution of Agricultural Engineers (IAgrE) CEO, Alastair Taylor, commented, "I am very pleased that these new qualifications have been introduced for pupils aged 14 to 16. I am optimistic that young

people following these will be excited by what they learn and will then want to pursue a career in engineering - that has to be good for our economy. I hope that the Engineering for Agriculture sector can mobilise support for these qualifications and that those colleges already involved in providing vocational courses will work with their local schools to introduce young people to our own specialism."

Concerns

The new engineering courses have been designed by the Royal Academy of Engineering and backed by world-leading businesses such as JCB, Rolls-



Royce and Siemens.

Mr Taylor added: "I do have concerns that the large global companies behind these qualifications will have too much influence. We need to make sure that small- and medium-sized companies also benefit from an influx of youthful ideas and enthusiasm!"



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OBITUARY

TERRY BEADELL



Terry Beadell of Essex dealership Grasshopper Horticultural passed away on 21 December. He was 69.

Terry was one of the co-founders of Grasshopper 33 years ago, prior to which he had worked for Eastern Tractors.

His funeral took place on 17 January at St Nicholas Church, Canewdon, Rochford, Essex.

AWARDS

POLARIS WINS AMERICAN HUNTER VEHICLE OF THE YEAR

Polaris Industries has announced in the USA that the Ranger XP 900 EPS has been selected as the 2014 American Hunter Vehicle of the Year as part of the American NRA Publications Golden Bullseye Awards. This is the first time a Polaris vehicle has won the award.

Warren Lopata, Marketing Director of the Off-Road Division for Polaris said, "Polaris Ranger Side-by-Sides are highly sought after by the hunting community and receiving this award from such a respected name in the industry is a great honor."

The NRA Publications

Golden Bullseye Awards are selected by a seven-member committee consisting of editors, graphic designers and veteran NRA Publications staff, representing more than a century of collective experience in the shooting and hunting industry. The criteria to win the award includes the unit being tested by a staff member or regular contributor, innovation in design and function, perceived value to a purchaser, its introduction and availability to consumers and styling in a manner benefiting the shooting and hunting industry and its enthusiasts.



BUSINESS

GROWTH IN PROPANE MOWERS PREDICTED

A steady growth in the sales of propane-powered mowers is forecast in the US.

Jeremy Wishart, Senior Programs Manager for the Propane Education & Research Council (PERC), has said that propane mowers could eventually account for roughly 10% of the commercial mowers being used in the U.S.



The number of contractors participating in PERC's propane mower incentive programme jumped from 925 to over 1,000 in the final two months of 2013. "It [10% market share] sounds like a lofty goal, but we firmly believe it's realistic, given the kind of effort and resources we're putting behind the landscape market," Wishart says. "When you look at both conversions of existing petrol mowers and new propane mower purchases, we're somewhere in the 3-5% range right now. Getting to 10% will probably take another two to four years. We will continue with the product development and market development programs we've already been doing."

Manufacturers

It's an evolving number, but roughly 16 mower manufacturers now offer propane-powered models. And although zero-turn riders are by far the most popular option, many manufacturers are expanding propane to other types of mowers.

John Deere, for example, has announced in the US that it is working with an outside supplier to train and supply Deere dealers with certified propane conversion kits.

DEALERS

NEW SOMERSET MCCORMICK DEALER

M BAKER ENGINEERING MOVES INTO SALES

Farmers in south Somerset have increased sales, service and parts support following the appointment of Mark Baker's engineering business, based at Ashwell near Ilminster, as a main dealership for McCormick tractors.

M Baker Engineering now represents McCormick in a territory that neighbours established McCormick dealers RSM Beare, Stoke Cannon; Read Agriservices, Wanstrow near Shepton Mallet (covering north Somerset); and Martin Richards Agricultural Engineers, Kingston near Sturminster Newton.

Big step

It's a big step for Mark as this is the first time he has entered the competitive world of new tractor sales. But he relishes the opportunity to develop his business and, potentially, create more jobs.

"Until now, we've always focused on servicing and repairing any make of tractor or implement that farmers bring us," he says. "We'll continue with that but with greater focus on McCormick products. Becoming a main dealer for a major tractor brand is a bit daunting but it's also too good an opportunity to miss."

Expansion

To make the most of the opportunity, Mark Baker and his team now occupy larger premises at Ashwell, with a bigger workshop and more space to store a greater selection of parts.

An indoor tractor showroom is being prepared alongside a retail shop for hand tools, work clothing and consumables such as oil and filters, batteries and general fixtures and fittings. There are also refurbished sales and administration offices.



DEALERS

NEW HOLLAND DEALERS CELEBRATE



New Holland has celebrated the success of its dealer network, awarding five accolades recognising excellence in dealer standards and performance.

Winners included:

- Colemans of Millstreet Ltd for Irish Dealer of the Year
- Lloyd Group Ltd as Large Dealer of the Year
- Oakes Brothers Ltd as Medium Dealer of the Year
- RES Tractors Ltd for Mixed Dealer of the Year
- Brian Keys Tractors for Tractor Dealer of the Year.

Additionally, a selection of dealers were awarded Highly Commended plaques for consistently delivering outstanding results. Those dealers achieving this recognition were:

- Fife Tractors Ltd
- Armstrong Machinery Ltd
- Bryson Tractors Ltd
- Hawkins Agri
- T Alun Jones Ltd.

Dealers were recognised for their outstanding efforts from New Holland's network of more than 60 dealerships in over 130 locations in the UK and Ireland, all providing high levels of local service to the farming community.



The U.K's biggest garden machinery launch

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

Rear Roller Range

Powerful and stylish whilst giving a traditional striped finish

FEATURES & BENEFITS

- > **ENGINE:** Cobra / Briggs & Stratton / Honda
- > **CUTTING WIDTH:** 46cm / 18"
- > **DRIVE SYSTEM:** Hand Propelled & Self Propelled
- > **GRASS BAG:** 60ltr
- > **CUTTING HEIGHT:** 15mm - 75mm Single Lever Adjustment
- > **FEATURES:** Easy Adjust Handle Levers



POWERED by HONDA



SSP's from £269.99.

Premium Range

Feature rich, high specification models

FEATURES & BENEFITS

- > **ENGINE:** Briggs & Stratton / Honda
- > **CUTTING WIDTH:** 46cm / 18" - 56cm / 22"
- > **DRIVE SYSTEM:** Hand Propelled & Self Propelled
- > **GRASS BAG:** 60ltr - 70ltr
- > **CUTTING HEIGHT:** 25mm - 75mm Single Lever Adjustment
- > **FEATURES:** Mulching / Side Discharge / *4 Speed



POWERED by HONDA



SSP's from £269.99.

Professional Range

Robust lawnmowers for professional use

FEATURES & BENEFITS

- > **ENGINE:** Honda / Kawasaki
- > **CUTTING WIDTH:** 48cm / 19" - 56cm / 22"
- > **DRIVE SYSTEM:** Hand Propelled & Self Propelled
- > **GRASS BAG:** 70ltr - 75ltr
- > **CUTTING HEIGHT:** 13mm - 76mm Adjustment
- > **FEATURES:** Aluminium Deck / BBC / Shaft Drive / Metal Wheels



POWERED by HONDA



SSP's from £829.99.

DEALERS

POLARIS TAKES OFF WITH ROCKET

Polaris has appointed The Rocket Centre of Blackburn as a new Brutus dealer (the world's first side-by-side utility vehicle with front-end Power Take Off).

The Rocket Centre's ATV Specialist, Jon Paul Baker, has been selling Polaris ATVs and UTVs for over twenty years and he is excited about the addition of Brutus to his already extensive range.

"We have several customers in the utilities sector and contracting businesses," he says, "and they find themselves carrying out a growing range of activities all using a wide variety of attachments. The Brutus offers great versatility and will allow us to fulfill many of these requirements with one machine."



DEALERS

CHANGES TO JOHN DEERE'S IRISH NETWORK

John Deere has appointed two family-owned businesses, Meath Farm Machinery and Agri-Power, as its new dealers for the areas in Ireland previously covered by Johnston Farm Equipment and Eamonn Tinney & Sons.

Established by dealer principal Peter Timmons at Kilberry near Navan in Co Meath in 1979, Meath Farm Machinery has two additional outlets at Kilcock in Co Kildare and a new one at Poles, Dublin Road, Cavan - providing a more central location covering Longford and Leitrim.

Meanwhile, based near Omagh in Co Tyrone, Northern Ireland, Agri-Power opened an additional outlet at Rossgier Business Park, Lifford in Co Donegal recently to provide local parts, service and sales to customers in Donegal and the surrounding area.



BUSINESS

PAY RISE ACCEPTED AT JCB



JCB shopfloor employees voted recently to accept a 2.6% pay rise for 2014 as part of a newly-agreed three year wage deal.

The agreement on the pay proposal was reached following a vote by GMB members and has seen around 3,200 shopfloor employees receive the pay rise from January 1st this year. The increase is linked to November 2013's Retail Price Index (RPI). Increases in 2015 and 2016 will also be linked to those years' respective November RPI figures.

The deal affects employees at JCB's factories in Rocester, Uttoxeter, Cheadle, Rugeley, Wrexham and Foston, Derbyshire.

DEALER TRIP

ROCHFORD'S AL-KO DEALERS VISIT AUSTRIAN FACTORY

NEW POWERLINE TRACTOR AND CHEMICAL FUEL SOLUTION INTRODUCED

Rochford Garden Machinery certainly know how to look after their dealers.

The 45 or so from across the UK who joined them on their visit to AL-KO's manufacturing facility in Obdach, Austria, were looked after with great hospitality from start to finish. From the moment they stepped onto the ultra-modern, double-decker 'Buffet Bus' at Vienna airport which was probably used the rest of year to ferry rock bands around, to the final night's merriment in a traditional Austrian hut, with copious food, music and schnapps (!) - everyone left with a feeling of being truly valued and part of a close-knit family.

2014 Powerline Tractor

In between the jollities was the serious business of the trip - the introduction of the new AL-KO Powerline tractor - which all of the attending dealers had already committed to stocking.

Rochford Managing Director, Stewart Anderson, gave a short presentation on the model - all the while stressing that he was very interested to hear any feedback from the guys who'd be selling the machine, which they could deliver back to AL-KO for further future improvements. This process has served them well on this model's development.

Features highlighted on the new machine included the sporty steering wheel and illuminated cockpit display which means the operator always has everything under control and in view as well as ease of refuelling via the fuel tank flap. "It's features such as these," said Stewart, "which allows AL-KO to market this new model as 'Just Like A Car'".



L-R: Klaus Rainer, Stewart Anderson, Mark Rochford, Gernot Trippold



Extensive Marketing plans

Marketing Manager, Mark Rochford, then outlined the extensive publicity push planned for the AL-KO range in the UK - with particular emphasis given to online advertising. New websites and a Facebook page have been launched, along with a 'Click and Collect' online buying system, all geared to getting customers through the doors of the dealers' showrooms.

Alongside this will be a premium print advertising campaign, targeting top end consumers in titles such as BBC Gardeners World Magazine, Daily Telegraph and Daily Mail.

Fuel solutions

Rochfords also took the opportunity to introduce to the assembled dealers their sole European Distributorship for a revolutionary new chemical product from the United States. Parts Director, Colin Pebworth, explained how this new product from B3C Fuel Solutions cleared water from ethanol-heavy fuel, with just a few drops, in seconds.

Rochfords are very excited about this new product as they believe it will enable dealers to prove to customers who insist their machine is faulty that it is in fact the bad, corrupted fuel in its tank that is the cause of the non-starting. Furthermore, once irrefutably proved with a quick swab, the tank can be simply and quickly cleansed.

Dealers, who were very impressed with the demonstration given by Colin, were told this product would become available in April.

Factory tour

The group were then treated to a tour of the spotless factory by the Managing Director of the facility, Klaus Rainer. He explained how the vast majority of all the parts used in AL-KO machines were manufactured in-house in Obdach.

The trip was rounded off with a traditional Bavarian Curling tournament, which again involved schnapps!

BUSINESS

RANSOMES WELCOME WORLDWIDE VISITORS

Ransomes Jacobsen has been busy with visits by current and potential international customers.

A delegation of eight turf facility managers from Sri Lanka, hosted by Andrew Clarke of the Institute of Groundsmanship (IOG), visited the company's European headquarters in Ipswich as part of a fact finding and study tour to the UK. The majority of the delegates were from Sri Lanka's uniformed services as they are the 'principle' providers of sports facilities in the country and supply the majority of the workforce.

This was closely followed by a visit from a 15-strong delegation of golf greenkeepers, university groundsmen and football stadium managers from Russia, hosted by Ransomes Jacobsen's distributor for the region, Golf Technology.



BUSINESS

HUSTLER ORGANISE DEALER DAY

Southern Machinery Ltd hosted their first annual Dealer Meeting recently at the Heart of England Events and Conference Centre in Coventry. The Event was well attended and provided an excellent opportunity for Hustler Dealers to meet with each other and also representatives from the Hustler Factory.

Over the past year Southern Machinery Ltd has increased the Hustler Dealer Network throughout the UK and is working hard to develop and grow the market for Hustler Zero Turn Lawnmowers.

Southern Machinery Ltd's UK-based Sales Manager, Robert Page, provides the assistance and sales expertise to Hustler Dealers and welcomes enquiries from Dealers thinking about selling Hustler Turf Equipment.



THE PARTS BUSINESS

For many dealerships, profit from parts and accessories is now the largest contributor to the bottom line.





Time was when the parts department of a dealership fell into two categories.

The first contained an Aladdin's Cave of belts, brackets, gears, blades, bearings - everything the customer might want one day. How often did you hear, "Don't have that, let's order one for the customer and one for stock!?" These hefty stock levels were replicated at dealer branches across the country - and replenished enthusiastically by the monthly stock order (the only time there were decent terms on offer).

The other category was barely a hatch in the wall, behind which were kept assorted parts, most not labelled, often items cannibalised from second-hand machines. There was no method, little attempt at organisation - the identity of these parts were generally down to the 'gut-instinct' of the dealer himself.

Changing days

Parts departments were mostly no-go areas to all but the committed few - the tractor driver, gardener, or machine owner.

In the dealership pecking order, the parts operation came a poor third behind the glitzy sales force >

THOSE IN THE PARTS BUSINESS NEED PROFESSIONAL QUALIFICATIONS

and the workshop where at least the service mechanics received technical training and, over the years, witnessed the introduction of more and more sophisticated diagnostic equipment.

Only relatively recently have manufacturers and indeed the industry as whole recognised that those in the parts business need professional qualifications to match their service technician counterparts.

In no other area of the dealer's business has there been such a significant shift in approach or attitudes. Many have realised that they are retailers (rather than dealers) - and that their premises have to stand comparison with all of the retail environment.

No longer can they be untidy and

unwelcoming bolt-holes to anyone other than their 'core-customers'.

Fresh approach

Manufacturers have driven this new attitude to retailing. In the US, John Deere regularly stage an EXPO devoted to parts and accessories. There you will not only find the traditional replacement parts but a range of clothing, toys and accessories for the impulse buyer.

James Morley, John Deere's Aftermarket Sales Manager, says, "Just as farmers, golf clubs and others have changed and diversified over recent years, so dealers are making similar moves to broaden their appeal to a much wider customer base.

"So many of them are able to offer unrivalled advantages ▶



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UPCOMING FEATURES TO LOOK OUT FOR IN THE MAY/JUNE ISSUE OF SERVICE DEALER

MAY/JUNE FEATURES

ATV/QUAD MARKET UPDATE

Latest products and market report on the ATV, Quad and Utility Vehicle sector

WELL OILED

The Lubricants Market for dealers



Advertising copy deadline date: 7 April 2014

Publication date: 1 May 2014

Editorial to Steve Gibbs: @ steve@servicedealer.co.uk

Advertising enquiries to Chris Biddle: @ chris@servicedealer.co.uk

MR PARETO IS ALIVE AND WELL AND RESIDING IN MOST DEALERS' BACK-OFFICE



such as car parking, ample display space and real enthusiasm for their business.

“However, they have to ensure that they get the balance right. It is no good spending time selling a nice pedal tractor when there is a customer standing at the counter fretting over getting a new part for broken down machine.

“Nor do we want to go the way of car dealerships where they stock virtually nothing but rely on getting parts on an overnight service.”

Tim Hackett, Group Parts Director of dealer Farol Ltd is in no doubt as to the growing importance of the well-run and well-managed parts operation. “It has turned right around to a point where profit from aftermarket sales now contributes the lion’s share of the company’s bottom line.”

Many changes have made this possible, notably logistics and sophisticated stock control programmes.

Dealers in the land-based sector need to provide a top-class level of after-sales support for the machinery they sell. They need experience and they need the power of good stock recording and analysis.

Fortunately with specialist industry systems such as Ibcos Gold, companies such as Farol can run comprehensive reports to constantly check on what is selling - and what is not.

Stock response

Certainly Mr Pareto is alive and well and residing in most dealers’ back-office (there is a Pareto report in the Ibcos Gold package). Control those 20% of parts that contribute 80% of your sales - and the rest is easy (so they say)

Someone once dubbed the parts department as the Waiting Room of Money. That should no longer be true, but knowing what to stock is the trick if parts on the shelf are not going to gather dust, become obsolete and worthless. ●

MANAGING PARTS UNPREDICTABILITY

Dealers can take several steps to improve productivity at the parts counter



The parts department is typically the most profitable department in a dealership, at least on a percentage-of-sales basis. It's also the most unpredictable.

First and foremost, dealers are trying to keep track of all sorts of unique parts. Second, customer flow is very difficult to predict. During peak season, customers might already be waiting outside of your door when you open. Then you don't have another customer for an hour before you get another mini-rush. It's all very unpredictable.

Time is the enemy in the parts department. If you want to do a good job at moving and selling parts, time is the one thing you have to get your head around.

Transaction time

Parts department transaction time is an often neglected yet critical element that dealers must measure and manage. What is

transaction time? It's from the moment a customer approaches your parts counter to the time that customer leaves the parts counter.

You obviously want to get a customer in and out of your parts department as quickly as possible, since doing so allows you to take care of more customers in a shorter amount of time.

An industry goal is a transaction time of 4 minutes per customer. In order to reduce your transaction time, the first thing you want to do is clean up the parts counter and surrounding area. Swipe everything off of the counter - brochures, empty boxes, everything that clutters it up. A cluttered counter doesn't look very professional.

Remember, the focal point of your parts department is your

front counter, so you want to keep it clean and organized.

It is also not a good idea to have stools at the front counter. Allowing the customer to sit down seems like a great thing to do, but stools can get in the way of productivity.

If you're a busy dealer, do you really want a customer to sit down and have a cup of coffee and talk to you for 20 minutes? It's not that you don't want to take good care of customers, it's just that you don't want your transaction time to go up in the process.

Get parts moving

To sell more parts you need to know which parts are selling. Every dealer should be running a report from his business management system that

shows parts sales by volume, or your fastest-moving parts.

A good approach is to come up with a top-50 list. Then, arrange your parts department so that your 50 fastest-moving parts are as close to your front parts counter as you can get them. For example, you don't want your fast-moving belts hanging on the wall way in the back of your storage area; you want them on the wall next to or behind your front counter.

Same goes for oil filters; get a good supply of your four or five fast-movers under the front counter. This sounds simple, but is hard for some parts managers to do.

They have their dozens and dozens of parts stored in a seemingly orderly fashion; all of the spark plugs in this section and all of the filters over in that section. It looks pretty, but kills a parts department's transaction time. Get those fast-movers as close to the front counter as possible.

Bar coding

All major retailers have a bar code scanner at its point of sale. More and more dealers are also getting on board with this as they see the potential to reduce transaction times and increase inventory turns. And actually, the equipment is not that expensive.

Most of the major business management systems providers offer software that has the capacity to utilise a bar code reading system. Furthermore, most parts are now shipped to dealers with bar codes on them.

Getting converted over to a bar code reading system is going to save the dealer a lot of time in the long run because he won't have to type in the parts numbers any longer. Plus, inventory counts are going to be more accurate because the possibility of making a typo is eliminated.

Converting over to a bar coding system will take a little time, so it's



not something you want to tackle during the busy season – so plan ahead for now for next year. ●



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DIARY OF THE SEASON



AWASH WITH BUSINESS

The regular Diary of a Season feature will move around the country in 2014. For Chad Hayes of Longham Garden Machinery in Dorset, it has been a very soggy start to the season.

Running a dealership in an attractive location has its delights. But for us, the rain at Christmas and the New Year resulted in the River Stour bursting its banks and flooding our newly refurb'd showroom, ruining carpets, computers, office equipment - and even the microwave. I suppose if it had to happen at all, then it was fortunate it all happened over the Christmas break, but for those evacuated from their homes in nearby Christchurch it was far from a happy festive season.

So now our showroom is in need of some urgent TLC. Fortunately we keep all the machines up off the floor on stands or on merchandisers so no stock was seriously affected. Although we are surrounded by rivers, this is the first time we have been flooded - and now it is up to the insurance people to do their bit without any hassle so that we can look 'spick and span' for the Spring.

Weather has really impacted on business over the past few months, the storms in November meant we were cleaned out of chainsaws very quickly - and had some difficulty in replenishing stocks for a while.

Business during 2013 was slightly down on the previous year, but



given the late start and a very dry spell mid-summer, I don't think we did badly compared with the excellent year we had in 2012.

Digital issues

BUT - and it is the biggest 'but' in our industry at present: where are we going to get a decent margin from in this internet age? It's like the 'Wild West' out there on prices with the result that we are having to work on unacceptable profit levels, which sometimes makes me think I could use these premises for a more lucrative business.

Where we get private customers in our showroom, we can usually turn round a sale, even if we do not match the 'guide price' shown on the computer print-out in their

hand, by promoting our back-up and support service. However with some customers, all they want is the cheapest price which they will search for online or ringing around.

And don't get me started on the rudeness of customers looking at a machine in our showroom whilst studying a price comparison site on their phone!

I guess all we want is a level-playing field, but that has got to come about by better co-operation, communication and openness between suppliers and dealers. I am reluctant to single out suppliers, but GGP seem to have created a market for themselves and their dealers with an honest and upfront approach to selling prices and margins.

The present situation is not made any easier by the system of quarterly targets being adopted by many suppliers. Often they are too complicated, too restrictive and lead to last-minute discounting. You can see when a supplier's trading period is ending. Prices plummet online as dealers unload stock in readiness for the quarter so they do not miss out on volume discounts. We all know why the suppliers do it, but it does result in excessive discounting at times of the year when we should be able to retain margins.

Servicing overload

That said, our workshop is as busy as I can ever remember it. We ran a Winter Servicing initiative for all machines booked in between November and the end of January, throwing in a few 'freebies' – and the machines have flooded in (unfortunate term!). We have three mechanics in the

workshop, with myself and my colleague Andy Smith helping out between stints in the showroom.

We normally provide a fixed price for the labour plus an estimate of parts required. I do not want to tie us down to an overall fixed price for a service because virtually every machine is different. We don't get too many problems with invoicing as long as the customer has a general idea of the final cost.

Looking ahead to the Spring and Summer, the weather will again influence how we do. Two years ago we had the spectre of a hose-pipe ban, this year the growth could be phenomenal given the amount of water in the soil.

There appears to be more confidence out there amongst consumers, but against that margins are under-pressure as never before. I guess we have to hold our nerve, react quickly to opportunities, be positive – and watch the skies! ●

CHAD HAYES BIO

Chad Hays started in the garden machinery business by joining his father Tye in setting up Ashington Garden Machinery at Wimborne in 1995. In 2000 came the opportunity to buy an established dealership, Longham Mowers at Ferndown, located in a former blacksmith's forge.

Over the years, a new smart showroom has been added and the business (now known as Longham Garden Machinery) has added key franchises such as Kubota alongside Stihl, Hayter, Honda, Husqvarna and Mountfield. Tye passed away in July 2012, leaving the business in the hands of Chad and his sister Shelley supported by manager Andy Smith. Fortunately, Tye Hayes lived to see the transformation of the dealership that he and Chad had planned in 2000.



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DATE FOR YOUR DIARY

Tuesday 2 September 2014
INDUSTRY AWARDS AT
NEW VENUE WITH NEW FORMAT

The Service Dealer Industry Awards, now in its sixth year, will return to its familiar date in the calendar - the first evening of the IOG SALTEX show (*Royal Windsor Racecourse 2 – 4 September 2014*).

And we will be at a new venue this year, the Beaumont Estate. An impressive hotel with over 400 guest rooms set in 40 acres of stunning parkland at Old Windsor, just a short drive from the showground.

The venue for our Awards ceremony will be the equally stunning 14th century Chapel which has been beautifully restored into a spectacular event venue.

The event will be managed by our publishing partners, The Ad Plain, who have had extensive experience in organising conferences and corporate events.

Essentially however, the Service Dealer Industry Awards will remain an opportunity for the industry to come together post-show to mix and socialise in a relaxed and friendly atmosphere.

ACCOMMODATION

We are delighted to announce that we have negotiated a very special accommodation rate of £110 per room at the Beaumont Estate for delegates attending the Industry Awards – a saving of almost 50% on the regular rate. This rate will also be available to delegates for up to three nights if they are attending SALTEX.

SPONSORSHIP

There will be excellent sponsorship opportunities for suppliers to be associated with this prestigious event. Prominent branding on stage, in the AV presentation and in the special Awards Menu and Brochure are included as well as the opportunity to entertain dealers and customers as part of the sponsorship package.

For further event and sponsorship information, please contact Teresa Kennedy at The Ad Plain.

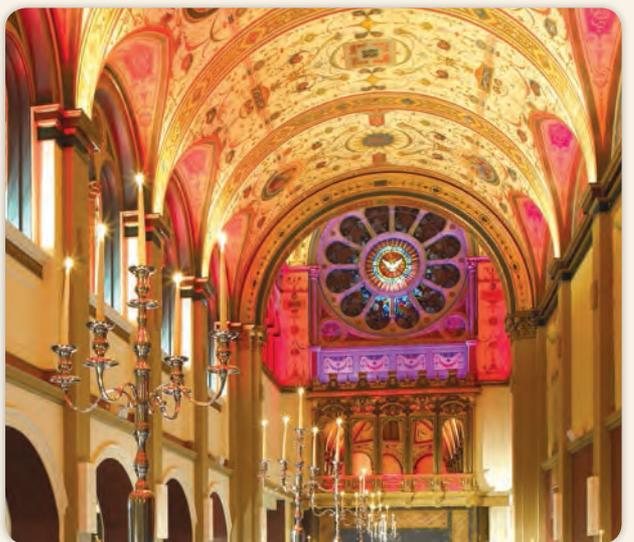
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THE AWARDS

The principal Awards for 2014 will be:

- Garden Machinery Dealer of the Year
- Professional Turfcare Dealer of the Year
- Farm Machinery Dealer of the Year
- ATV/Quad Dealer of the Year
- Apprentice of the Year for Grass Machinery
- Apprentice of the Year for Farm Machinery
- Apprentice of the Year for ATV/Quad
- Lifetime Achievement Award

Details for nominations, timings and information about the judging process will be announced on 1 March 2014 on our website www.servicedealer.co.uk



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IN THE MIX

With the introduction of 170bhp tractors and the acquisition of Kverneland, what next for Kubota? Chris Biddle talks to UK managing director David Roberts

Almost ten years ago in an interview for Service Dealer, Kubota UK's David Roberts said, 'Nobody is pretending we will ever have an agricultural range to compete with the Deere, New Holland or AGCOs of this world.'

However, a glance round the Kubota stand at the LAMMA show this year suggests that view might now have to be seriously challenged.

Who would have imagined then, that Kubota would go on to launch a successful bid for the Kverneland Group, one of Europe's largest farm machinery manufacturers? And at the same time start a rumour mill as to who else might figure next on the Kubota shopping list?

Compact development

For the bulk of its history, the bedrock of Kubota's business has been compact tractors. Throughout the 1980s and 90s they spearheaded the growth of the small utility tractor, winding back the clock to the days of the 'little grey Fergie' as other manufacturers climbed into larger and larger horsepower units.

"We pretty well drove the compact market in those days", says David, "and our small tractors complemented other main franchises. As well as garden machinery dealers, we were a good fit with Ransomes/Jacobsen dealers and with the AGCO network.

"But that all changed in 2000, when Textron acquired Iseki. At a stroke it obliterated our distribution arrangements throughout much of the UK and in Ireland."

This was probably a catalyst moment for Kubota.

"As a secondary supplier, particularly in the ag sector, we were always going to be at risk from mergers and acquisitions by others.

I THINK YOU CAN SAY WE HAVE LOBBED A HAND GRENADE IN THE POND

"We had established ourselves as a leading brand in the UK, a brand that made profits for dealers. So we had a toughen up our act and asked dealers to commit to us despite pressure being put on them by their other suppliers."

By 2005, the Kubota range, which had generally always hovered around 50-60bhp tractors, climbed to over 100bhp with the introduction of the M Series. Soon the range will extend to 170bhp models – and that puts a completely different complexion on Kubota's presence in the market.

"I think you can say we have lobbed a hand grenade in the pond," says Roberts. "Currently, our most powerful tractor is 135bhp and that means we compete in 50% of the tractor market, when we go up to 170bhp, we'll compete in 75% of the market."

The contender

The major tractor manufacturers now view Kubota as a serious contender. No longer do they tolerate dealers taking a Kubota franchise where there might be competition with their own models.

That said, many dealers value the business that Kubota brings to them, and they value the relationship they have with Kubota team at Thame. There have been a number of instances where dealers have defied the 'instructions' of their main supplier to drop Kubota 'or else'. In the end, the bottom line counts, both for dealer and supplier – compromise is often the solution.

KUBOTA IS NOT IN A POSITION TO DICTATE TO ANYBODY



David's journey

All of which is a fascinating challenge for David Roberts, who joined Kubota straight from Rycotewood College in 1989, initially as an assistant in the sales department, becoming sales manager in 2002. He always described himself as being with Kubota 'man and boy'. So it was a huge surprise when in 2010 he accepted the post of Operations Director at John Deere dealership Farol Ltd, overseeing the development of the company's growing branch network.

However, the lure of Kubota proved too much. He only stayed at Farol for two years, before rejoining Kubota in 2012. "There was a lot of speculation about the why's and wherefore's of my move, but the fact is that I was offered a good package to go to Farol, and good package to return to Kubota," he says.

However, his tenure at Farol really opened his eyes to life in a dealership: "I went there thinking I knew it all," he says, "But in reality, I didn't know half!"

"The dynamism of a fully-functioning dealership, where the boss is in the next office, rather than halfway round the world, means things are very different. I really enjoyed the constant buzz.

"I do miss those days at Farol. I still keep in touch and we meet up when we can. My only regret is that having started them seriously on the grounds care road with John Deere, I now cannot get Kubota in there!"

Evolution

However, even the two years he was away, the market had moved on and evolved for Kubota. They saw the need to create separate identities for the grounds care and agricultural divisions to complement the engine and construction divisions.

On his return, David was appointed Managing Director with overall responsibility for all four divisions. "When we were selling up to 100bhp tractors, we could

get away with a blurring of the lines between grounds care and ag," he says. "That is no longer the case. They are, and remain, two different markets."

Although Kverneland in the UK remains a separate entity, it now means that Kubota has an alliance with a major farm implement supplier to complement its tractor range at shows and demonstrations – as was illustrated on the stand at LAMMA.

In some overseas markets, such as the US, there are plans to supply Kubota-branded Kverneland products to dealers, but such a move "would not be a good fit with our business in the UK."

As with all manufacturers and dealers, the last few years have been a challenge. "During the last major recession in the early 1990s, we as a company lost money and lost dealers. The recent downturn which began in 2008, it has been different. Yes, we struggled for business at times, but we still made money, and we didn't lose dealers. I think this time around, everyone, dealers and suppliers, had learned the lessons and were much more savvy."

Looking forward

At the start of 2014, David Roberts is quietly confident of a business pick-up: "Construction has bounced back sharply, we've just had our second-best year ever. There are signs that the golf sector is coming back, compact tractor sales are recovering and with consumer confidence growing, our role is to manage any upturn responsibly".

"Kubota is not in a position to dictate to anybody. But if we are easy to deal with, if we are nice to deal with – then we will sell more. It is as simple as that," says David.

So, what will the Kubota story look like in ten years? It's like a chess game. Do they control the board or wait for their opponents to make their move? Fascinating! ●



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SEARCH IS ON FOR THE INDUSTRY'S BEST APPRENTICES

SERVICE DEALER is pleased to announce the **2014 APPRENTICE OF THE YEAR AWARDS** which will form part of the **INDUSTRY AWARDS** to be held in September at Windsor. There will be three categories for the grass machinery, farm machinery and ATV sectors. Full details on our website www.servicedealer.co.uk

MATTHEW WINS HONDA APPRENTICE AWARD

Matthew Davies of Ibbetts, St Neots, has won the prestigious title of Honda (UK) 'Power Equipment Apprentice of the Year'. Matthew, 21, from St Neots, started out at the family-run agricultural and horticultural supplier as a Saturday-lad at the age of 16. He was presented with the award in December by Philip Crossman, Managing Director of Honda (UK) at a special ceremony to mark the achievement of 78 young graduates who have completed a Honda (UK) apprenticeship this year.

It's been hard work and a real challenge, but I've loved every minute of it."

Talented youths

Matthew is the second graduate of the Honda (UK) apprenticeship programme to be employed by Ibbetts in the last six years, with a third joining the team in January.

Guy Freeman, Director at Ibbetts sees the emergence of talented youths as a welcome boost to the industry. He said, "The traditional image of our industry is perhaps not as glamorous as that of cars

interesting technologies. It's great to see new blood coming through, and Matthew has done incredibly well to get from a Saturday-lad to where he is today. Apprenticeship programmes like Honda's are a win-win all round."

Philip Crossman, Managing Director of Honda (UK), said, "Matthew's story is fantastic, and I know that his dealership see him as a real ambassador for them and a great asset to the team. His trainers say that his efforts during block training are outstanding and that he's always willing to take on a new challenge."

The apprenticeship

Honda (UK)'s apprenticeship program is two years for Lawn and Garden and Parts Operations, and three years for Car and Motorcycle/ATV. Apprentices are employed by their local Honda dealership and attend block training at the Honda Institute working on products within one of the four divisions. Apprentice graduates achieve NVQ Level Two for Lawn & Garden and Parts Operations and NVQ Level Three for Cars and Motorcycle/ATV. The Honda Institute was opened in 2001, and is the home of people development for Honda in the UK and delivers approximately 25,000 days' worth of training every year.



Matthew Davies receives his award from Steve Morris, Honda (UK) Head of Power Equipment

Matthew said, "I'm really pleased to have won this award and I'd like to thank everyone from Ibbetts, the Honda Institute and my friends and family for all of their support.

or motorbikes, but working with Lawn & Garden products allows technicians to use their skills across a wide and varied spectrum of machinery, with many different and

LTA LAUNCH REVISITED: DECEMBER 2007

THE INDUSTRY'S BEST KEPT SECRET?



In December 2007, more than 150 dealers, manufacturers and training providers gathered at the Heritage Motor Museum in Warwickshire for the launch of a groundbreaking scheme to create a readily identifiable method for customers to recognise the skills levels of the technicians looking after their equipment.

The Landbased Technicians Accreditation Scheme (LTA) would create four qualification levels: LTA1 (Basic), LTA2 (Standard), LTA3 (Advanced) and LTA4 (Master) – and technicians gaining LTA3 and 4 would be registered as Eng Tech with the Engineering Council through IAgRE (Institution of Agricultural Engineering).

In doing so, the LTA scheme would not only grade technicians based on their skill levels gained through training qualifications, but would establish a career path for those already in the industry, and for those considering joining.

Membership cards, van decals and other forms of identification would provide customers with the reassurance they were in the hands of a dedicated and highly trained workforce.

More than six years on, has the LTA fulfilled its undoubted credentials?

Engaging the industry

With the leading trade organisations (AEA, BAGMA, IAgRE) backing the scheme, with the support of LANTRA and crucially with the support of leading suppliers, the scheme has had every opportunity to become the industry benchmark that was always intended.

However, after an initial surge of interest and activity, and considerable backing from the likes of John Deere and Claas, the awareness and perception of LTA amongst the wider dealer network remains low. Indeed, the scheme is often dubbed the Industry's Best Kept Secret, even by some of those closely involved.

The land-based industry is in fierce

competition with a host of other sectors to recruit (and retain) skilled staff – and the creation of LTA was always seen as a crucial element in establishing an attractive and appealing career path.

Service Dealer has always supported the ideas and concepts behind LTA. However, for LTA to be rolled out to customers as a cross-industry benchmark with real meaning, the priority must be to engage all of the industry, which will take a concerted and co-ordinated effort by its stakeholders.

For more on LTA visit www.iagre.org



Steve Ridley



LTA Registration Card

David Kirschner



QUOTES

"This scheme will help dealers justify high charge-out rates."

Peter Leech, John Deere

"It will cost a dealer at least £50,000 when they lose a skilled technician."

David Kirschner

"As an industry we still lag behind our counterparts in the motor industry."

Keith Christian, BAGMA

"LTA will create an atmosphere of encouragement and recognition amongst of our technical staff."

Steve Ridley, Russells



Peter Leech



Keith Christian



GRIMME TEAMS UP WITH BROOKSBY MELTON

Grimme UK and Brooksby Melton College (BMC) have joined forces to offer two Level 4 programmes in Land based Engineering and Business Management.

The two organisations have been working in partnership to develop a series of higher level programmes that would provide engineering businesses with their next generation of leaders. The idea behind the partnership is to offer a qualification directly related with the engineering industry, meaning employees are trained with skills that directly benefit business.

Courses

There are two Higher National Certificate courses being offered - an HNC in Business Management and an HNC in Engineering. The HNC in Business Management will involve areas such as working

with dealerships, customer care, brand loyalty and understanding products and their aftercare services. The HNC in Engineering will include elements such as understanding the principles of sophisticated hydraulic and electronic monitoring and control functions, research project modules, product development and design.

Improving skills

BMC has been training service engineers for many years and though the technology may have changed its training remains one of the best in the country. By continuing to expand the work it does with both manufacturers and dealers it helps to underpin the training necessary for the industry to improve its skills base. ●

HARROGATE BUZZES

The BIGGA-organised annual turfcare show at Harrogate had plenty to delight visitors and satisfy exhibitors.

Words and Pictures by Mike Beardall



Packed halls for BTME 2014 suggested real optimism for the year ahead with nearly 9,000 visitors from across the globe at the Harrogate International Centre.

The three days saw full halls, a sold-out education programme (2,764 delegates over a week), an audience with TV's Peter Alliss and an Edwin Budding Award win for American mower expert 77-year-old Tom Hurst of Bernhard Grinders.

On Tuesday, 3,205 visitors filled the halls – but this was surpassed on Wednesday with a 3,940 attendance. Even the traditionally quieter Thursday featured 1,606, giving a total of 8,751 - a significant increase on recent years.

“Numbers were up by about 10 per cent even on the first day,” said BIGGA chief executive Jim Croxton. “It has been a really vibrant show and with BTME celebrating its 25th year this has been a great event to mark the occasion.”

Outgoing chairman Tony Smith cut a special cake at the BIGGA media event. Chris Sealey, Course Manager at Chippenham Golf Club, Wiltshire, became BIGGA's new chairman. He said: “It's been a fabulous week, and what a superb way to start the year. I've spoken to turf professionals from America, Australia and all across Europe which just shows the global appeal of BTME.”

Even the clash with the LAMMA show at the East of England

ground, Peterborough, was no barrier to business, with some exhibitors managing to do both. Harrogate exhibitors were certainly drier and warmer.

Richard Campey's agricultural division, JC Machinery, run by son John, managed to be at LAMMA while his Turf Care Systems staff launched new machines at BTME.

A warm and off-the-cuff speech from golfing TV legend Peter Alliss touched on his family's background in greenkeeping and his introduction to golf courses and greenkeeping characters during his childhood and teenage years. He won a standing ovation after saying golf would not exist without the skills and “dark arts” of greenkeepers.

THE VOICE OF GOLF



Golfing commentator Peter Alliss regales BIGGA members with tales of greenkeeping memories

Tom Hurst (77) of Bernhard and Company was announced as the winner of the 2013 IGCEMA Edwin Budding Award, sponsored by Ransomes-Jacobsen and presented at Harrogate. When he retired, after 37 years with a turf distributor, Tom knew a lot of people. He also knew Bernhard Grinders inside out. “I sold a lot of grinders in my time,” he said. After two years of retirement, a bit of travel, boating and hobbies, Tom got itchy feet, so when Stephen Bernhard invited him to join the sales team Tom jumped at the chance.

Tom does things his way – and his way works. “Age does have its privileges,” Tom said. “I think the young guys have a harder time because I think my customers respect my age.”

Summing up Tom, David Delsandro Superintendent of Nassau Country Club said, “Tom simply ‘gets it.’ This is difficult to explain, but you rarely find an individual in any industry who has unprecedented technical knowledge and expertise coupled with an incredible work ethic and the understanding of real-world applications.” ▶



Tom wins Edwin Budding Award



Tom with Bernhard team

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BIGGA outgoing chairman Tony Smith cuts the cake to celebrate 25 years of BTME

CAMPEY AWARDS



Mark Trubenbacher of Germany (centre left) and Sandy Armit of Double A (UK) with David Briggs (left) and MD Richard Campey at BTME

SUPPORTING BTME



Alan Prickett, MD of Ransomes Jacobsen, presents a cheque for £2,500 from Jacobsen to BIGGA chief executive Jim Croxton for the Greenkeepers' Benevolent Fund

TRIMAX WINNERS



Jon Ryan (centre) with Rikki Brown (left) and Michael Sievwright (right)

NEW BIGGA CHAIRMAN



New BIGGA chairman Chris Sealey (left) with outgoing chairman Tony Smith at their press conference



Ransomes Jacobsen's Peter Driver sporting the moustache and beard grown for Movember and kept for BTME 2014



LAMMA GROWS

New Peterborough venue hit by weather and traffic problems, but . . .

This year's LAMMA show opened for business on Wednesday 22 and Thursday 23 January, with more than 900 exhibitors from across the world attending the record-breaking event at its new home - the East of England Showground, Peterborough.

Covering more than 20 hectares (50 acres), the show featured almost 100 more exhibitors than at Newark last year.

Because entry is free and registration is not required, exact numbers of attendees is not known, but estimates suggest that show is attended by upwards of 40,000 visitors over the two days.

Build up was hampered by heavy rain and indeed the showground was awash with mud with some stands difficult to access for those without the proper footwear.

As at Newark in previous years, the event caused serious traffic problems in and around Peterborough, and from both directions on the A1 with some visitors reporting that it took 2 or 3 hours to access the showground.

However, the farming community seemed happy with what they saw, and said that the low-key and no-frills approach of such a large show was exactly what they needed.

IAGRE AWARDS PRESENTED AT LAMMA

The 2014 IAGrE Student Project Award went to Daniel George of Coleg Sir Garr for his Wheel Assist mobile wheel remover for larger machinery and was presented by IAGrE CEO Alastair Taylor.

The 2014 IVEL Award was won by Garford Farm Machinery for its Robocrop Spot Sprayer and presented to Phil Garford by IAGrE President Andy Newbold.



Above: IAGrE award
Dan George (left) with IAGrE
CEO Alastair Taylor (right)

Left: IAGrE award
Phil Garford (left) with IAGrE
president Andy Newbold (right)

POLARIS LAUNCH NEW SPORTSMAN

The legendary Polaris Sportsman 500 has been the flagship of the Sportsman line since 1996.

Launched at LAMMA, Polaris has taken what is the best selling 4x4 ATV of all time and, they say, made it better with the launch of the Sportsman 570. The addition of Electronic Fuel Injection takes the Sportsman to a new level with twenty percent more power, while offering more comfort and convenient features, yet still keeping to keen pricing in its class.

Polaris will offer two models, the Sportsman 570 Forest, which comes with a winch, mirrors and lights and the 570 EPS with power steering. At the heart of the Sportsman 570 models is the new liquid-cooled Pro-Star™ 570 engine delivering smooth, efficient power in abundance for work and recreation.

Polaris' Phil Everett and Sarah Johnson



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CAREERS BROCHURE LAUNCHED

The new careers brochure for the land-based industries, Engineering for Agriculture, was launched at LAMMA.

Published by the Institution of Agricultural Engineers (IAgrE) on behalf of the industry's Land-Based Education and Training Committee (LETEC), the brochure has been produced by the team behind Service Dealer.

Aimed at young people and school leavers, the 16-page brochure highlights the science, technology, engineering and information technology needed to meet the challenges of food production, care of the environment, and upkeep and use of the countryside.

Alastair Taylor, CEO of IAgrE says, "In past generations, the Engineering for Agriculture would have meant bigger and bigger tractors. Today, the disciplines and skills required include robotics, computer-based imaging, GPS technology, science-based solutions, climate forecasting and much,

much more. This brochure is aimed at attracting talented young people into what we all know is one of the best careers on earth."

The brochure also covers specialist areas such as precision farming, dairy equipment, groundscare, off-road vehicles, forestry and the environment.

Keith Christian of BAGMA with Alastair Taylor of IAgrE



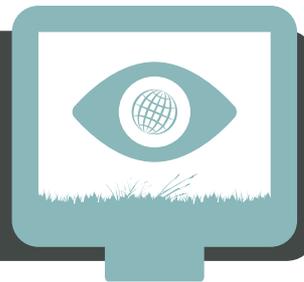
INDIAN TRACTOR



Making its debut at LAMMA into the lower horsepower class, Sonalika is an Indian tractor company based in the Punjab region in the north of the country. Annual tractor production totals 90,000 units, which are exported across the world. The maker also produces its own engines, transmissions and drivelines, and was exhibited by Rabtrak.

BUSINESS MONITOR

SERVICE DEALER PANEL



LAUNCH OF SERVICE DEALER PANEL

Service Dealer is pleased to announce the launch of Business Monitor, a regular report which will 'take the temperature' of the dealer trade during the year.

We are inviting applications from UK dealers to join the 2014 Service Dealer Panel who will be surveyed quarterly to gain an overview of business confidence, the cost of doing business and other aspects of running a dealership.

The panel

The panel will be made up of dealers who represent the various business activities within the land-based engineering sector (garden machinery, professional turfcare, farm machinery and ATV/Quad). It will also reflect different turnover groups, franchises and be geographically spread to represent dealers across the whole of the UK.

We will survey dealers at end of each quarter - March, June, September and December, and the full results will be published in Service Dealer magazine and on our website. The survey will be carried out online, with the survey form taking no more than 10-15 minutes to complete, with selected responses being followed up by phone.

No company financial results will be requested, the identity of the panel will be confidential and no individual responses will be reported apart from selected comments which will always be anonymous.

Chris Biddle, editor of Service Dealer, says, "Service Dealer is in a unique position to gather and collate business intelligence from across the UK dealer network, which can only benefit the industry as a whole." ●

THE SURVEY

FIVE KEY AREAS

BUSINESS CONFIDENCE

Present performance
Business prospects

COST OF DOING BUSINESS

Core costs within the business
(staff, transport, energy etc)

STAFF AND TRAINING

More staff, less staff? Future requirements
and training undertaken

TECHNOLOGY IN THE BUSINESS

Accounts systems, e-invoicing,
broadband status

MARKETING ACTIVITY

Shows, direct mail,
radio, newspaper



*Application form to join
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panel is on our website:*



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@ steve@servicedealer.co.uk

DOMESTIC

NEW GENERATION 5M SERIES

John Deere's new generation 5M Series utility tractors replace the previous 5M Series launched in 2009.

This new range consists of four higher horsepower models from 75 to 115hp, all featuring fuel-efficient, Stage III B compliant engine technology and a choice of transmission options.

The redesigned 5075M, 5085M, 5100M and 5115M will be available in the following versions:

- with a proven standard cab for all four models;
- with a newly designed low-profile cab which reduces overall height to less than 2.5m;
- with an integrated open operator station (IOOS), available on the three larger models;
- as a newly designed 5M Narrow version with an overall maximum width of 1.72m.

Options

A number of additional options are available for operating a wide range of mounted implements and trailers. These include a joystick control with a memory function, for operating loaders or front-mounted implements. As a further option, an integrated gear shift button on the joystick allows the operator to change gears using a single lever during loader work.

For extra versatility the tractors can be equipped with an optional front hitch, front pto and matching H Series front loader, the H260 or H310.



DOMESTIC & COMMERCIAL

HENTON & CHATTELL PROVIDE PORTABLE POWER

With Briggs & Stratton generators

Briggs & Stratton portable generators are now, for the first time, available nationally from Henton & Chattell's 1500+ network of UK dealers at competitive prices.

The company says all Briggs & Stratton generators feature a large fuel tank and an extra large muffler to minimise noise pollution whilst maximising functionality. The user-friendly generators benefit from effortless starting and have easy-to-access sockets with an extended runtime, which saves refilling time and increases efficiency.

Briggs & Stratton currently produce six generators; two for home application and four for professional use. The home range, for application requiring a smaller wattage and infrequent use, consists of the Inverter P2000 (RRP £662.86 inc. VAT) and the 2500A (RRP £357.84 inc. VAT).

The professional generator Promax range consists of four models, suitable for industrial use or on building and construction sites: the 3500A (RRP £525.13 inc. VAT), the 6000A (RRP £860.52 inc. VAT), the 7500A (RRP £1634.14 inc. VAT), and the 9000EA (RRP £1772.16 inc. VAT).



DOMESTIC

BLOWN AWAY BY MITOX

Rochford GM offer the Mitox range of quality-built, lightweight and ergonomic blowers for garden tidying.

The Mitox 26B for example is an air-cooled two-stroke blower with a powerful and reliable 25.4cm³ easy-start engine.

There is a large diameter fan that generates speeds up

to 55 metres per second, enough to lift and move even wet leaves from paths, lawns and borders.

Alternatively the Mitox 28BV is both a blower and a vacuum with all the same features but with the added benefit of being able to blow the leaves into one place, then simply attach the vacuum tube and collection bag to switch to vacuum mode and collect the leaves, reducing them by a ratio of 10:1. The 70 litre non-degradable bag is zipped for easy emptying into a garden bin or compost.

The Mitox 26b including VAT is £134.00 RRP and the Mitox 28BV is £159 RRP including VAT from Mitox dealers.



ACCESSORIES

ARBORIST CLOTHING FROM PFANNER



The Pfanner arborist clothing range from Sorbus International includes arborist trousers available in type A & C in red or grey.

These chainsaw trousers offer all-round cutting protection and the Type A are 25% lighter with additional ventilation and a re-inforced front and inside leg area for crampon protection. The aim is a trouser with maximum breathability and resilience.

Thermo gloves fend off the worst of the cold weather and the stretch flex ice-grip gloves are a sturdy knit with acrylic coating for really cold days. The shrink-roughened surface provides optimum hold even when wet.

The Pfanner Protos arborist helmet is a new innovation in climbing helmets. Chin strap, visor, neck protector and ear protection are all fully integrated into the helmet shell to avoid getting caught on obstacles whilst climbing and working. The helmet offers a perfect fit, even without a chin guard and the special construction guarantees active ventilation with closable channels. All the functions are operable with just two fingers.

COMMERCIAL

SCHILLER'S SMOOTH OPERATOR

The new Little Wonder hydrostatic brush cutter, The Hydro BRC-24 from Schiller Grounds Care UK, combines rugged design with advanced features, not least the hydrostatic drive for ease of operation and reduced fatigue for the operator.

Engage the hydrostatic transaxle in forward for speeds up to 4.2mph and 2.6mph in reverse. It features a 28" cutter deck with a reversible 24" blade to cut through sapling growth up to 2" thick.

Power comes from a 390cc Honda engine and there's a Noram mechanical blade clutch for forward and instant reverse drive propulsion. The blade mechanism stops the blade virtually instantaneously for operator safety.

Control

The unit is controlled by solid rods, not wearable cables, connecting the operator controls to the transmission, mower deck and park brake. There's a speed control dialler to set either maximum speed or one to suit experience and the terrain. The handles provide precise control and reduce the risk of accidental speed fluctuation by the operator.

Among these key features are also big, tough 16" (40.6 cm) puncture resistant foam-filled urethane tyres fitted as standard.





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COMMERCIAL

SOMERSET DEALER DEVELOPS MOWER

To access awkward areas and slopes

Peter Loxston of Loxston's Groundcare in Somerset has recently developed a new, remote controlled, step-terrain mower.

Manufactured in the UK, Hybot 2 made its first public appearance at last September's Saltex, where it attracted a considerable amount of attention. Spurred on by the high level of interest, the Somerset-based firm is launching its mower onto the market.

Hybot 2 has been created to provide safe and effective access to areas that other mowers can't reach. It achieves this through a specially designed remote control system that allows it to be operated from a safe and practical distance.

Stability

Its low centre of gravity and high-grip track system provides it with exceptional stability, features that enable it to work at an angle of up to 50-degrees. Weighing just 210kgs, the makers say it's the lightest machine of its kind and consequently, no other can climb banks and inclines that are as steep.

"Having listened to our customers, we are confident that Hybot 2 will fulfil a real need in the market," said Hybot's Peter Loxston. "After extensive tests, we now know what the machine is capable of and therefore are very excited to be launching it. I am sure Hybot 2 will appeal to a wide range of clients, in particular government bodies, the military, sports venues and commercial operators."



COMMERCIAL

CDA AGREEMENT

Sherriff Amenity has confirmed an exclusive supply agreement with Greenaway Amenity to sell, market and develop the company's range of hand-held Controlled Droplet Application (CDA) sprayers and liquid products throughout the UK.

The exclusive supply agreement will see the Sherriff Amenity Sales team and its online retail shop promoting and selling three hand-held lances including the new Verdy Lite: a hand-held, pre-calibrated, pumped, controlled-droplet lance and a range of seven adjuvants, including Bioflex - the flagship CDA approved adjuvant for use with approved non-hazard glyphosate.

Both companies will also work together to further develop products for the amenity turf sector.





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COMMERCIAL

SALT OF THE EARTH

Wessex Country offer spreaders, either mounted or towed. The mounted versions are built to provide an economical yet effective means of spreading salt in the winter and fertiliser, seed or lime through the rest of the year. There's an optional agitator kit to improve flow and the spreader connects to a tractor's three point hitch, working directly off the PTO.

Parking areas, paths, paddocks, lawns and driveways are taken care of with the Wessex Country trailed spreaders, with two hopper sizes to choose from, the FS170T and FS270T. Designed for use behind an ATV, UTV, 4 x 4, fork lift or any vehicle with a ball or clevis hitch, these spreaders feature an agitator to improve material flow.

Suitable for spreading free-flowing granular salt, the spinning disc with adjustable fins combined with the optional winter kit, spread limiter and hopper grid will give accurate spreading, with a width up to 14m.



COMMERCIAL

GOLDEN JUBILEE MODELS

New Holland's Basildon plant will celebrate half a century of continuous tractor operations in 2014. To commemorate this important milestone, exclusive Golden Jubilee editions of the T7.270 Auto Command and T6.160 Auto Command will be produced and a range of celebratory events will take place throughout the year. They will only be built during the Jubilee year, limiting their number to create two future Basildon icons.

Powerful future

The T7.270 Auto Command Golden Jubilee is the most powerful tractor ever to be built at Basildon, and the T6.160 Auto Command Golden Jubilee represents the future of multipurpose agriculture. Both models will feature metallic Profondo Blue paint, a rich midnight blue shade, gold grilles, exhaust guard and model identification. Additional elements include a luxurious interior boasting an optional full leather seat, leather steering wheel together with a thick pile carpet and fully-integrated IntelliSteer™ auto guidance is available.





COMMERCIAL

CAMPEY LEADS THE TOP CHARGER

Campey Turf Care has launched the VGR Top Changer which combines the actions of aeration and sanding in one action.

It weighs 903kgs and has a working width of 5.2ft and produces a closely spaced

row of holes which are immediately filled with sand and both liquid and solid amendments.

This allows a path for air and water to penetrate the top layer of soil and be absorbed directly into the root zone to encourage rapid growth and healthy development of the grass, and over a period of time completely change the top surface without any interference in play.

DOMESTIC & COMMERCIAL

STOP BLAMING THE MACHINE!

Rochford Garden Machinery have announced the Sole European Distribution agreement for the multi-award winning B3C Fuel Solutions range.

Parts Director at Rochfords, Colin Pebworth, says, "Did you know that up to 80% of engine problems originate from bad fuel? Over the last few years we have seen the ethanol content of petrol increase to e-10 (10% ethanol), (with e-15 blends on the horizon). Ethanol is hygroscopic (it attracts and holds water), the result is a corrosive ethanol/water mix that has devastating effects on an engine's components and in turn the engine's performance.

"Not only do a majority of lawn & garden dealers have a hard time explaining how ethanol causes the problems that consumers see in the form of an expensive repair bill, but they until now they have lacked a truly effective means of combating this issue.

"B3C Fuel Solutions' range allows dealers to perform a quick, scientifically irrefutable test in front of the customer, which proves that there is nothing mechanically wrong with their equipment – it's their bad fuel.

"The range includes Dealer and Consumers Test Kits for both

petrol and diesel, Fuel Stabilisers for both petrol and diesel, the Mechanic-In-A-Bottle range - providing the ability to repair and maintain machines without the need for disassembly, Tank Snakes - for simple and effective removal water, and their latest innovation, a 2-Stroke Oil with integral Ethanol protection.

"The range of products is already tried and tested in the States, winning The Dealer Choice Awards in 2011, 2012 and 2013, plus the Popular Mechanics Award for innovation in 2013."



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EVENTS FOR 2014

MARCH

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

APRIL

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

MAY

- 4-5** South of England Spring Garden & Leisure Show, South of England Centre
www.seas.org.uk/spring-show
- 5** North Somerset Show
www.nsas.org.uk
- 8-11** Malvern Spring Gardening Show
www.threecounties.co.uk/springgardening
- 14-16** Balmoral Show, Belfast
www.balmoralshow.co.uk
- 17** Otley Show
www.otleyshow.org.uk
- 17-18** Royal Welsh Spring Festival
www.rwas.co.uk/spring-festival/
- 20-24** Chelsea Flower Show
www.rhs.org.uk/shows-events
- 22-24** Devon County Show
www.devoncountyshow.co.uk
- 24** Shropshire County Show
www.shropshirecountyshow.com
- 24-25** Herts County Show
www.hertsshow.com
- 26** Surrey County Show
www.surreycountyshow.co.uk
- 28-29** Staffordshire County Show
www.staffscountyshowground.co.uk/county_show.html
- 28-29** Suffolk County Show
www.suffolkshow.co.uk/
- 28-31** Royal Bath & West Show
www.bathandwest.com/royal-bath-west/97
- 30-1** Gardening Scotland, Royal Highland Centre, Edinburgh
www.gardeningscotland.com

JUNE

- 6-8** Royal Cornwall Show
www.royalcornwallshow.org
- 6-8** South of England Show
www.seas.org.uk/shows.asp?ID=2

- 11-12** Cereals 2014, Chrishall Grange, Nr Duxford, Cambs
www.cerealsevent.co.uk
- 12-16** BBC Gardeners' World Live, Birmingham NEC
www.bbcgardenersworldlive.com
- 14-16** Three Counties Show, Malvern
www.threecounties.co.uk/threecounties
- 18-19** Cheshire County Show
www.cheshirecountyshow.org.uk
- 19-20** Lincolnshire Show
www.lincolnshireshow.co.uk
- 20-23** Royal Highland Show, Edinburgh
www.royalhighlandshow.org
- 22** Derbyshire County Show
www.derbyshirecountyshow.org.uk
- 26-27** Royal Norfolk Show
www.royalnorfolkshow.co.uk

JULY

- 2-3** Livestock Event, Birmingham NEC
www.livestockevent.co.uk
- 6-7** Smallholders Show, South of England Showground, Ardingly
www.smallholdersshows.co.uk
- 6-10** AgEng 2014, Zurich
www.AgEng2014.ch
- 9-11** Great Yorkshire Show
www.greatyorkshireshow.co.uk
- 9-14** Hampton Court Flower Show
www.rhs.org.uk/shows-events
- 12** Liskeard Show
www.liskeardshow.org
- 12-14** Kent County Show
www.kentshowground.co.uk
- 13** Oxfordshire County & Thame Show
www.thameshow.co.uk
- 14** Cumberland Show
www.cumberlandshow.co.uk
- 16** Driffield Show
www.driffieldshow.co.uk
- 19** Camborne Show
www.camborne-show.org.uk
- 19-21** CLA Game Fair, Ragley Hall, Alcester, Warwickshire
www.gamefair.co.uk
- 22-25** Royal Welsh Show
www.rwas.co.uk/en/welsh-show
- 24** Launceston Show
www.launcestonshow.co.uk
- 25-28** RHS Flower Show - Tatton Park
www.rhs.org.uk/shows-events
- 26** Mid Devon Show
www.middevonshow.co.uk
- 26-27** Border Union Show
www.buas.org/show/index.html
- 29** Malton Show
www.maltonshow.com
- 30-1** New Forest & Hampshire County Show
www.newforestshow.co.uk

AUGUST

- 1** Honiton Agricultural Show
www.honitonshow.co.uk
- 3** Garstang Show
www.garstangshow.org
- 3** Emley Show
www.emleyshow.com

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

SEPTEMBER

- 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
- 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

- 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.countryside-live.co.uk
- 22-24** Green Industry & Equipment Expo, Louisville, USA
www.gie-expo.com

NOVEMBER

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

JIM GREEN



TOURIST MECCA

BRITISH LAWNMOWER MUSEUM SET TO GROW

SOUTHPORT'S world-famous British Lawnmower Museum is to expand.

The Museum's curator, Brian Radam, told the Southport Visitor recently that they need more space so they can display more of their exhibits.

Expansion

Although around 200 items of British mechanical history are on display in the Shakespeare Street museum, they have over 1,000 mowers in storage.

Mr Radam now plans to exhibit items on the ground floor of Stanleys shop beneath the museum, and has submitted a planning application.

If the application is approved he will be able to display around 400 mowers, including

exceptionally rare machines.

He told the local paper, "The new, bigger museum will be great for Southport. These are exciting times for the museum, and we have recently been commissioned to write a new Haynes manual on mowers. It should be out in April."

Collection

Brian May, Jean Alexander, Vanesa Feltz, Nicholas Parson, Alan Titchmarsh, Paul O'Grady and Eric Morecambe have all donated mowers and gardening equipment to the museum over the years.

The museum also features a tractor mower that was given to Prince Charles and the Princess of Wales as a wedding present.

Last year the museum was selected to be featured on the front of a Marks & Spencer's range of biscuit tins. The quirky walk-up regularly attracts international film crews, and film stars such as Robbie Coltrane.

The museum's own history dates back to the 1940s, when Brian's dad Stanley Radam opened a gardening machinery shop in Shakespeare Street.



MULTI-TASKING

TRACTOR FERRIES GUESTS TO HOTEL

A flood-prone hotel in Sindlesham, Berkshire was forced to come up with novel idea to stop its guests from getting wet feet during the floods in January, by using a tractor to take them around the site, reported The Reading Post.



Staff at the hotel enlisted the help of the tractor to help guests from the car park to the hotel.

Niall Bird, Resident Manager at the Best Western Reading Moat House, told the local paper, "Whilst occupying such a prime position, our riverside location does leave the hotel susceptible in severe weather conditions and unfortunately we have been affected by flooding in the car park when the banks burst.

"However, our team rallied round and we have been able to ensure minimal guest disruption and even used a tractor to transport guests to reception, a unique service and experience which has actually been commended by many of our guests on social feedback websites."

400

the amount of lawnmowers the British Lawnmower Museum will be able to display if their expansion is approved



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