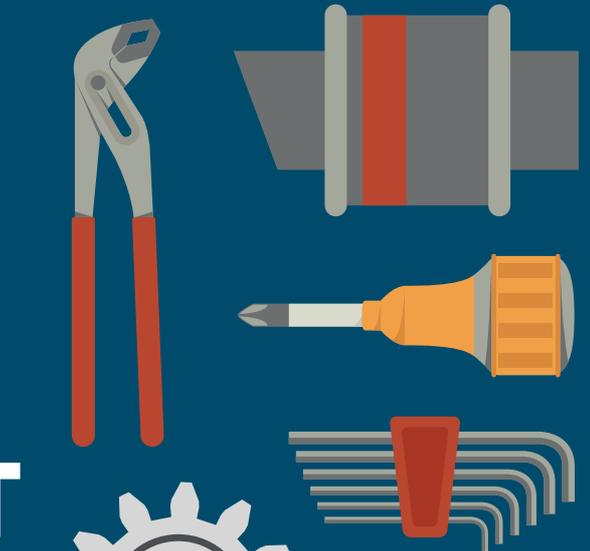
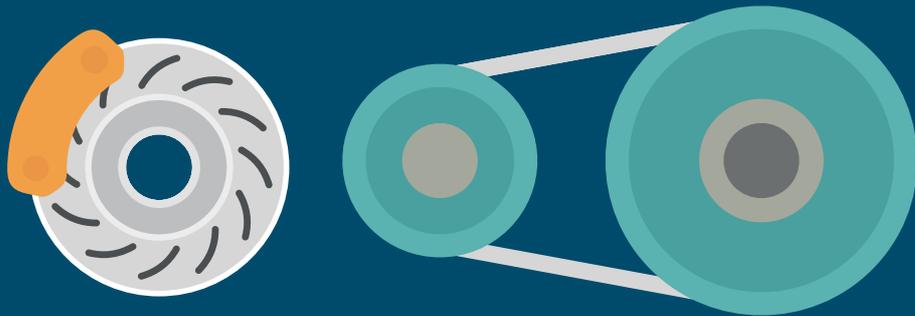
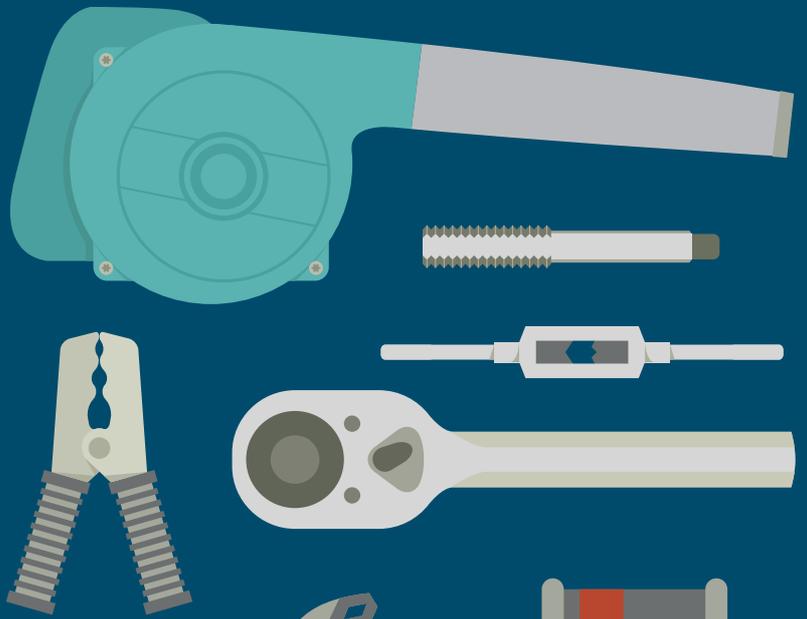


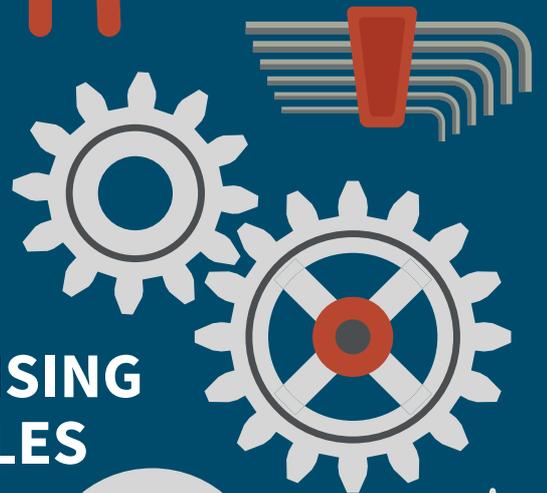
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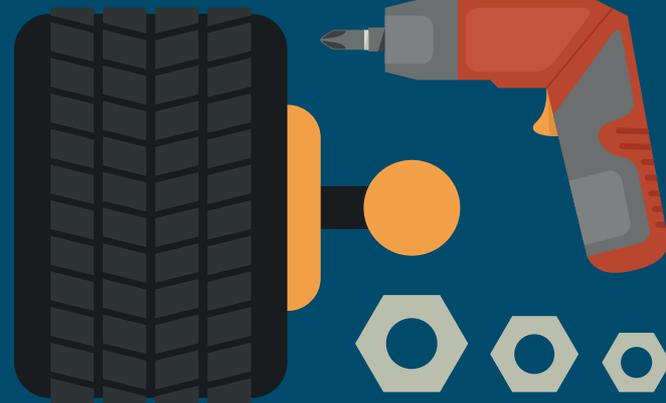
MAR / APR 2015



## PROFIT FROM PARTS



CLEVER MERCHANDISING CAN INCREASE SALES



- BTME Review
- Business Monitor
- LAMMA Review
- Training & Education

- New Product Update
- Industry News
- Events for 2015
- Jim Green



**FACE to FACE**  
RUTH BAILEY,  
NEW CEO AEA

# COBRA 2015

Exclusive New Products From Cobra in 2015

## NEW 16" REAR ROLLER LAWNMOWER RANGE

The New Cobra 16" Rear Roller Range of petrol lawnmowers are powered by Cobra and Briggs & Stratton engines. These 4 models feature full width rear rollers for creating a traditional striped finish, hand and self propelled models, electric start and a redesigned body.



PRICES FROM  
RRP INC VAT  
**£279.99**



LI-ION SELF PROPELLED  
MODEL AVAILABLE

PRICES FROM  
RRP INC VAT  
**£299.99**



## COBRA

### NEW LI-ION 40V CORDLESS LAWNMOWERS

Cobra are proud to be launching their cordless range of Lithium-ion powered lawnmowers. The 2 New 40V cordless models are designed for instant starting with no petrol and oil required. These feature rich lawnmowers include single-lever height adjustment, mulching or side discharge cutting systems and are ideal for small to medium

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RRP INC VAT  
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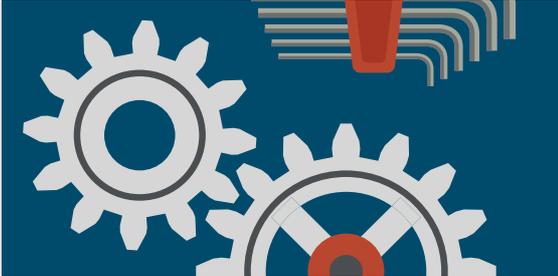


## COBRA

### NEW PETROL CHAINSAW RANGE

Cobra are excited to be expanding their already successful petrol handheld range with a collection of 4 powerful petrol chainsaws. Included in the range are Oregon bars with lengths from 14" to 20" together with quality Walbro carburetors. All chainsaws come complete with a carry case.

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# EDITOR'S MESSAGE

For as long as I remember, the subject of shows has dominated editorials and comment in *Service Dealer*. During that time we've lost Royal Smithfield and the Royal Show, others have come, some have gone.

So what do we get? In January, two important shows, BTME Harrogate and LAMMA, clashing on dates for the second year running. They attract different audiences, but such is the nature of our industry that a number of leading companies, such as John Deere, Stihl, Ransomes, Kubota, Toro and others either had to split their resources or choose between one or the other. Many turfcare dealers sell compact tractors and upwards, and I would guess that most farm machinery dealers hold franchises for outdoor power equipment. The cross-over is considerable. Last year, LAMMA was almost under water, the traffic problems remain and a number of exhibitors and visitors were calling for the show to be moved to an inside venue in future. There is obviously a debate to be had about timing and location in future years – and I would hope that the AEA makes the case for the exhibitors and visitors who would prefer to give both events their full attention.

**Chris Biddle, Editor**



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# MANAGEMENT CHANGES AT IPSWICH

*In marketing and sales*



The new Sales and Marketing team at Ransomes Jacobsen (left to right): Will Carr, John Quinton, Karen Proctor and Nick Brown

Gina Putnam, Ransomes Jacobsen's former Director – Marketing and Communications, International has returned to the USA to manage Jacobsen's new direct distribution facility serving customers in North and Central Florida.

In her new role, Gina will be managing a team of staff who will be providing a complete range of dealer services to golf courses and sports fields including such notable customers as Plantation Bay Country Club in Ormond Beach, and Daytona International Speedway.

Karen Proctor joins the Marketing Department as Marketing and Communications Manager – International, from her previous role as Key Account Manager in the Sales team, where she will lead the marketing team to deliver a fully integrated marketing communications strategy across Europe, Middle East, Africa, APAC and Latin America. She will report to Ransomes Jacobsen Managing Director, Alan Prickett.

Nick Brown is moving to the new role of Manager, Corporate Accounts – EMEA, to continue the management and development of relationships with key customers. This role includes responsibility for the E-Z-GO and Cushman brands within the UK.

Will Carr becomes Golf Sales Manager – UK & Ireland, promoting Jacobsen and Iseki to the golf market with the emphasis on driving dealer relationships and promoting Jacobsen throughout the UK.

John Quinton returns to the Sales Team from the Customer Care department, taking up the position of Municipal Sales Manager – UK & Ireland. He will be responsible for the Ransomes product sales into the municipal and landscape contractor markets.

Nick, Will and John all report to Rupert Price, Ransomes Jacobsen's Sales Director.

Gina Putnam



## APPOINTMENTS

# SIMON TULLETT BOWS OUT

*Dominic Mason takes over with new company and name*

Simon Tullett Machinery has had a new man at the helm since January.

After 24 years in business, Simon Tullett decided it was time for a succession management plan, and the results of discussions with interested parties led him to accept an arrangement whereby Sales Manager, Dominic Mason, purchased the company.

Simon Tullett said, "This arrangement was by far the most satisfactory, as my major concern was to do the best by my valued team of employees, who have been instrumental in bringing the company to its current commanding market position."

The company name has changed to STM Co Ltd, and the product range of SCAG pedestrian and ride-on mowers, RoboFlail remote control mowers, Humus equipment and Wisconsin Engineering garden tractors will remain, with plans for further additions in the near future.

The company is still in the same place, but now uses the revised postal address: STM Co. Ltd, Farm Buildings, Homelea Farm, Bearley Road, Aston Cantlow, Warwickshire B95 6LD. Telephone numbers and all contact details remain the same.



## INDUSTRY

# KUBOTA PARTNER UNIPART

*National parts distribution deal*



Kubota UK, has joined forces with Unipart in a deal that will see the logistics expert manage Kubota's national parts distribution and logistics functions for the next five years.

Kubota awarded the contract as part of a wider investment program by the company to meet its future growth aspirations and help facilitate its expansion plans into newer markets, like the mainstream agricultural sector.

Dave Roberts, Kubota UK's Managing Director, said, "Over the years, Kubota has developed a fantastic reputation for providing a first class after sales offering. In order to continue to deliver exceptional service levels, we evaluated potential distribution partners, and it quickly became apparent that Unipart's extensive expertise in managing supply chain solutions was second to none.

"This, together with the close proximity of Unipart's distribution centre in Cowley (Oxford) to our Thame HQ, made them the ideal partner."

Unipart's 24/7 operation will run the warehousing and distribution for Kubota, including the provision of mission critical components, to support Kubota's customer base both in the UK, Ireland and the Nordic Countries. Unipart will also supply components straight to Kubota's assembly line in Thame.

## INDUSTRY

# AG EQUIPMENT SALES FALL IN 2014

*Tractors a fraction down, overall down 5%*

British farmers are provisionally estimated to have spent in the order of £1.8 billion on farm equipment in 2014, a drop of 5% on a year earlier, according to figures released by the AEA.

Tractors are generally the best indicator of activity and 12,433 units of over 50hp were registered, a decrease of 0.5% on the previous year. The average power has continued to move up, to 155.1hp last year, so the actual horsepower sold rose 2.4%.

The next major sub-sector of the market is the combine harvester; sales in the last seasonal year (September to August) reached 800 units, up by some 4% on the previous season. However, the opening months of the current season (since September) have proved much weaker than a year earlier so that the value of sales on a 2014 calendar year base is expected to be 5-10% lower than in 2013.

Another major sector in terms of machine value is the self-propelled forage harvester, sales of which reached 160 units in the seasonal year – a 7% increase. Grass growth was strong and the fodder crop was sizeable so demand for related equipment held up well while the increase in growing maize for anaerobic digesters also provided a stimulus for harvesters.

Many other machine types saw a small decline in unit deliveries in 2014 with increases mainly concentrated in grassland equipment including mowers and fertiliser spreaders, although baler sales were slack. Sprayer units showed a recovery from the poor volumes seen in 2013.



## Decline in second half

AEA economist, Chris Evans said: “The first part of the year was stronger both for farming and for equipment suppliers. For the dairy sector in particular returns were initially very good but deteriorated sharply in the second part of the year. The year was one of almost universally falling commodity prices only partly offset by good crop yields and lower input prices.

“This year sees full implementation of the CAP reforms which are not expected to have significant consequences for the majority of farmers although some may have to make material changes and all will suffer greater complexity in complying.

“It has to be recognised that the short-term conditions for farming do not encourage great optimism, although grain prices have climbed somewhat from their post-harvest lows; but these are early days and as always the weather will have the strongest influence. Investment in equipment is made as a business decision and will continue where clear productivity gains can be realised.”

## APPOINTMENTS

### STEVEN JOINS THE GRASS GROUP

The Grass Group has appointed Steven Satchwell as its Northern Area Sales Manager.

Steven’s appointment will see him manage the sales for the North of England and all of Scotland. His responsibility will also extend to after sales, and dealer support, within that area.

Steven has a comprehensive background of not only machinery, but also grounds maintenance. His career to date has seen him working the ‘tools’ at Thomas Sherriff; helping with the course preparation for the Open Championship in 2013 at the Muirfield Golf Course in East Lothian; and latterly in sales, again for Thomas Sherriff, before joining The Grass

Group. He is no stranger to The Grass Group’s portfolio as Thomas Sherriff is part of The Grass Group’s dealer network.

“It’s home from home for me,” said Steven, “as I’ve have had the pleasure of working with The Grass Group for some time now. I’m delighted to be joining the team full time and taking on this new role keeping in touch with my old customers and supporting my previous work colleagues.”



## OBITUARY

# MIKE BEARDALL

## 1952-2014

Our friend and journalistic colleague, Mike Beardall, died in Brighton Hospital on Sunday 14th December 2014. He was 62.

Mike's photographic record of our *Service Dealer* Awards held at Windsor last September graced the cover and contents of our November/December 2014 *Service Dealer* magazine – and his contributions to both *Service Dealer* and *Turf Pro* go back many years.

### Talented journalist

Mike began his career as a journalist on the *Banbury Guardian* in Oxfordshire, before moving to the *Coventry Evening Telegraph*, where he met his wife Sheila. The couple married in 1974, and had two children Ben and Kate. Although they separated in 1992, Mike and Sheila remained close friends, and she went on to become Press Adviser to John Major in Downing Street. In a double blow to the family, Sheila died on 17th October last year after a brain haemorrhage.

Their journalistic talents then took Sheila and Mike south, with Mike taking up the post of Group Chief Sub-Editor and the Production Editor for Surrey & South London Newspapers.

The 1980s saw him working for the Daily Mail Group, later becoming Chief Sub-Editor on *Weekend* magazine. In 1982 he worked on the launch of the *Mail on Sunday*, followed by sub-editing of the *Sunday Express*, *Daily Express* and *Daily Star* and then back to local newspapers as Deputy Group Editor at Surrey & West London Newspapers.

He established his own business, Oakfield Media, in 1995, and won the contract to produce and edit *The Groundsman* magazine for the Institute of Groundsmanship. In recent years he has provided PR services to a number of turfcare companies including Speedcut Contractors, Rigby Taylor, BLEC and DJ Turfcare, as well freelance photography and writing for trade and consumer magazines and newspapers.

### Courteous and conscientious

"Mike was the most courteous and conscientious journalist you could ever meet," writes Chris Biddle. "Always well-dressed and well-prepared at every event he attended, his easy-going manner belied



Mike Beardall (left) with Chris Biddle

# MIKE BEARDALL GAVE JOURNALISTS AND JOURNALISM A GOOD NAME

consummate professionalism. He covered GLEE for *Service Dealer* last year when I was unable to attend, and was still feeding me pictures and copy at 4.00pm from a long-deserted press room on the last day.

"He brought the disciplines of the newspaper world to the rather more relaxed and less frantic trade publishing environment. And he put us amateur 'snappers' to shame, always lining up the right shot with care, and bringing out the inevitable chair to stand on to ensure he got the angle just right.

"Mike Beardall gave journalists and journalism a good name, where others have let down the profession in the public's eye. He will be sadly missed by everyone in the turfcare industry to whom he offered help, support and advice."

Mike's funeral took place on 23rd December 2014 at Overthorpe near Banbury and a memorial was held for him on the first day of BTME, with Chris Biddle saying a few words.

## DEALERS

# MICHELIN LOOKS FOR MORE DEALERS

## For agricultural tyres

Michelin's agriculture division has announced ambitious plans to increase its Exelagri European dealer network to 1,000 accredited outlets, gaining a 50% share of the farm tyre market by 2024.

Since the network was formed in 2004 it has grown to 770 certified outlets – 95% of which are in Western Europe. The company has a 38% share of the European agricultural tyre market. In the UK there are currently 43 Exelagri points of sale.

Mike Lawton, Commercial Director of Michelin's Agriculture division in the UK and Republic of Ireland, says: "Michelin is identifying new growth prospects for its Exelagri network and we are confident over the next 10 years we will continue to increase our share of the European farm tyre market.

"We work in close partnership with our Exelagri dealers, ensuring they offer the specialist services required by today's farmer. Farmers and contractors are much more aware of the impact their tyres play in their operation and so it is essential we have expert dealers out there who can offer the advice and support needed to ensure total performance is achieved from our rubber."

To obtain the Michelin Exelagri accreditation, dealers must meet a strict set of specifications, and are assessed through an audit carried out by an independent certification organisation.



## APPOINTMENTS

# ETESIA DEALERS VISIT FRENCH HQ



Etesia rounded off a successful 2014 by inviting a group of UK dealers to its Wissembourg headquarters in France to provide an insight into the past, present and future of the company.

Patrick Vives, President of Etesia, kick-started the two-day trip by relaying the history of the company. Attendees were then delivered a presentation on the advances in technology, a sneak preview of the new products which will be launched this year, followed by a tour of the state-of-the-art factory before being given the opportunity to get hands-on with some machinery.

### Mutual benefit

Daniel Evans, from Myrddin Garden Machinery in South Wales, felt that the tour had provided him with a firm understanding of Etesia which in turn would be of great benefit to both companies.

"We are a fairly new dealer for Etesia and we have come here to learn more. The factory tour has been excellent because I've got a much better feel of the plans of the company and I've always been a firm believer that you need to know the manufacturer's plans," he said.

Webster Power Products, based in Scotland, is entering its second season as an Etesia dealer, and Managing Director Murray Webster noted that it would not only be him who benefited from the factory tour, but also his team.

"We are still very much learning about Etesia and this has been great because I can get all the information from the trip across to the rest of the team; especially the unique selling points which we can then relay to our customers."

### Entertainment

After the factory tour, the group had some free time to wander around the picturesque town of Wissembourg. The trip was concluded with an evening visit to the luxurious Royal Palace, Kirrwiller, which saw everyone enjoy live music, acrobats, knife throwing and other entertainment.

# Meet Bryan and Royanne...

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*Bryan Hynds, Northern Ireland*

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## APPOINTMENTS

## DENNIS AND SISIS PROMOTE Senior management roles

Dennis and SISIS, divisions of the Howardson Group, have announced the promotion of both Toby Clarke as its new General Manager and Roger Moore as new Sales and Marketing Manager.

In his new role Toby will be actively involved in the day-to-day running of the company. However, he will still play a significant part in export sales – an element of the business that has seen rapid growth over the past three years.

Commenting on his promotion Toby said: “I’ve been working here for 20 years and all I’ve seen is growth. To see the company develop in this way and to be a part of it now at a more management and strategic level is fantastic.”

Former customer manager Roger Moore has also been promoted to Sales and Marketing Manager where he will oversee the UK sales and field support teams, sales office as well as marketing activities across the globe.

Commenting on his promotion Roger said: “The Dennis and SISIS divisions continue to grow and these are exciting times to be involved with the sales and marketing of the two product ranges.”



Toby Clarke and Roger Moore

## EXHIBITIONS

## SALTEX ENHANCE TEAM Organisation, marketing and promotion responsibilities



Caroline Barbour and Matthew Knight

The Institute of Groundsmanship (IOG) has enhanced the team working behind the scenes on Saltex, scheduled at the NEC for November, with Matthew Knight and Caroline Barbour joining in roles to coordinate and direct the organisation, marketing and promotion of the show.

Commenting on the appointment, IOG CEO Geoff Webb stated that: “We are determined to provide the best possible exhibition for the industry at Saltex’s new home, the NEC, in 2015. The IOG is delighted to welcome both Matthew and Caroline who will work with Jon Gibson at Brintex Events, Fusion Media and site operations led by ‘Mr Saltex’ Derek Walder and his team. This blended approach ensures we have continuity allied to the development of a new and vibrant Saltex in 2015 and beyond.”

### Experienced team

Matthew has over 14 years exhibition and event experience including managing both UK and international events, sporting shows, national award dinners, conferences, music tours, live stunt shows and international trade and consumer exhibitions. He has also worked with various industry associations to ensure the successful delivery of events including those staged at the NEC.

Caroline is an experienced event organiser with strong event management and selling skills and has a natural affinity with machinery – previously working as Area Sales Manager for RECO. Along with Matthew, she has also delivered successful exhibitions at the NEC.

Speaking about his new role, Matthew said: “I’m delighted to be a part of SALTEX and to be working with the IOG at such a monumental period for the exhibition. It’s an exciting and thriving industry and I’m looking forward to meeting exhibitors and visitors alike.”

# SALTEX 4-5 November 2015 NEC Birmingham

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

# DIARY OF A SEASON



*The popular Diary of a Season feature returns and this year will feature the current holders of the Dealer of the Year Awards presented in September 2014. First up, STEVE CANN of George Cann Garden Machinery, Bramdean, Hampshire talks to CHRIS BIDDLE*

## THE BEATING HEART OF A DEALERSHIP

**W**hen it was announced that George Cann Garden Machinery had won the 2014 Garden Machinery Dealer of the Year Award, Steve Cann received lots of lovely letters and phone calls from his loyal band of customers.

All were delighted at the recognition. They probably realised that these awards often went to the 'big boys', but here was national recognition for a typical small family owned dealership.

The criteria by which the Service Dealer Award winners are judged is not only about the premises and facilities, but they have to go hand-in-hand with the more intangible qualities of customer service, 'know-how', trust and character. In winning the 2014 Award, the Hampshire dealership came up trumps on all these.

The Cann family originally came from North Cornwall where George worked as an ironmongery rep, but moved to Hampshire in 1963 when he was offered a job with Stiles of Alresford, a leading hardware

shop. As was the case in those days, ironmongers were one of the main outlets for lawnmowers and Stiles developed quite a business.

However, they could not offer a repair service, so George set up a workshop at home to service customer's machines. In due course, Stiles (who have since stopped trading) decided that mowers were getting too complicated and took up too much space.

This was the spur for George to branch out on his own, and offer a lawnmower sales and repair business. In the mid 1970s he rented a workshop at Laceys Farm, as George Cann Garden Machinery had outgrown the garden shed in which he began in 1973. The business continued to grow and he was able to buy the Laceys Farm site as it is today.

As a condition of developing the site, local planners insisted that the original configuration and style of buildings had to remain. So today the business operates from a group of farm buildings which are situated



Steve and Jill accepting their Dealer of the Year Award

just off the busy A272 that links Winchester with West Sussex. The buildings house a well equipped workshop; parts department and reception area with a small office; alongside a separate showroom and other storage buildings.

Steve joined his father in 1979, leaving a well-paid office post with the local Health Authority in Winchester. "I could have easily gone right up the ladder there," says Steve, "but the opportunity to work at 'the sharp-end' in a family business was a more challenging prospect than pen-pushing!"

Steve's sister Jill has now moved into a full-time role since their original partnership changed into a Limited Company in

# IT SEEMS THAT GLOBAL WARMING IS CHANGING THE SEASONS

August 2014. She has worked in the business since 1984; but in a part-time role mainly on the sales invoicing and purchase ledger. George, who is now in his late 80s, fully retired some years ago after the sad, untimely death of his wife Faith in 1989. He still keeps an active interest in all aspects of the business, and is immensely proud of the accolade.

In October 2013 the business celebrated 40 years of trading by holding an Open House for two days. The intention was for it to be a 'social' event celebrating a milestone, but it also became an opportunity to donate a wonderful

cheque for £600 to Macmillan Cancer in memory of Steve and Jill's Mum who played such a supportive role in the early years. One of their customers presented a fantastic cake to mark the occasion, highlighting once again the support and gratitude of their customers.

## No quiet period

Reflecting on the prospects for this year, Steve says that they are 'flying high'. But then it turns out he is talking about the achievements of his beloved Southampton Football Club this season. A loyal Saints season ticket holder, we met just after a historic win over Manchester

United at Old Trafford which lifted the Saints to third in Premiership.

As for business, the workshop is hectic and busy as ever – but Steve is aware that the traditional 'quiet' period for service and repairs is getting shorter and shorter. "It seems that global warming is changing the seasons and this is something we are going to have to live with in future years".

Steve does not send out reminders or incentives for winter servicing. Instead he has a list of 90-100 loyal customers who he rings up at the back end of the year – and from those phone calls he fills the workshop for the coming months. "By talking to them, we can then control the flow of machines into and out of the workshop. The problem is that all the time a machine is in our premises, customers think you are doing something to it.

"One of our customers couldn't release his machine to us before the New Year because he only

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**NEW PRO Range**



The roadside signage proudly displays the company's Dealer of the Year award

finally put away his mower after cutting his lawn on Christmas Eve!"

It is this loyalty that underpins the business. Another customer, who moved from Hampshire to Northern France a few years ago, still hires a van and still sends his machines over to Bramdean every winter for servicing.

Steve and Jill acknowledge how fortunate they are to be so well supported by a staff of five, three of whom (Ken, Andy and Steve) have over 50 years of service to the company between them. They have tried to encourage youngsters to join and take up an apprenticeship but experience has not been good. "We've had a couple, but they didn't last the course. There's a lack of appropriate training courses within easy reach - and in my opinion the work ethic amongst some youngsters doesn't seem to match the requirements."

### Money still tight

So what about this year?

"Last year was the best season for sales that we have had since 2007," says Steve, "and although the weather was a major factor, we can see the economy starting to pick up, but not as much as some would lead us to believe."

"In my view, money is still

tight. Whatever is happening in and around the London area, is not truly reflected in this part of rural Hampshire. Our traditional customer base comes from the older generation, and they continue to suffer because the ongoing low interest rate is hitting their retirement income.

"The indicator I use is the attitude to service bills. Like it or not, people still compare us with their car servicing, although that is a more straightforward and simple operation. We tend to offer a 'ball-park' menu of service pricing, but as ever communication is the key. For new customers we will give them an advance quote of the likely cost before we undertake the work."

Steve likes to stick and support brands that give him good service, as well as good products. "Anybody can supply me with a cardboard box - that's the easy part." The majority of his business is done through the likes of GGP (with Stiga and Atco), Barrus, Claymore together with Rochfords and Henton & Chattell. "There are some brands that that are not here," says Steve, "because they have not provided a good service to us as a dealer in the past."

"We need to maintain a reputation with our customers for good service, so our suppliers must

do likewise". Steve is keen to give a particular 'shout-out' to Phil Noble of Barrus. "A terrific example of how to be a good ambassador for your company and their brands".

Like many traditional garden machinery specialists, Steve identifies his main customer base as private houses, estates, schools, small contractors and a few high profile users such as Winchester Cathedral.

And, like every other dealer in the land, he has had to find a way of dealing with the internet 'trolls'. "I am fairly philosophical about it," he says, "because whatever the price, they can usually find someone to sell it to them cheaper."

"I do have a firm policy on internet sales. If someone chooses to buy their machine online, we will not provide warranty service or support, unless our dealer agreement says otherwise. We have to stay loyal to those customers who stay loyal to us."

"The problem we face is that others are setting the price for us, we have no control. Why this industry cannot establish some standardisation in pricing is beyond me, it happens in a number of other industries".

Steve is approaching the coming season with the same degree of cautious optimism that every



## THE PROBLEM WE FACE IS THAT OTHERS ARE SETTING THE PRICE FOR US...

dealer goes through at this time of the year, knowing that ultimately the weather will largely dictate how the business performs.

“All we can do is ensure that we keep our existing customers close to us, and be constantly on the lookout for new opportunities. Yes, we advertise, yes we attend local shows. But the best form of advertising is still, word of mouth”.

Alongside the main road, and flanking the driveway to the George Cann premises are two large signs trumpeting the Dealer of the Year Award which will have caught the attention of passing motorists.

“We don’t have a roadside frontage, so we need to shout that much louder,” says Steve.

“Over the years we’ve upgraded the premises step-by-step although we are limited by certain planning restraints. We like to present a ‘homely’ and relaxed atmosphere for customers whether they are buying a machine, spare part, or coming to our workshop.

“We are a ‘one-to-one business’ delivering personal service. We stick to the basics, which we do to the best of our ability. Honestly and without fuss or frills”.

Just over 40 years after George

Cann set up his lawnmower business, the small dealership in Hampshire has come to wider attention. Not only for its Dealer of the Year Award, but as the most recent winner of the Business of the Year Award by the Alresford Chamber of Commerce.

The beating heart of any specialist dealer business remains the people. There are challenging and changing trading conditions for all retailers and small independents today. The reason why family businesses such as George Cann Garden Machinery can gain and retain such a loyal following is their uncompromising focus on personal service, trust and knowledge.

Meanwhile in this pleasant and rural part of North Hampshire, the locals are delighted that ‘one-of-theirs’ has been recognised and rewarded. For they also can feel involved and share in the success of a business that has grown up in their community. ●



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# THE PARTS BUSINESS

*For many dealerships, profits from parts and accessories are now the largest contributor to the bottom line*



**T**ime 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 and the workshop where

**THOSE IN THE PARTS BUSINESS NEED QUALIFICATIONS TO MATCH THEIR COUNTERPARTS.**

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’



# BE A SHOW OFF!

*Effective merchandising can dramatically increase sales of parts and accessories*

**P**arts and accessories for any garden or farm machinery dealership are a source of high sales potential and in most cases high margin. But they don't sell themselves.

In the past, the parts department has been a 'closed shop' and the counter, a barrier to opening up sales opportunities that are the difference between 'needs' and 'wants'. A customer may come in for an emergency spare part that he needs, but you would like him or her to say, "I also 'want' one of those".

In recent years, dealers have recognised the importance of merchandising their store so that it stands comparison with any other High Street retail outlet. Chris Slinger, Dealer Development Manager for Stihl UK says: "It is clear that many, many dealers are now recognising the benefits of merchandising their store, which if done effectively can often raise parts and accessory sales by 20% to 30%.

"If I had three golden rules it would be to focus on lighting and flooring, constantly keep displays fresh and filled, and price everything."

## Take a look around

First, look at your showroom through your customer's eyes. Would it attract *you* to buy? This is especially true in this internet age. A customer may have come into the showroom to price-check or see a machine 'in the flesh', but you could turn as much profit by encouraging an impulse buy or two, even if you don't get the eventual sale. And the customer knows where to come next!

At night, look through the showroom window after you've shut up shop for the day. What does the passer-by see? Is it lit effectively? Are key products shown off effectively? Or does it just look a jumble of machines and shelves?

- **CHANGE YOUR DISPLAYS REGULARLY:** Key seasons only last so long, and promotional items often have a short shelf life, so feature new products first – and always look for opportunities for add-on sales.

- **START CLOSEST TO THE DOOR:** Start with the display area closest to the front door and put your current promotions there. As an example, very few people wake up in the morning and say 'I must go and buy a wheelbarrow today'! A well-known dealer mounted a display of wheelbarrows on a plinth, just inside the door for a week. They were well-priced and well-signed – they flew off the shelf (plinth)!

- **PIG IN THE WINDOW:** Find a totally unrelated item and put it in a seasonal display – for example, a garden gnome among lawnmowers. It serves as a prop, its only purpose to grab your customer's attention, particularly if you add a witty sign. They make the customer ask themselves: "Why is that there?"

- **LIGHTS:** Light your displays like it's important. Adjust overhead lighting. If you have a particularly dark display with no way to highlight it from above, consider moving it to an existing light source or light it from below with small spot lights. Remember, light makes the merchandise stand-out.

## TOP TIPS



- **COMFORT:** Make sure the showroom is a comfortable place to shop, not too cold or draughty.

- **WORD GAME:** Add a few well-placed, well-worded signs. Make sure they are short and easy to read. If your customers are mostly 'seniors', make it easy on them by using larger lettering. Handwritten signs with markers are okay for kid's games, but anywhere else they tend to look amateurish. Don't ever put up a sign that says DO NOT TOUCH (you might as well put up a sign that says DO NOT BUY). Displays are supposed to get messed up.

- **DUPLICATE:** Don't stick, say, oil or replacement blades all in one place. Duplicate the display in the showroom because they might be missed the first time around.

- **MEN ARE FROM MARS:** Recognise the fact that men and women shop differently. Men tend to steam in, tend not to like being cornered, but are more hasty in their purchasing, whereas women like to browse and take their time.

These are by no means all the ways to make your displays your silent seller, but they form a foundation that any retailer or small business can use to bump up sales.

# ACCEPT NO IMITATIONS

**Q**uality servicing goes along with the supply of quality parts. If a dealer is providing expert technical skills, then it stands to reason that the parts used should be an exact match.

Briggs & Stratton's Ian Small says: "We have been naturally aware for many years of non-genuine or pattern parts appearing throughout the industry. Although these parts may appear cost-effective in the short term, dealers run the risk of having their technical skills ruined by parts that do not meet the exact specifications required for that particular engine or machine – and could rebound on the dealer's reputation.

"Genuine parts made exclusively for the product are manufactured to the highest standards with stringent quality control to ensure the best possible products. Not only that, they offer dealers significant opportunities to make excellent profit.

"Only genuine parts are specially designed to exact OEM standards, and manufactured and tested to help deliver optimum performance. They are guaranteed to fit and ensure that Briggs & Stratton engines comply with applicable (EPA) emission regulations."

## Advice is key

But service comes in many guises, and customer information and advice is a very important role for dealers, says Ian. "In-store merchandising, point-of-sale units, signage and display stands are a great way of not only providing information, but also prompting impulse buying of items that a customer might not have previously considered. Products like tune-up and oil removal kits are best sellers in the Briggs & Stratton accessory line-up.

"I like to think that a genuine Briggs & Stratton part is not just a part. It comes with added peace of mind of technical support, warranty support, technical repair manuals, product liability cover and much more. This sets it apart (excuse the pun!) from the suppliers of non-original parts."



# EASY TO DO BUSINESS



**P**lacing pre-season orders for garden machinery may have seen the best days as weather patterns can seriously affect the start of the lawnmower selling season. It's not uncommon for wet cold springs to delay the start of the season for up to four weeks.

However, the demand for replacement parts is fairly constant at the beginning of winter and stretches right through to the late spring months.

Central Spares teamed up with Briggs & Stratton and promoted their Pre-season parts order programme to all outdoor power equipment dealers. The promotion, which was launched in October and ran through to the end of February, offered reduced prices on many of the parts with specific Hot Spot pricing on key fast moving parts.

## Savings

Marketing Manager at Central, Colin Gale, commented on the recent 2015 pre-season promotion: "We have only held the B&S distributorship for a few years now and each year work harder to include as many customers as we can in the promotion. There are enormous savings they can make.

"Two years ago we introduced an exclusive 'we'll hold your price' element on the parts promotion, where customers placing their orders with Central saw their pre-season pricing held until 1st June. That's nearly the entire servicing season at low prices. This resulted in dealers significantly increasing their profit on B&S parts."

With enhancements to their website that enables access from any type of platform, ie desktop, tablet or mobile phone, customers placing orders with Central have found it so much easier doing business.

Central Spares has been distributing parts to the Outdoor Power Equipment for over 40 years and offers next day delivery to most mainland locations. ●

**CENTRAL SPARES HAS BEEN DISTRIBUTING PARTS... FOR OVER 40 YEARS**





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	<p>Engine parts codes: A -25% / B -20% / C -15% / D -10% / E POA Groundcare machinery parts codes A -20% Construction machinery parts codes A -10%</p>
  <p>LOMBARDINI A KOHLER COMPANY</p>	<p>All coded parts: Co -40% / STD -30% ** -25% / * -15% / # NET</p>
	<p>All coded parts: P -40% / E/S -30% / L -25% / N -15%</p>
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# RUTH BAILEY

The Agricultural Engineers Association's (AEA) new CEO hit the ground running in January with a raft of industry shows. CHRIS BIDDLE caught up with her at BTME Harrogate

**M**ost, if not all, incoming chief executives come to their new post with a vision. They naturally want to stamp their own mark and their own identity, on the role.

Ruth Bailey will be no different. She comes from a totally different background with vastly different industry experience to that of her predecessor, Roger Lane-Nott. And there is no doubt that her style will be different.

But don't expect radical change. True, she is the first woman to head up the Agricultural Engineers Association in its 140-year history, but she says that it will definitely be "evolution, not revolution".

She describes the three-month handover when she worked closely with Roger Lane-Nott as "an incredible experience. Roger has so much energy and knows so many people. He was involved in countless projects and initiatives so that it was difficult to keep up during some of those early days!

"Nobody could have had a more intense or rewarding introduction to any industry than the time I spent with Roger."

He retired at the end of December 2014, after eight years in the post, leaving the way clear for Ruth to take on the full responsibility from the beginning of January.

She is already discovering significant similarities between her previous experience, gained principally in the mining equipment industry and the farm and outdoor power equipment markets. "For a start they are both technology-driven, but relatively unknown and unheralded by the outside world," she comments.

## Employment history

Ruth Bailey comes from a South Yorkshire farming family, and after attending the local Penistone Grammar School, studied for her degree at Wolverhampton Polytechnic. Her first aim was to join the armed forces and have the opportunities to travel, from which she decided that a command of foreign

languages would be highly useful in any future career. She gained a BA Honours degree in Modern Languages and Politics, studying Russian and Spanish at the universities in Navarre, Spain and Kiev, then part of the Soviet Union.

South Yorkshire was a centre for the mining industry, and her first job took her to Baldwin and Francis, an electrical switchgear manufacturer in Sheffield before she joined Joy Mining Machinery. There she worked first in the UK before moving to China and helped to set up Joy's first overseas subsidiary in Inner Mongolia.

After five years in China, Ruth returned to the UK and in 2008 was appointed Director General of the Association of Mining Equipment Companies (ABMEC), a post she held until 2012. She then returned to China, where she worked for Armstrong Fluid Systems, and established a company office in Beijing before moving to a marketing role with UK mining manufacturer Dosco Overseas Engineering.

It was from her connections with trade association chief executives from the engineering sector that Ruth first heard about the opportunity at the AEA. She applied for the job, got to the shortlist of four, went through a series of rigorous interviews and last July was confirmed as Roger's successor.

## Early impressions

So what are her early impressions of the industry and the people who work in it?

"It's often an advantage to work in an unglamorous sector," she says, "because, like the mining industry, you find that the people often have similar outlooks and they work together for the common-good of the industry. You can't say that of some of the more high profile industries."

Ruth was the first woman to head up the ABMEC, and is now the first woman to take over at the AEA. Has this been difficult in what are normally perceived as male-dominated industries? "Not at all. It's all I know working in very down to earth businesses. It doesn't matter who you are, you have to earn the respect of those around

# IT DOESN'T MATTER WHO YOU ARE, YOU HAVE TO EARN THE RESPECT OF THOSE AROUND YOU...

you and that has always been my priority.

"I've loved sitting in on the various meetings over the past few months, listening to passionate, excited and innovative people discuss how their industry can evolve and grow.

"Having been in engineering most of my life, working all over the world, it's clear that the engineering heritage, and indeed the status of engineers, in the UK

has lost out somewhat in Europe through neglect by successive governments.

"That's why it's important that the AEA maintains its focus and influence in Europe, something that Roger worked to build up so successfully over the past few years. It's vital that we continue to make our voice heard within the EU as it decides so much of the legislation that impacts on our members." ▶

## PERSONAL FILE

### LIVES

Northamptonshire with my partner, Marthinus, a clinical psychologist.

### EDUCATION

Penistone Grammar School, Wolverhampton Polytechnic, Sheffield University and universities in Spain and Russia.

### FIRST JOB

Saturday job at the Co-Op in Penistone.

### BIGGEST INFLUENCE

My late Dad, Derek. He would always encourage us to take every opportunity.

### BOOK

Detectives novels or political books.

### FOOD

British beef and roast potatoes.

### MUSIC

Mozart to the Arctic Monkeys, and really 'cheesy' tracks!

### FILM

Old black and white films, and anything with James Stewart.

### HOBBIES

Running – I have completed 20 marathons, but regard myself as a 'happy plodder'.

### PLACE

Running on the Yorkshire Moors, and I love China. I'm also proud to say that I was the first Western woman to visit Daliuta in the heart of the Mongolian Gobi Desert.

### SAYING

"In it, to win it!"



## FACE TO FACE

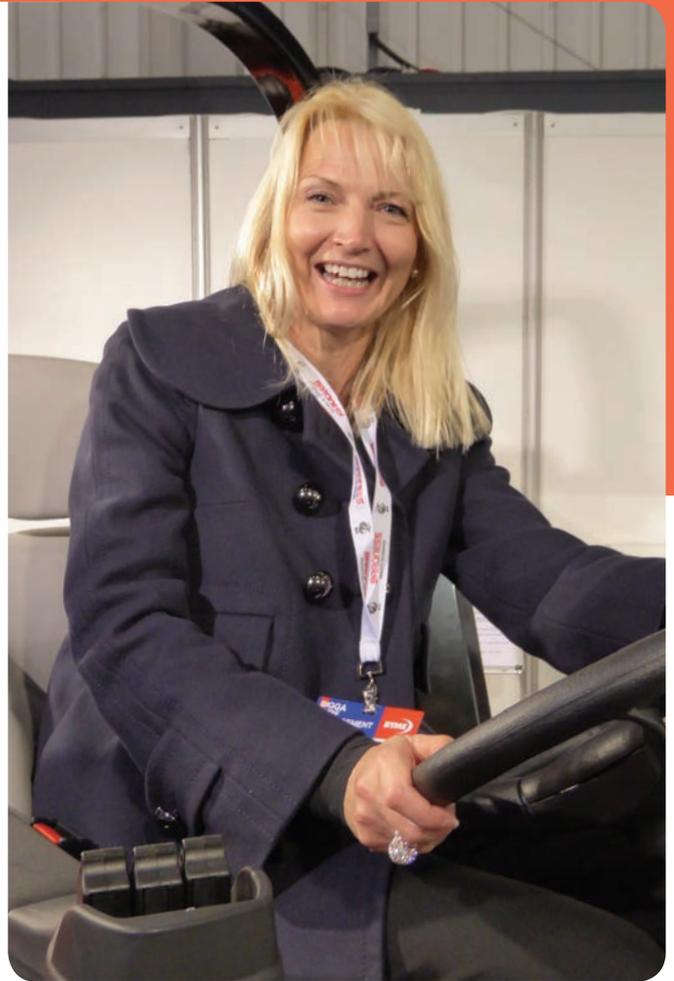
Closer to home, Ruth, wants an even stronger focus on AEA membership. “Walking round the shows, I’ve talked to several companies to whom AEA membership could be relevant and advantageous, but for whatever reason they haven’t considered joining.

“We need to market ourselves a bit better, and make sure that the AEA is seen as an organisation at the real heart of our industry.

“I see no big holes to be filled in the AEA. We have a terrific structure, a fine headquarters and of course a superb team. So if I have an aim, it is to build on those assets, communicate regularly and effectively, and make sure we’re ‘at the table’ on every conceivable opportunity where matters that impact on our industry are at stake.

“It’s also important that we forge effective partnerships with other trade bodies, such as BAGMA and IAgRE. There are a number of initiatives already in place, such as the LTA scheme (Landbased Technicians Accreditation) which I realise we have to do more to upgrade and promote.”

After a few months at the helm of the AEA, it is clear that Ruth Bailey is relishing the challenges ahead. Her enthusiasm for her new role is palpable and infectious. It is clear that she will bring new ideas and fresh thinking to the long-established trade association whilst being mindful of its long-traditions and heritage. ●



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# A POSITIVE BUZZ



*The cold weather didn't put off the crowds coming to Harrogate for some serious business at BTME 2015.*

*Over the following pages we look back at an eventful three days at BIGGA's annual start to the turf machinery year.*



# BTME TO EXPAND IN 2016

*Fifth hall to be used again next year*

A successful BTME this year closed with the announcement that the show would be expanding into the Harrogate International Centre's Hall Q as well next year.

A total of 4,692 visitors attended the three days of the exhibition, with the halls particularly busy on the first day when 2,780 poured in. In a briefing to the press BIGGA CEO Jim Croxton said this first day was just a couple of hundred down on the previous year, which considering this was a year without the 'big boys' in full attendance, was very good going.

Next year he expects visitor and exhibitor numbers to rise again, hence the use of a fifth hall is required. Hall Q at Harrogate, which was previously used a number of years ago by the show, will be put back into operation. This will also lead to the creation of another entrance to the exhibition at the far end of the conference centre.

## Education

BIGGA was particularly pleased with how its educational programme, Continue to Learn, went this year. It reported that it broke all records – at the last count, an initial figure of 2,900 delegates had travelled from across the UK and the world for the diverse range of seminars and workshops.

## Positive buzz

And anecdotally, the buzz for the week from exhibitors was pretty much universally positive. The covering of snow that Harrogate and the surrounding areas woke

up to on the Wednesday didn't seem to prevent too many visitors from attending, and those who did attend appeared to be in the mood to do business.

David Mears, Director at Highspeed Group, said for example: "It's been our best show ever for business. We had a greenkeeper walk up and buy one of our tanks on the spot on the first day."

## Rumours

As ever there were rumours flying around the halls. One which seemed to have some weight is that there is a new golf industry show being mooted by a new magazine, for Sandown Park in March of next year. When asked if he felt this would affect BTME, Jim Croxton said: "I'm disappointed



## I SYMPATHISE WITH EXHIBITORS WHO FEEL THEY CAN'T AFFORD BOTH SHOWS

to hear about this potential new show by rumour and not directly from the organisers. I feel we are an industry that doesn't need another show. It doesn't appear fair on the trade. Too much is being asked of both visitors and exhibitors. I wish the organisers no ill will, but I just don't think we need any more."

And on the subject of whether the move of Saltex to November this year will impact BTME, Jim

said: "It probably will impact us slightly, but our research has shown that our visitors are likely to attend both. I sympathise with exhibitors who feel they can't afford both shows and are torn between which to attend. However, when I walk around Saltex I do see companies who aren't relevant to our show at all, so I don't feel the need for any sort of combined 'industry show'."



**NEW FOR 2015**

**NEW FOR 2015**

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Engine: Briggs & Stratton 450e Series  
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## R16SP



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Cutting heights: 15mm - 65mm  
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Wheels: 7" front / 10" rear  
Grass Collector Capacity: 60 Litre

## RR16



**Mulching Rear Roller  
Alloy Deck**

**Powered By**



Engine: Briggs & Stratton 500e Series  
Cutting width: 41cm (16")  
Cutting heights: 15mm - 65mm  
Multi purpose 3 in 1  
Mulch, Rear Discharge or Collect  
Self Propelled Alloy deck  
Grass Collector Capacity: 60 Litre

**Handy Distribution**

# NEW MACHINERY

## BATWING SWOOPS IN Ransomes Jacobsen launches new rotary mowers

Ransomes Jacobsen launched the Jacobsen MP493 and MP653 batwing rotary mowers at the BTME show, which are designed for maintaining large areas of semi-rough and rough on golf courses.

The two wide area rotary mowers are powered by 49hp and 65hp Kubota diesel engines respectively and feature three all new rotary decks – one out-front and two wing decks.

### MP493

The lightest mower in its class due to its ground up design and use of high strength steel, it features a direct injection 49hp Kubota

Diesel engine which complies with European Stage IIIA emission regulations.

Maintenance free direct drive decks offer a choice of width of cut options and these new decks feature direct hydraulic drive to each rotary blade. A 150mm break-back system on the wing decks help prevent damage if contact is made with an obstacle.

Wing decks come in three sizes, giving cutting width options of 3.0, 3.3 and 3.5 metres (MP653 only) with height of cut ranging from 25mm-120mm. With the wing decks folded the transport width is just 1.65 metres. The front deck can be lifted to a service position giving access for blade maintenance.

The intelligent Plus 1 controller provides convenient safety features including electronic

deck locks and the option for TST for safe slope monitoring. The individual deck lift and lower controls and weight transfer button are located on the armrest with the remaining controls and information screen, providing real-time feedback plus diagnostic and regular servicing information, located in a removable console on top of the fuel tank.

Jacobsen's Suretrac four-wheel drive control system ensures superior traction when climbing or cutting side slopes and four-wheel drive in reverse provides surefootedness when reversing uphill.

### MP653

This more powerful 65hp version of the MP has the latest European Stage IIIB turbo-charged common rail diesel engine which results in cleaner running and the ability to use advanced electronics for more precise control. It also has enough residual power to support a fully air-conditioned cab.

Using its electronic over hydraulic drive system, the advanced controller facilitates 'drive-by-wire' and cruise control as well as allowing the mowing speed and transport speeds to be adjusted and set using a password code. The controller has enhanced engine diagnostic features which can be obtained without the need of a laptop.

There are three selectable drive modes on the MP653: Automatic, Manual and Creep.



# 1.65M

**WITH THE WING  
DECKS FOLDED THE  
TRANSPORT WIDTH IS  
JUST 1.65 METRES**



# BERNHARD TIES UP WITH SUBAIR

*New partnership with US sportsturf temperature control systems company*

Bernhard of Rugby announced a new partnership with SubAir, the US supplier of control systems for natural grass surfaces.

Bernhard will look after the sales, care maintenance and after-sales support in Europe, Middle East and North Africa. SubAir will continue to design and manufacture the systems in the US.

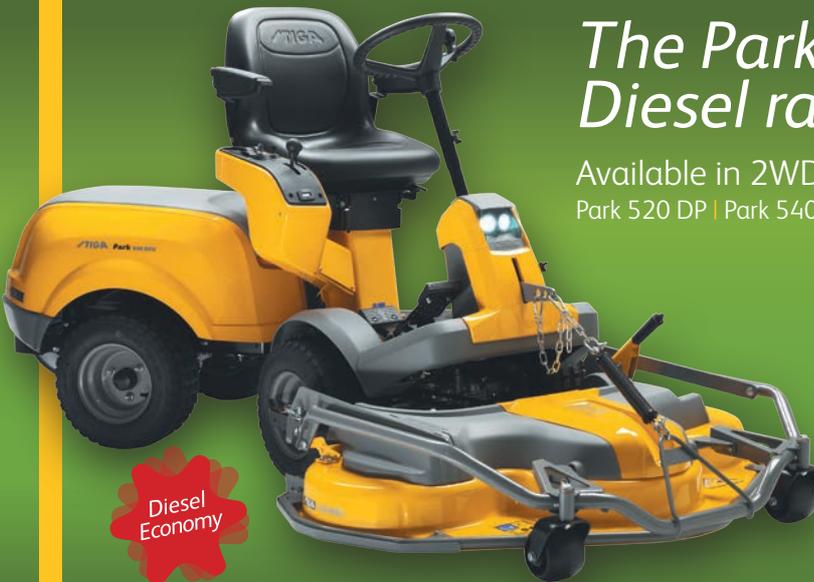
Executive Chairman, Stephen Bernhard said: "This is an exciting new development for us. Both companies pride ourselves on personal attention to customer service, and we are confident that we can incorporate the SubAir business alongside Bernhard Grinders to produce a total health care environment."



Bernhard International Sales Manager, Steve Nixon added: "Plant health is at the heart of our business, so to extend our 'above the ground' care to 'below the ground' makes perfect sense. In effect, we can now control two

of the three elements that the plant needs for healthy growth."

Sub Air's Senior Vice President Kevin Crowe said: "This is an exciting move for us to be joining a company with such a worldwide reputation as Bernhard."



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## GRADEN MAKES CHARTERHOUSE BTME DEBUT

Not new to the market but new to the Charterhouse stand this year was the Graden Contour Sand Injector (CSI), a scarifier/aerator with the ability to scarify to any depth from 1mm to 40mm and simultaneously backfill the grooves with sand or a combination of sand and seed to improve drainage and rooting. It works to remove thatch and organic matter that might impede water movement.

The machine cuts into the ground deeply compared with a conventional scarifier using 1, 2 or 3mm wide blades nominally at 25mm centres, but variable, to remove such matter and offer stability to the surface of the green.

### Redexim DD

Also new on Charterhouse's stand was the extended Redexim Double Disc Overseeder Range. On show was the Redexim DD1430, a 1.4m wide unit. The concept of the range is to deliver seed into the soil via two rows of discs, in slits 3cm apart, to ensure maximum germination. They bury the seed up to 20mm deep, safely away from the weather and the beaks of hungry birds, to ensure maximum germination.

A 230-litre hopper capacity completes the specification. The whole range comes complete with three-point linkage as standard, but a new trailed wheel kit is available as an option.



## NEW FRANCHISE DISPLAYED BY THE GRASS GROUP

*GKB machines take pride of place*

The Grass Group's prominent stand featured the newly announced GKB franchise.

Focus was on the Combinator machines which are suitable for both fraise mowing and verticutting.

There are four models in the range to cover 1.2m, 1.6m, 2m and 2.4m working widths.

For 2015 the rotor has been redesigned enabling three different blade types to be fitted to the 200 and 240 models. These new blades feature a flatter tungsten tip designed to be suitable for Hybrid/Desso turf as well as fine turf.

Also featured on the stand was the new 30" INFiNiSystem from ATT and a range of Trilo machinery.



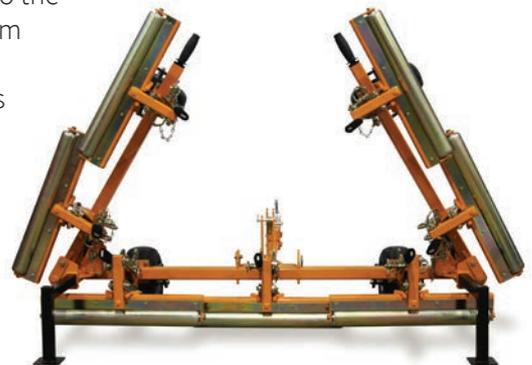
## SISIS FLEXI THEIR MUSCLES

SISIS launched the new Flexi400.

The new 4m wide interchangeable unit has been specifically designed for fast and effective coverage on large areas such as golf fairways and sports grounds. The unit has seven fully floating heads which allows it to follow ground contours.

It can be fitted with either roller or brush heads and is suitable for the removal of dew, striping for improved presentation, lifting grasses prior to cutting or brushing in top dressings.

It is attachable to the tow unit by a 50mm ball hitch or clevis pin and both arms can be raised for ease of storage or transportation.



# PROLINE TAKEN BY WESSEX

Wessex showed off its latest ProLine roller mower, the RMX-500 Tri-deck, which is designed for tractors of 70hp plus.

The company says the wide area decks offer cost efficiency without sacrificing a fine turf finish. The sheer speed of cutting reduces fuel consumption to offer savings by as much as 50%.

The transmission system allows wings to be engaged and disengaged while in work, without a clutch mechanism. Wing control is independent. They are operational with one wing lifted, and the folding wings can cut gradients from -30° to +30° with the middle deck remaining on level ground.



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# BTME GALLERY



▲ The audience at the first night's BIGGA reception

▲ BBC's Andrew Cotter speaking at the reception

▲ The Double A Trading stand

▶ Steve Gadsby of Grillo with the new Climber 8

▶ Service Dealer Publishing Editor, Chris Biddle, chats with Richard Campey of Campey Turf Care Systems



▲ CEO of BIGGA Jim Croxton

▲ Jim Croxton with some of the greenkeepers who will be volunteering at TPC Sawgrass, Florida, thanks to BIGGA and John Deere

▲ Bayer attracted the crowds with regular performances by freestyle footballer Jamie MacDonal

◀ Nick Darking of Charterhouse Turf Machinery talks to customers

◀ Jacques Shelton, Business Development Manager, in conversation on DMMP's stand





▲ John Deere's Turf Division Sales Manager, Chris Meacock



▶ UK & Ireland Sales Manager, Patrick Ripley, on the Gianni Ferrari stand  
▶ Ian Kerry of Baroness

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# CROWDS FLOCK TO LAMMA

*Over 40,000 visitors make it the UK's largest annual trade show*

**B**ritain's farmers flocked to Peterborough in January for LAMMA'15 to see the latest agricultural technology.

More than 40,000 people visited the event at the East of England Showground over the two days. Those visitors were able to experience the latest farm equipment from nearly 1,000 exhibitors from across the UK and Europe.

The number of visitors, the 125-acre site and 1.5 million square feet of exhibition space makes LAMMA the largest annual trade show in any industry in the UK.

## Organisers pleased

"The feedback we've had from visitors and exhibitors has been tremendous," said Rupert Levy, director of Briefing Media which organised the event.

"There is nowhere else that you can see such a range of machinery and technology from across the UK's agricultural sectors. What people love about LAMMA is that you can visit stands demonstrating the latest hi-tech combines right through to stands that sell essential workshop tools and supplies.

"This year visitors appreciated the fact that the show was split into clearly defined areas covering all aspects of farming and countryside management. Meanwhile, the use of kilometres of metal flooring has kept the site dry and clear.

"The move to Peterborough has also meant that there is the space to show off that machinery at a venue that is easy to access from

anywhere in the country."

Frank Sekula, Managing Director of Agribank, the headline sponsor of LAMMA'15, praised the event for its quality. He said: "LAMMA'15 is ideal for us as it has allowed us to have some very serious business conversations with a wide range of farmers."



## LAMMA IS A GREAT OPPORTUNITY TO SHOW OUR NEWEST PRODUCTS

### Exhibitors' & visitors' views

Exhibitors were also very pleased with how the show went this year. A spokesperson for AGCO said: "LAMMA is a key event in our calendar, coming at a time of year that is just right for farmers. No matter what the weather conditions, LAMMA always provides an excellent shop window for AGCO for the forthcoming season."

A representative for John Deere said: "LAMMA is a great opportunity to show our newest products and services 'in the flesh', and to get direct feedback from customers old and new. John Deere also appreciates the ongoing efforts that the organisers are making to improve the visitor experience generally and the traffic flow in particular."

However, one voice of slight

dissent did show up on a comment to our *Service Dealer Weekly Update* saying: "I did not see much of the site being dry and clear, rather it was full of wet and muck. Let's get this show moved to the NEC. I had a visitor from France with me and felt embarrassed." However these views appear to be in the minority judging by the amount of positive comments posted on Twitter.

### Machinery launches

Many agricultural machinery manufacturers took the opportunity to launch new equipment at Peterborough. Prominent among them were Kubota UK whose new kit included the M7001 Series, MK5000 and new additions to its Grand X Series. You can watch a video of their unveilings at [tinyurl.com/lnhkj4u](http://tinyurl.com/lnhkj4u).

# CESAR SCHEME MARKS 200,000<sup>TH</sup> MILESTONE

**O**n the CESAR stand at LAMMA a John Deere Gator XUV 855D was unveiled as the scheme's 200,000th registered machine.

Supported by the Agricultural Engineers Association (AEA) and the Construction Equipment Association (CEA), CESAR is fitted on production lines in the UK, Europe and the USA by many leading manufacturers. The system was established in the construction market in 2007 and adopted by the agricultural market two years later, with the AEA's support.

## Unique identity

It works by giving each piece of equipment a unique and permanent identity using state of the art Datatag security marking technology. This cannot be

removed by thieves, and is linked to a secure, 24/7 dedicated call centre. Since 2007, CESAR has reduced overall equipment theft in the UK by 46 per cent, increased the rate of recovery of stolen equipment by a factor of six, and also helped reduce insurance premiums.

"I'm extremely proud that CESAR has reached another significant milestone," said Datatag ID managing director Kevin Howells. "When we launched CESAR back in 2007 we could not have conceived of its success in being adopted by leading manufacturers and in reducing theft."

Newly appointed director general and CEO of the AEA Ruth Bailey added, "The AEA continues to fully support CESAR, and our members who fit the system, in combating



John Deere marketing manager Chris Wiltshire (left) and Datatag sales manager Chris Harrison

opportunistic and professional thieves who prey on British farmers and other machinery users. It has proved to be an extremely effective deterrent against theft and an invaluable aid in the recovery of stolen vehicles."

At the show it was announced that all new Gators can now be equipped with CESAR as a factory fit option. Whilst Suzuki announced they will be fitting the system as standard to their range of utility ATVs. ●

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# BUSINESS MONITOR

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## WINTER SERVICING SURVEY

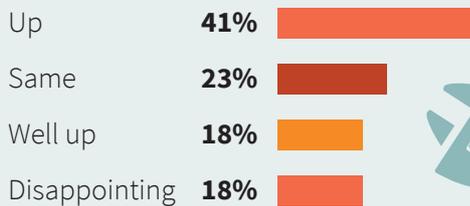
We had an excellent response to our recent survey about the impact of winter servicing on the dealers' business. It is clear that workshops were busy during the winter months after a season when machines were used extensively, with 59% of dealers reporting business off-season was up or well up on last year.

And what drives the inflow of servicing work in the winter months? Weather. Well over half the dealers surveyed said that the weather was more important

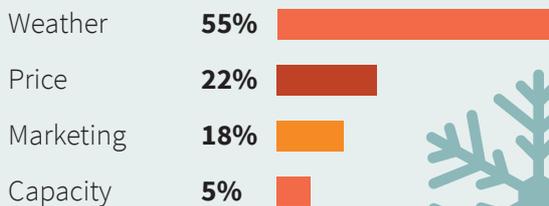
than price or marketing.

Rather surprisingly, 77% of dealers had not raised their labour rate since the New Year, and most thought their current rate was fair to themselves and their customers, while a third felt their rate was too low but they couldn't increase it. Of those who had raised labour charges, the majority (62%) had applied an increase of 'up to 5%', while 17% had increased by '10% or more'.

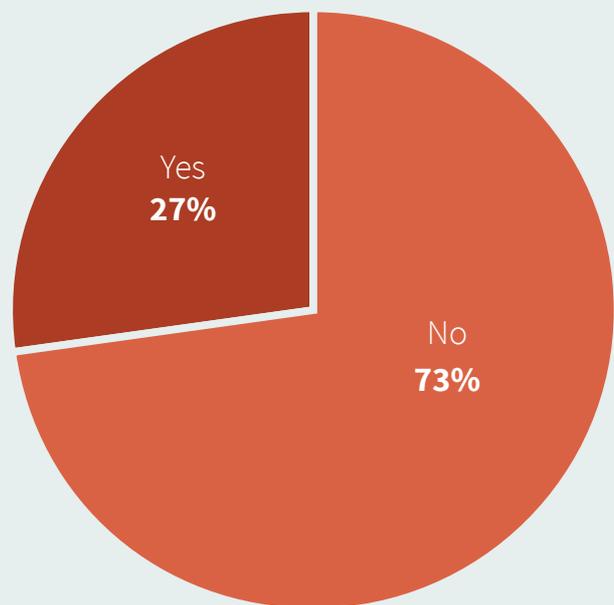
### How did service levels this winter compare with the previous year?



### What factors most influence the inflow of winter servicing?



### Have you increased your service staff since September 2014?

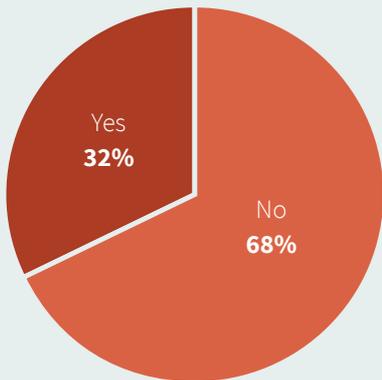


## How do you monitor the Pulse of your Business? by **FACT** or **GUESSWORK**?

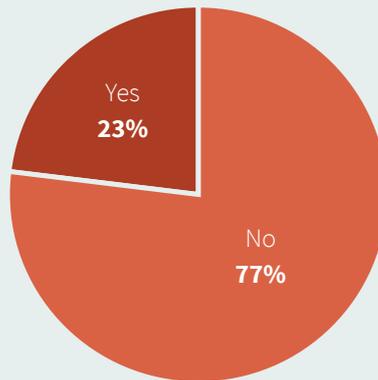
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Are you currently seeking new service staff?



Have you increased labour charges since 1st January 2015?



# KEY ISSUES

*“Capacity and premises constraints.”*

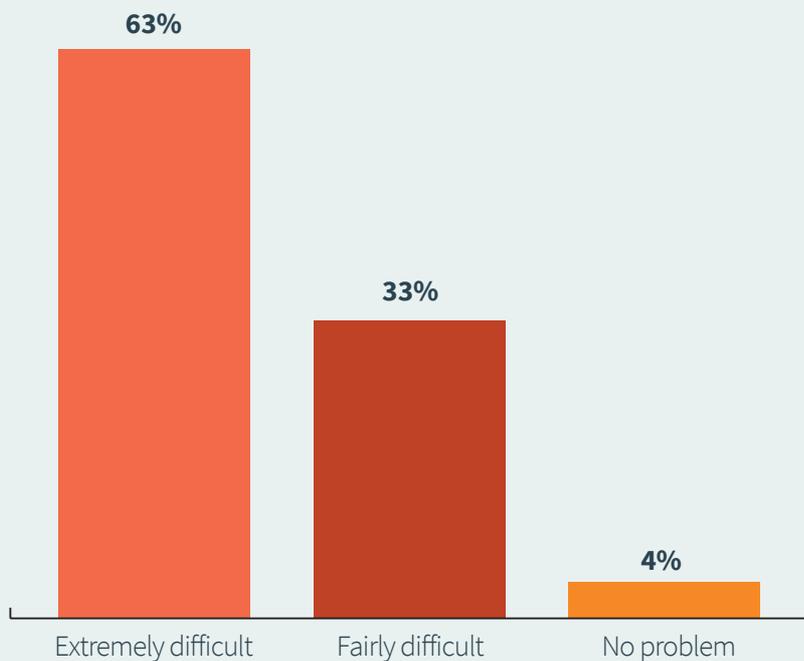
*“Coping with the weather and customers who do not respond to our prompts leaving us to trying to fit six months work into three.”*

*“Lack of service engineers in our industry now!”*

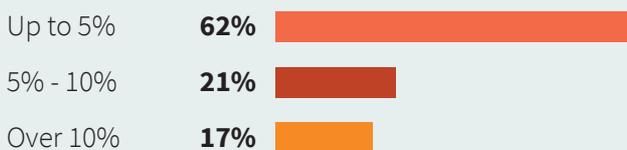
*“Not enough indoor space to store all the machines, and customers not collecting machines when finished.”*

*“Profitability, effective use of time, customer contact, forward planning, organisation and staff!”*

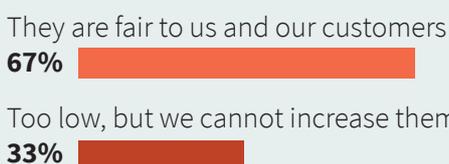
What is your experience in trying to recruit new technicians?



If you increased labour charge, by how much?



What is your attitude to your service charges?



# RECORD APPRENTICE INTAKE

*For CLAAS UK scheme*



The attraction of working and earning while studying for a modern apprenticeship, such as the CLAAS Agricultural Apprenticeship, is evident in the fact that this academic year a record 30 students from across the UK and Ireland joined the scheme.

Of these, two are the first to study as part of a new Parts Apprenticeship. As with service technicians, there is a shortage of young knowledgeable and experienced parts personnel coming up through the industry. It is in order to address this that CLAAS UK, in a joint initiative with AGCO, has established the Parts (Sales and Marketing) Apprenticeship, which will be run alongside the Technician course at Reaseheath College.

## Two bases

CLAAS is the only UK agricultural machinery company to offer two training bases for its Technician apprentices, and in addition to the 13 studying at SRUC Barony campus, a further 17 will be training at Reaseheath College in Cheshire.

Both groups of CLAAS engineering students will be among the first to study for the new Extended Diploma in Landbased Technology. This high level vocational qualification has been introduced to meet the Government's calling for training programmes to better meet employers' requirements.

The qualification is provided by IMI Awards, which has been working in conjunction with CLAAS to ensure that the course satisfies the needs of the agricultural industry today.

While the structure of the course is broadly similar to the previous National Diploma in Landbased Technology, the new IMI course will also see students being assessed for their competence and skills, using work based evidence and e-portfolios.

## Qualifications and work experience

Over the first three years of the four-year course, the students will train specifically for the Extended Diploma in Landbased Technology. Once completed, they will then

undertake additional advanced technical and industry certificates in the final year and by the time they qualify, they will be eligible for Landbased Technicians Accreditation Scheme (LTA) 2, Service Engineer status.

In addition to time spent at Barony or Reaseheath College, the students will also work at the CLAAS Group headquarters in Harsewinkel, Germany and the CLAAS UK headquarters at Saxham, Suffolk.

They will also spend time training at engine manufacturers Mercedes-Benz and Caterpillar, plus other outside providers to CLAAS.

Having qualified, the young technicians will have access to training and development pathways aligned to the Landbased Technicians Accreditation (LTA) Scheme, which will enable them to progress their skill base further. Having attained LTA level 2 status, with additional dealer experience and CLAAS training, they will have the opportunity to reach LTA 3 (Master Mechanic) or even LTA 4 (Master Technician) status.

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**ANOTHER RECORD INTAKE**  
*For John Deere and Babcock training*

John Deere’s apprenticeship programme has set another record for this training season’s intake for the fourth year running since Babcock took over delivery of the courses in autumn 2010.

Altogether 59 young apprentices – up by three on last year – have signed up to begin their first year of training in the work-based programmes. The latest intake includes 40 Ag Tech apprentice engineering technicians, 12 Parts Tech and seven Turf Tech technicians.

**Some of the new intake of John Deere Ag, Parts and Turf Tech apprentices at Langar with John Deere and Babcock training managers**

Tech, offer an IMI (Institute of the Motor Industry, the apprenticeship programme’s awarding body) VCQ level 3 land-based engineering qualification, IMI VCQ level 3 parts operations qualification or IMI VCQ level 2 customer service qualification. In addition,

**THE APPRENTICESHIP IS RECOGNISED BY THE LTA**

**Workplace-based training**

John Deere’s apprenticeship scheme was the first land-based agricultural and turf machinery programme to deliver training in the workplace, at the sponsoring dealership, with assessment and guidance from Babcock’s team of expert learning advisers. Additional training takes place at Babcock’s purpose-built training facility at Ruddington and the John Deere Training Centre at Langar, both near Nottingham.

Overall the John Deere apprenticeship programmes, which also include Customer Service

completion of the John Deere Ag Tech or Turf Tech apprenticeship is recognised by the industry’s LTA (Land-based Technician Accreditation) scheme at level 2.

Graduating apprentices can then complete three free courses to gain the John Deere Diploma and start their adult training at the John Deere University (JDU), using the knowledge and skills gained from their initial one-, two- or three-year apprenticeship. After additional training and experience, they can ultimately go on to achieve the highest possible LTA4 Master Technician accreditation.

**TRAINING MOMENTUM CONTINUES**

Kawasaki Engines’ latest stage in its on-going face-to-face support for OEM partners was a four-stroke engine training session for Global Garden Products (GGP) in Italy.

GGP invited Kawasaki’s Engine Division to its factory in Castelfranco Veneto, 50km to the North-West of Venice.

There, more than a dozen of GGP’s National Service Managers from across Europe had gathered for an insight into Kawasaki’s four-stroke engine technology, delivered by Andrew Squires, Kawasaki Engines Parts & Technical Manager.

Andrew, who ran the training session with the support of Rama Motori, Kawasaki Engines’ Distributor for Italy, explained the features and engine design.

The event gave GGP its first chance to take part in specific training on Kawasaki’s FS, V-twin cylinders, vertical shaft, high-performance engines.

“It was a great opportunity to show, in depth, the quality and technology Kawasaki uses in our four-stroke engines,” says Andrew. “The feedback from GGP’s team was very positive and they’re delighted that the service they offer their customers will now be to even higher standards.”



# MORE ENGINEERING APPRENTICES NEEDED

The Institution of Agricultural Engineers (IAgrE) supports the results of a study undertaken by Engineering UK that reports filling the demand for new engineering jobs will generate an additional £27 billion per year for the UK economy from 2022, but to meet projected employer demand, the number of engineering apprentices and graduates entering the industry will need to double.

Alastair Taylor, CEO of IAgrE said: "Engineering is central to ensuring economic growth and plays a major role in helping to tackle global challenges such as climate change, health, food security, biodiversity, water security, population and energy security."

On behalf of the engineering community, Engineering UK has made the following calls

for collaborative action across government, engineering businesses, the education sector and the wider engineering community need to realise these recommendations:

- Double the number of engineering graduates or increase number of engineering and technology and other related STEM graduates by 50%;
- Double the number of young people studying GCSE physics as part of triple sciences and grow the number of students studying physics A level or equivalent to equal that of maths;
- Increase two-fold number of Advanced Apprenticeships achievements in engineering and manufacturing technology, construction planning and the built environment and



information and communication technologies;

- Provide career inspirations for all 11-14 year olds, including opportunities for every child to have at least one engineering experience with an employer;
- Support for teachers and careers advisers delivering careers information.

"If we are to meet the challenges of climate change and food security we must act now to address these issues," Alastair added.

The *Engineering UK 2015 The State of Engineering (#EngUK15)* report is available from [www.engineeringuk.com](http://www.engineeringuk.com)

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## COMMERCIAL

## KAWASAKI RELAUNCHED AS MITOX

### *Professional brushcutter range*

In the Spring of 2013, Kawasaki announced that it was dropping its Power Products range in order to focus on its core 2-stroke and 4-stroke engine business. The entire European stock was subsequently bought by Rochford Garden Machinery who then provided on-going support for the products.

Ongoing negotiations and liaison with the manufacturer of the product range over the past year, has now resulted in the former Kawasaki brushcutter range being re-launched in the UK under the Japanese-built Mitox Professional brand. Mark Rochford says, "Apart from now carrying the Mitox branding, these are the same machines and the same quality which many dealers have sold so successfully over many years".

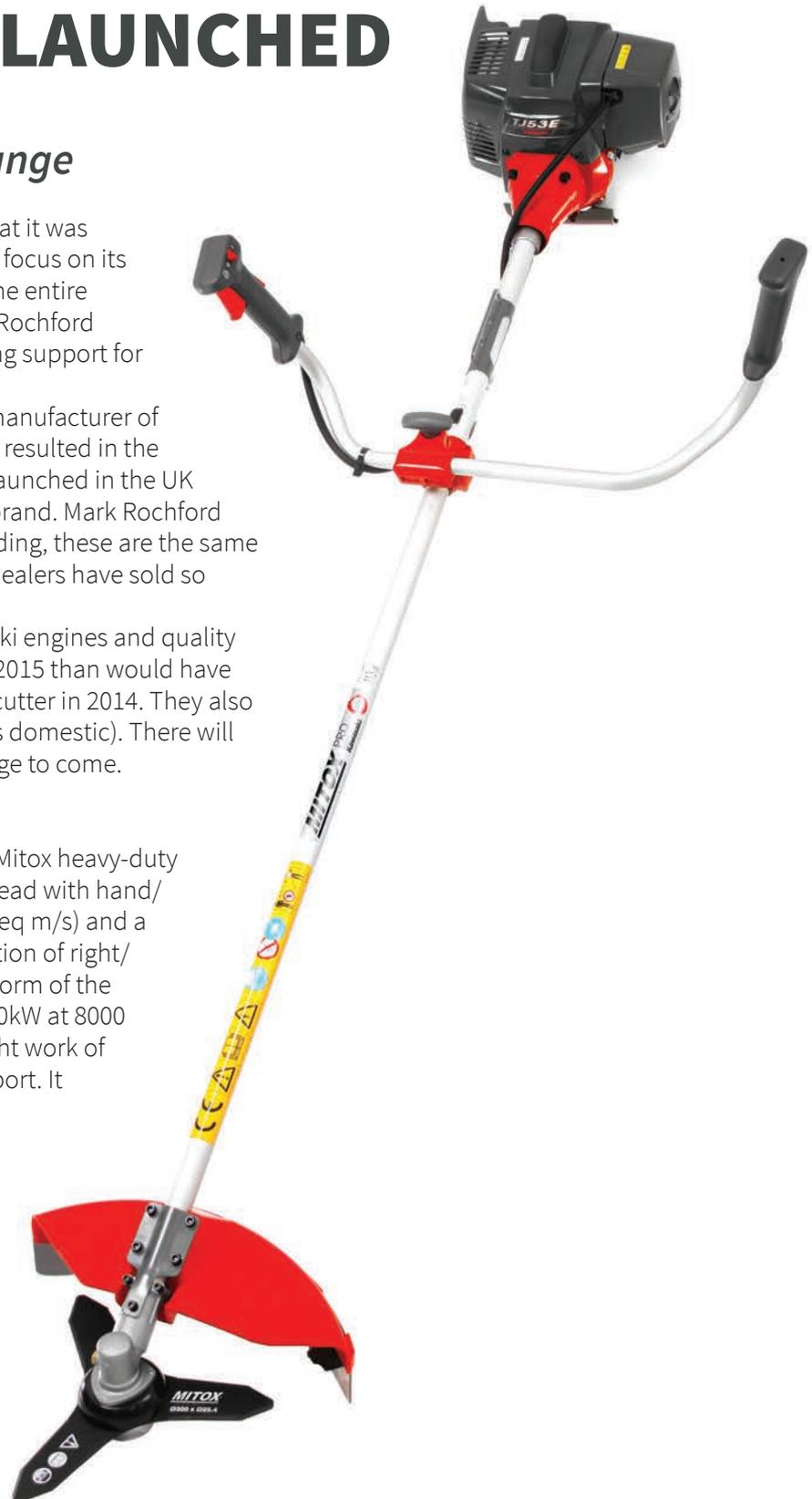
The new Mitox machines, still boast Kawasaki engines and quality Japanese manufacture, yet at lower prices in 2015 than would have been paid for the equivalent Kawasaki brushcutter in 2014. They also include a 3-year commercial warranty (5-years domestic). There will also be other products in the professional range to come.

### **Mitox 5300UK Pro**

At the top end of the brushcutter range is the Mitox heavy-duty 5300UK PRO. It comes with a two-line nylon head with hand/arm vibration figures of right/left 2.7/2.5 (ahv, eq m/s) and a three tooth metal blade, with hand/arm vibration of right/left 2.3/1.6 (ahv, eq m/s). Power comes in the form of the 2-stroke 53.2cc Kawasaki engine producing 2.0kW at 8000 rpm. It weighs 10.4kg. The U handle makes light work of the toughest conditions and adjusts for transport. It costs £499.17 plus VAT.

Also available is the Mitox 2700LK PRO which offers a commercial grade, lightweight, brushcutter with low noise, low vibration, ideal balance and easy-start for lawn and garden maintenance. This retails at RRP £307.50 plus VAT.

There are four more machines to choose from to cover garden, intermediate and heavy duty use.



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freedom48



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DOMESTIC

## HEAD TO HEAD WITH PETROL

*EGO 56volt range to challenge market*

Henton & Chattell say environmental issues will play centre stage as the newest entrant to the cordless garden products sector, the EGO 56volt battery powered range, is going head to head with petrol equivalents.

EGO's lawnmower, strimmer, hedge trimmer, blower and chainsaw were first launched in the USA at the start of the 2014 season and are now one of the two top selling cordless brands in the whole of North America. Adaptions have been made to several products to meet local garden conditions.

The company say prices of the lithium-ion battery powered range are competitively pitched against petrol powered equivalents and comparative cordless products already on the market.

Full UK distribution is assured as EGO has agreed sole distribution terms with Henton & Chattell which has more than 1,500 dealers nationwide. Distribution for the whole of Ireland is being handled by Dublin based Tucks O'Brien.



### Environmentally friendly

“All our research shows that consumers are demanding garden equipment offering the power of petrol but without the fumes, emissions, noise or fuss. Our 56v batteries deliver that power and slashes, or in the case of emissions, eliminates, those negatives with the added benefit of having incredibly low vibration,” says EGO's European marketing director, Steve Roskell.

Batteries are totally interchangeable across the products in the range and will fully recharge from flat in just 30 minutes

with the “infinity charger”. The lawnmower will cut up to 800 M<sup>2</sup> of grass on just one charge and the life expectancy of the batteries is over 1000 recharges - sufficient for more than ten years of work for the average sized garden.

“Power tool users have been enjoying the benefits of cordless technology for years and now lithium-ion technology has advanced to the point where outdoor power equipment users can enjoy the benefits of noise, fuss and fume free gardening. Dealers understand the need to stock at least one cordless range and EGO ticks all the boxes,” adds Steve.

DOMESTIC

# DOLMAR CHAINSAWS AVAILABLE

*For the British market*



Dolmar saws will now be available through certain dedicated Makita garden machinery distributors.

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

The Dolmar inventory for the UK market is completed with the PS6100 saw which does the job of a felling saw and debranching saw in just one machine. This 61cc saw weighs 6kg, delivers 4.5hp and runs up to 13,800rpm. The full specification includes a 45cm bar, the easy-change, long life air-filter system for extended working time between services with low fuel consumption and ultra-low emissions. The top of the Dolmar range is the 78.5cc PS7910 saw with 5.7hp, SLR exhaust system for fuel efficiency and low emissions.

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

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# DOUBLE LAUNCH FROM KUBOTA

## *New utility vehicle and compact tractors*

Kubota have launched to the UK market their new diesel-powered RTV utility vehicle and the new STW compact tractor range.

### RTV-X900

The new diesel-powered utility vehicle boasts the same build qualities and reliability of the original RTV900, but comes with a host of new features and benefits.

The vehicle is now fitted with a 21.6HP, 3-cylinder liquid cooled diesel engine and the variable hydraulic transmission has been improved, too, with an advanced VHT-X, which offers a wider torque band and large coolers to boost performance and durability. Kubota's unique dynamic braking remains a key feature of the range, whilst the new model is fitted as standard with a high rigidity frame. Limited-slip front differential and locking rear differential brakes help reduce wheel spin, allowing greater control in wet conditions.

Ground clearance now offers 10.4" travel height. Height adjustable front and rear suspension also ensures the correct vehicle height, depending on load. The fully independent suspension system offers ride comfort and quality.

Load and towing capability has been increased to a maximum capacity of one tonne, including a 15.2 cubic foot cargo bed. Loading and unloading is now far simpler too, with the addition of a hydraulic lift.



### STW Series

Available in three models, the STW34, STW37 and STW40 compact tractors have been introduced to handle a range of tasks with quick and powerful performance. The large hydraulic pump capacity, with a flow rate of 30 l/min, is suitable for a wide variety of implements.

The three new diesel tractors are available with an optional factory-equipped cab. The 4-pillar design, with a large and curved windscreen, offers a 360-degree view with increased visibility. The cab's ergonomically located air conditioner outlets, front windscreen wiper and rear defogger make the machines suitable for use in all seasons.

The three machines all feature hydrostatic power steering. Standard with the STW Series is Kubota's exclusive Bi-Speed Turning, which makes turns quicker, smoother and tighter with minimal potential damage to the ground surface.

The new range, available in 34HP to 40HP, all feature Kubota diesel engines, which offer a higher and stable output of 2700 RPM. The STW Series offers the fastest maximum travel speed in its class of 34.1KPH.

Finally, the new range also features both 2-speed rear PTO and 1-speed mid PTO. ●

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FURTHER DETAILS TO COME IN THE NEXT ISSUE OF SERVICE DEALER

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# NEXT ISSUE

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

## MAY/JUN FEATURES

### ROBOTIC MOWERS

A new approach from dealers?

### WORKSHOP MANAGEMENT

Adopting clear and consistent practice

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EVERY FRIDAY AND MONDAY.

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*Advertising enquiries to Alison Sherlock: [alison@theadplain.com](mailto:alison@theadplain.com)*

# EVENTS FOR 2015

## MARCH 2015

- 4 Precision Farming Event, East of England Showground  
[www.farm-smart.co.uk/precision](http://www.farm-smart.co.uk/precision)
- 18-22 Country Living Magazine's Spring Fair, Business Design Centre, Islington  
[www.countrylivingfair.com/spring](http://www.countrylivingfair.com/spring)
- 20 - 6/4 Ideal Home Exhibition, Earls Court, London  
[www.idealhomeshow.co.uk](http://www.idealhomeshow.co.uk)
- 21-22 West County Game Fair, Shepton Mallet  
[www.westcountrygamefair.co.uk](http://www.westcountrygamefair.co.uk)

## APRIL 2015

- 9 CountryTastic, Three Counties Showground, Malvern  
[www.threecounties.co.uk/countrytastic](http://www.threecounties.co.uk/countrytastic)
- 11-12 BASC Gamekeepers Fair  
[www.bascgamekeepersfair.co.uk](http://www.bascgamekeepersfair.co.uk)
- 14-16 The Commercial Vehicle Show, Birmingham NEC  
[www.cvshow.com](http://www.cvshow.com)
- 22 Budding Plaque unveiling, Stroud Brewery  
[www.servicedealer.co.uk](http://www.servicedealer.co.uk)
- 23-26 Harrogate Spring Flower Show  
[www.flowershow.org.uk/spring-show-2015](http://www.flowershow.org.uk/spring-show-2015)

## MAY 2015

- 3-4 South of England Spring Garden & Leisure Show, South of England Centre  
[www.seas.org.uk/spring-show](http://www.seas.org.uk/spring-show)
- 4 North Somerset Show  
[www.nsas.org.uk](http://www.nsas.org.uk)
- 7 Grassland UK  
[www.bathandwest.com/grassland-uk/194/](http://www.bathandwest.com/grassland-uk/194/)
- 9-10 Nottinghamshire County Show  
[www.nottinghamshirecountyshow.com](http://www.nottinghamshirecountyshow.com)
- 13-15 Balmoral Show, Belfast  
[www.balmoralshow.co.uk](http://www.balmoralshow.co.uk)
- 16-17 Royal Welsh Spring Festival  
[www.rwas.co.uk/spring-festival](http://www.rwas.co.uk/spring-festival)
- 19-23 Chelsea Flower Show  
[www.rhs.org.uk/shows-events](http://www.rhs.org.uk/shows-events)
- 21-23 Devon County Show  
[www.devoncountyshow.co.uk](http://www.devoncountyshow.co.uk)
- 23 Shropshire Show  
[www.shropshirecountyshow.com](http://www.shropshirecountyshow.com)
- 23 Fife Show  
[www.fifeshow.com](http://www.fifeshow.com)
- 23-24 Herts County Show  
[www.hertsshow.com](http://www.hertsshow.com)
- 25 Surrey County Show  
[www.surreycountyshow.co.uk](http://www.surreycountyshow.co.uk)
- 27-28 Staffordshire County Show  
[www.staffscountyshowground.co.uk/staffordshire-county-show](http://www.staffscountyshowground.co.uk/staffordshire-county-show)

- 27-28 Suffolk County Show  
[www.suffolkshow.co.uk](http://www.suffolkshow.co.uk)
- 27-30 Royal Bath & West Show  
[www.bathandwest.com/royal-bath-west/97/](http://www.bathandwest.com/royal-bath-west/97/)
- 29-31 Gardening Scotland, Royal Highland Centre, Edinburgh  
[www.gardeningscotland.com](http://www.gardeningscotland.com)

## JUNE 2015

- 4-6 Royal Cornwall Show  
[www.royalcornwallshow.org](http://www.royalcornwallshow.org)
- 6 Cumberland Show  
[www.cumberlandshow.co.uk](http://www.cumberlandshow.co.uk)
- 7 Rutland Show  
[www.rutlandcountyshow.com](http://www.rutlandcountyshow.com)
- 10-11 Cereals 2015, Boothby Graffoe, Nr Lincoln, Lincolnshire  
[www.cerealsevent.co.uk](http://www.cerealsevent.co.uk)
- 11-13 South of England Show  
[www.seas.org.uk/shows.asp?ID=2](http://www.seas.org.uk/shows.asp?ID=2)
- 11-14 BBC Gardeners' World Live, Birmingham NEC  
[www.bbcgardenersworldlive.com](http://www.bbcgardenersworldlive.com)
- 12-14 Three Counties Show, Malvern  
[www.threecounties.co.uk/threecounties](http://www.threecounties.co.uk/threecounties)
- 13 Aberystwyth & Ceredigion County Show  
[www.aberystwythshow.com](http://www.aberystwythshow.com)
- 18-21 Royal Highland Show, Edinburgh  
[www.royalhighlandshow.org](http://www.royalhighlandshow.org)
- 21 Cranleigh Show  
[www.cranleighshow.co.uk](http://www.cranleighshow.co.uk)
- 23-24 Cheshire County Show  
[www.cheshirecountyshow.org.uk](http://www.cheshirecountyshow.org.uk)
- 24 Lincolnshire Show  
[www.lincolnshireshowground.co.uk](http://www.lincolnshireshowground.co.uk)
- 27 Royal Isle of Wight County Show  
[www.rivas.org.uk](http://www.rivas.org.uk)
- 28 Derbyshire County Show  
[www.derbyshirecountyshow.org.uk](http://www.derbyshirecountyshow.org.uk)
- 30-5/7 Hampton Court Flower Show  
[www.rhs.org.uk/shows-events](http://www.rhs.org.uk/shows-events)

## JULY 2015

- 1-2 Royal Norfolk Show  
[www.royalnorfolkshow.co.uk](http://www.royalnorfolkshow.co.uk)
- 4-5 Smallholders Show, South of England Showground, Ardingly  
[www.smallholdersshows.co.uk](http://www.smallholdersshows.co.uk)
- 5 Malton Show  
[www.maltonshow.com](http://www.maltonshow.com)
- 6 Cumberland Show  
[www.cumberlandshow.co.uk](http://www.cumberlandshow.co.uk)
- 8-9 Livestock Event, Birmingham NEC  
[www.livestockevent.co.uk](http://www.livestockevent.co.uk)
- 10-12 Kent County Show  
[www.kentshowground.co.uk](http://www.kentshowground.co.uk)

- 11 Newport Show  
[www.newportshow.org](http://www.newportshow.org)
- 14-16 Great Yorkshire Show  
[www.greatyorkshireshow.co.uk](http://www.greatyorkshireshow.co.uk)
- 18 Camborne Show  
[www.camborne-show.org.uk](http://www.camborne-show.org.uk)
- 20-23 Royal Welsh Show  
[www.rwas.co.uk/royal-welsh-show/](http://www.rwas.co.uk/royal-welsh-show/)
- 22-26 RHS Flower Show - Tatton Park  
[www.rhs.org.uk/shows-events](http://www.rhs.org.uk/shows-events)
- 24-25 Border Union Show  
[www.buas.org/show/index.html](http://www.buas.org/show/index.html)
- 25 Mid Devon Show  
[www.middevonshow.co.uk](http://www.middevonshow.co.uk)
- 28-30 New Forest & Hampshire County Show  
[www.newforestshow.co.uk](http://www.newforestshow.co.uk)
- 31-1/8 Dumfries Agricultural Show  
[www.dumfriesshow.co.uk](http://www.dumfriesshow.co.uk)
- 31-2/8 CLA Game Fair, Harewood House, Leeds, Yorkshire  
[www.gamefair.co.uk](http://www.gamefair.co.uk)

## AUGUST 2015

- 1 Garstang Show  
[www.garstangshow.org](http://www.garstangshow.org)
- 1 Emley Show  
[www.emleyshow.com](http://www.emleyshow.com)
- 5 North Devon Show  
[www.northdevonshow.com](http://www.northdevonshow.com)
- 6 Honiton Agricultural Show  
[www.honitonshow.co.uk](http://www.honitonshow.co.uk)
- 5-6 Bakewell Show  
[www.bakewellshow.org](http://www.bakewellshow.org)
- 8 Chepstow Show  
[www.chepstowshow.co.uk](http://www.chepstowshow.co.uk)
- 9 Ripley Show  
[www.ripleyshow.co.uk](http://www.ripleyshow.co.uk)
- 12 Vale of Glamorgan Ag Show  
[www.valeofglamorganshow.co.uk](http://www.valeofglamorganshow.co.uk)
- 11-12 Anglesey County Show  
[www.angleseyshow.org.uk/anglesey-show.html](http://www.angleseyshow.org.uk/anglesey-show.html)
- 14-15 Shrewsbury Flower Show  
[www.shrewsburyflowershow.org.uk](http://www.shrewsburyflowershow.org.uk)
- 16 Mid-Somerset Ag Show  
[www.midsomersetshow.org.uk](http://www.midsomersetshow.org.uk)
- 18-20 Pembrokeshire County Show  
[www.pembsshow.org](http://www.pembsshow.org)
- 19 Gillingham & Shaftesbury Show  
[www.gillshaftshow.co.uk](http://www.gillshaftshow.co.uk)
- 21 Cranleigh Show  
[www.cranleighshow.org.uk](http://www.cranleighshow.org.uk)
- 27 Monmouthshire Show  
[www.monmouthshow.co.uk](http://www.monmouthshow.co.uk)
- 27 Bucks County Show  
[www.buckscountyshow.co.uk](http://www.buckscountyshow.co.uk)
- 30-1/9 Spoga-gafa 2015  
[www.spogagafa.com](http://www.spogagafa.com)



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# JIM GREEN



## PRINTS CHARMING

### WORLD'S FIRST 3D PRINTED MOWER

*Well, sort of...*

South African inventor Hans Fouche recently claimed he had succeeded in 3D printing a working lawnmower in just nine hours using a 3D printer he invented himself.

However, on closer inspection of the story which appeared in the *International Business Times*, he 3D printed everything "except for the motor, the blade and the handle, which included the electrical switch, as well as the shafts for the wheels". So that's just the outer casing then?!

You can read fully about Hans' mega 3D printer which he used to make his mower at [tinyurl.com/lb6omf3](http://tinyurl.com/lb6omf3) and



you can watch it in action at [tinyurl.com/nn56rms](http://tinyurl.com/nn56rms).

If you do choose to watch the video, take note of his 'safety-first' open-toed flip-flops which he chose to wear when testing an experimental, self-printed machine which comprises of a razor sharp rotating blade.

## ONE IS AMUSED

### RIGHT ROYAL SEAL OF APPROVAL

*For Farol's calendar*



Farol Ltd's 2015 calendar, which they made in conjunction with Cherryduck Productions, had a rather fun 'making of' video which accompanied it

Filmed in November 2014, a John Deere XUV825i Gator was taken on a trip around Oxfordshire, Buckinghamshire and Berkshire for a photo shoot in some scenic locations such as Windsor Castle, Magdalen College and Henley-on-Thames - with a couple of royally well-known occupants (sort of).

See if you can tell the difference by watching the clip at [tinyurl.com/kjb4jr2](http://tinyurl.com/kjb4jr2).

## 180!

### SCOTTY DOG'S ON TARGET

*For a new tractor*

We don't cover the darts results anywhere near enough in these pages usually, but with Scott 'Scotty Dog' Mitchell winning the BDO World Darts crown at the Lakeside in January it's given me an excuse to.

Scotty Dog, who eventually overcame Martin 'Wolfie' Adams 7-6 in a thrilling final, is a landscape gardener from the New Forest in Hampshire. When he was asked what he was planning on spending his £100,000 prize money on, he revealed it would be a new tractor for his



family's farm.

Scotty Dog said: "It's everything that dreams are made of really, I can't believe it.

"I didn't know that many noughts went behind a one in any bank account anywhere, it really is life-changing, the whole situation.

And he cheekily added: "Everybody thinks I've got a lot of money now, so all of a sudden the tractor prices have probably gone up in my area."

## THE MEANING OF LIFE

# MULCH ADO ABOUT NOTHING

Here's an extract from a fictional dialogue, which a few people sent me recently, including Peter Leech and Jonathan Swift...

**GOD to St FRANCIS:** Frank, you know all about gardens and nature. What in the world is going on down there on the planet? What happened to the dandelions, violets, milkweeds and stuff I started eons ago? I had a perfect no-maintenance garden plan. Those plants grow in any type of soil, withstand drought and multiply with abandon. I expected to see a vast garden of colours by now. But, all I see are these green rectangles.

**St FRANCIS:** It's the tribes that settled there, Lord. The Suburbanites. They started calling your flowers 'weeds' and went to great lengths to kill them and replace them with grass.

**GOD:** Grass? But, it's so boring. Do these Suburbanites really want all that grass growing there?

**St FRANCIS:** Apparently so, Lord. They go to great pains to grow it and keep it green. They begin each spring by fertilising grass and poisoning any other plant that crops up in the lawn.

**GOD:** The spring rains and warm weather probably make grass grow really fast. That must make the Suburbanites happy.

**St FRANCIS:** Apparently not, Lord. As soon as it grows a little, they cut it – sometimes twice a week.

**GOD:** They cut it? Do they then bale it like hay?

**St FRANCIS:** Not exactly, Lord. Most of them rake it up and put it in bags.

**GOD:** They bag it? Why? Is it a cash crop? Do they sell it?

**St FRANCIS:** No, Sir, just the opposite. They pay to throw it away.

**GOD:** Now, let me get this straight. They fertilise grass so it will grow. And, when it does grow, they cut it off and pay to throw it away?

**St FRANCIS:** Yes, Sir.

**GOD:** These Suburbanites must be relieved in the summer when we cut back on the rain and turn up the heat. That surely slows the growth and saves them a lot of work.

**St FRANCIS:** You aren't going to believe this, Lord. When the grass stops growing so fast, they drag out hoses and pay more money to water it, so they can continue to mow it and pay to get rid of it!

To read the whole sketch visit [tinyurl.com/oyo6g9m](http://tinyurl.com/oyo6g9m).

## SAFETY FIRST

# MOWER 'PIGGYBACK' GOES VIRAL

When Crestview, Florida, resident Shawn Carner strapped a ride-on lawn mower to the top of his



car to get it home from work, he had no idea how much attention he was going to attract.

"I don't have a truck, so I was doing the best I could with what I had," he told *NFW Daily News*.

As he drove his Ford ZX2 home, he noticed that he was drawing some attention.

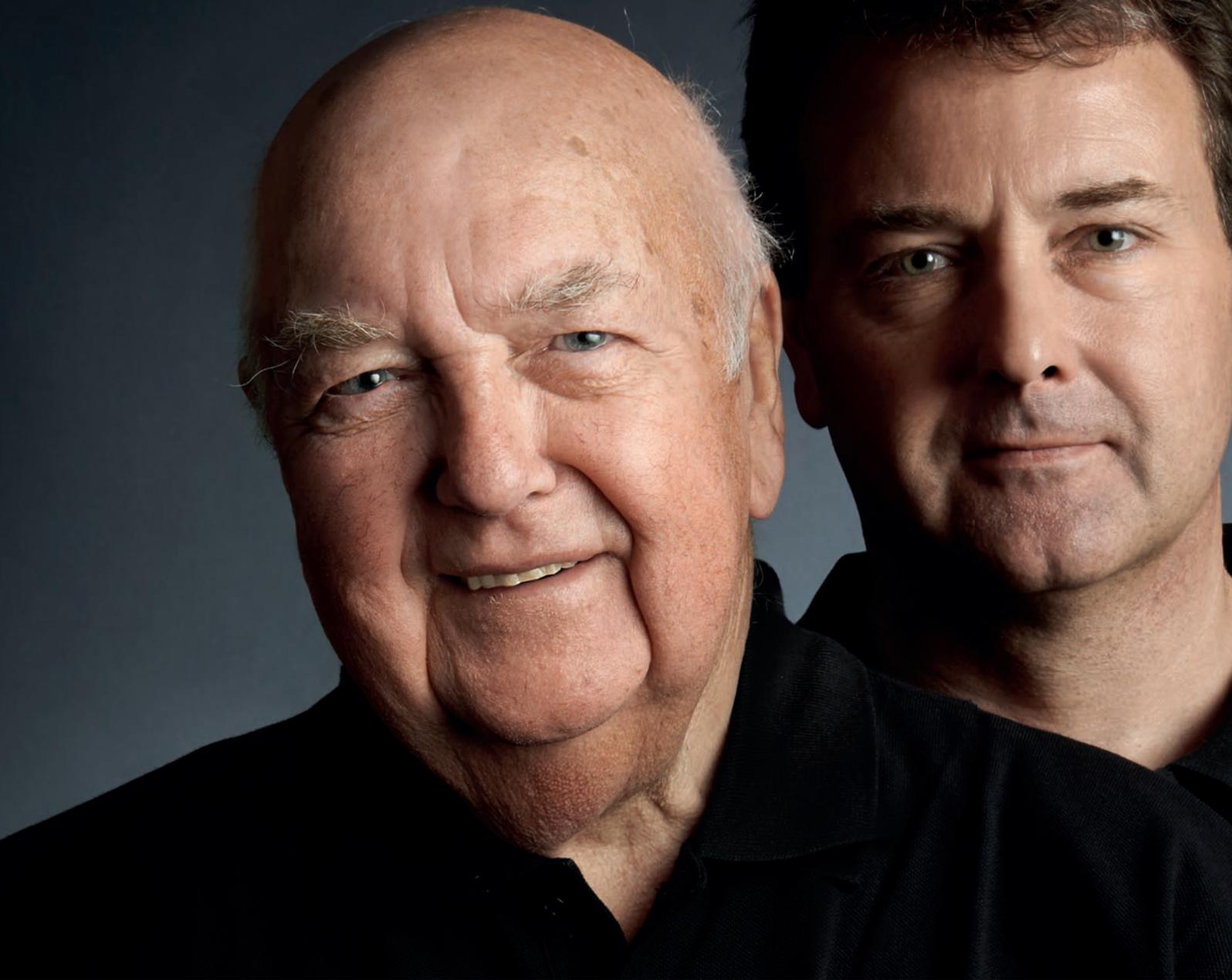
"There must have been 30 to 40 vehicles slowing down to take pictures, give thumbs-ups, and hollering good job," he added.

He received phone calls from family and was interviewed on the radio after someone posted a photo of his unorthodox moving arrangement on Facebook. In no time at all it had had thousands of likes and comments.

And apparently the transportation wasn't even the most unusual thing about the mower. Shawn told the local news he had made modifications which meant the machine could now spit 14-inch flames and go 40mph off road!



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