

SERVICE DEALER

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SEP / OCT 2014

SOONER OR LATER

It is 10 years since Toro acquired Hayter – how is the ‘marriage’ working?



❖ Saltex Preview

❖ GLEE Preview

❖ Forestry Equipment Update

❖ Business Monitor

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DEALER PROFILE

Morris's Stores celebrates 80 years

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EDITOR'S MESSAGE

The cycle is nearly done, the September trade shows are upon us – and this year there should be a considerable spring in the step of dealers and suppliers.

The script couldn't have been written better. Monstrous amounts of water in the ground over the winter, early Spring, warm Easter, glorious summer and a receding recession. Even then, it can be as challenging to trade successfully through 'perfect conditions' as it is in a poor season.

SALTEX will be notable for the absence of a number of high profile suppliers this year (although their products will be on show). At the risk of repeating myself, we need trade shows like SALTEX and GLEE. They are more than a showcase. They are the 'parish-pump' for our industry.

What is the perfect scenario? A full representative show at a central location every other year, or an annual event alternating between locations in the North and the South (rather like the Game Fair)?

In a world without shows you would have every Tom, Dick and Harry supplier criss-crossing the country with 'road-shows' involving huge expense and all trying to pick the perfect timing.

Which is exactly why all-embracing shows were established in the first-place.

Chris Biddle, Editor



OUR PEOPLE

www.servicedealer.co.uk

EDITOR

CHRIS BIDDLE
@ chris@servicedealer.co.uk

DEPUTY EDITOR

STEVE GIBBS
@ steve@servicedealer.co.uk

PRODUCED BY

THE AD PLAIN LTD

Pipe House, Lupton Road,
Wallingford Oxfordshire,
OX10 9BT, UK

☎ 01491 837 117

🌐 www.theadplain.com

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MANAGING DIRECTOR

DUNCAN MURRAY-CLARKE

DESIGN & LAYOUT

PHIL LAY

ADVERTISING SALES

ALISON SHERLOCK

@ alison@theadplain.com

☎ 01491 837 117

APPOINTMENTS

RUTH BAILEY TO HEAD AEA

FIRST EVER FEMALE CHIEF EXECUTIVE

The Agricultural Engineers Association has appointed Ruth Bailey as its new Director General and Chief Executive Officer. She succeeds Roger Lane-Nott, who is retiring after eight years in the post.

Ruth Bailey is the first woman to head up the AEA, representing more than 150 companies involved in the manufacture and import of farm and outdoor power equipment.

Back to her roots

Ruth, 47, a keen marathon and off-road runner, resides in Northamptonshire with her partner and said: "I am absolutely delighted and thrilled to be coming back to my roots. Britain's farming and land based engineering industry is one of the most technically innovative and productive industries in the world, working with and adapting to the application of diverse conditions with environmental and productivity ratios in fine balance. The British and European markets in particular have a world class reputation for quality, reliability and value, and the industry plays a key

enabling role in meeting food security needs."

From a farming family in Penistone, South Yorkshire, Ruth comes to the industry from the mining equipment supply sector with a strong knowledge of the cross-over potential of technologies across the sectors.

She now joins the AEA bringing a wealth of business experience from a synergic industry and a successful track record in managing a high profile trade association.

Building on a legacy

Added Ruth: "Succeeding Roger Lane-Nott will be a very tough act to follow. During the past eight years he has raised the profile of the AEA to that of a government accredited trade association, strongly promoting and representing the superior technical and engineering capabilities of the member farming and outdoor power equipment companies to domestic and European



government influencers. My focus will be on building on Roger's legacy and taking the association forward from its current position of strength, promoting its core interests in the relevant sectors to a wider audience, and continuing the advance of the professional aspect of the industry, encouraging skills development, young technicians and engineers, and the expansion of professional qualifications."

Roger Lane-Nott said: "Ruth Bailey has already shown she is an accomplished ambassador for a technically based equipment market such as ours and all in the industry will wish her every success in the new challenge ahead."

Ruth will start with the AEA in September, taking over full-time from Roger in January 2015.

BUSINESS

GGP AND GIANNI FERRARI TEAM UP

The GGP Group and Gianni Ferrari, are forming a strategic alliance to manufacture the GGP range of commercial implement carriers marketed under the Stiga Titan product range.

These machines will be assembled at the Gonzaga (Mantova, Italy) plant of Officine Bieffebi, the Gianni Ferrari parent company. In the same plant Officine Bieffebi produces the

professional Gianni Ferrari riding mowers as well as a range of metal parts for the automotive industry.

Strategic collaboration

Franco Novello, Senior Vice President Integrated Operations at GGP, expressed his satisfaction for "a strategic collaboration on production, which can potentially lead to a technical cooperation, aimed at further developing both



current and future product ranges".

Both companies are also exploring additional areas of joint interest, which could cover production areas as well as further joint market activities in selected product areas and markets.

BUSINESS

B&S TO CUT DOWN ON LOWER PRICED SNAPPER PRODUCTS

AND CONSOLIDATING US PRODUCTION FACILITIES

Briggs & Stratton in the US has announced that beginning in the 2016 lawn and garden season, it will narrow its assortment of lower-priced Snapper consumer lawn and garden equipment and consolidate its products manufacturing facilities in order to further reduce costs.

The company will continue to focus on premium residential products to customers through its Snapper and Simplicity brands, and commercial products through its Snapper Pro and Ferris brands.

Factory closure

The company will close its McDonough, Georgia location and consolidate production into existing facilities in Wisconsin and New York. Production of pressure washers, snow throwers and lawn tractors will move to its Wauwatosa, Wisconsin manufacturing facility, and production of zero-turn lawnmowers will be moved to its Munnsville, New York facility.

Production is estimated to be completed in McDonough and transitioned to the other facilities during the first quarter of 2015.

“While we have seen improved sales of our lawn and garden equipment during our fiscal 2014, in an effort to improve the operating performance of our products business, we believe it is necessary to simplify our Snapper product line, reduce our offerings of certain low-volume and lower-priced Snapper lawn and garden products and reduce the related manufacturing capacity and expenses,” commented Todd J Teske, Chairman, President and Chief Executive Officer of Briggs & Stratton Corporation.

Fiscal 2014 sales

In other news the company anticipates reported fourth quarter fiscal 2014 consolidated net sales of \$495 million, a 4% increase over fourth quarter fiscal 2013 consolidated net sales of \$477 million.



130,000

...units sold of Robotic lawn mowers in the year...

2013

source: robomow.com

APPOINTMENTS

PETER DIXON HEADS ROBOMOW

NATIONAL SALES MANAGER ROLE



Mower Magic has announced the appointment of Peter Dixon as National Sales Manager for Robomow UK.

In this new role, Peter will be responsible for managing the network of dealers to help grow and develop Robomow's position in the UK market, and to bring new dealers on board.

Peter brings with him a wealth of knowledge and industry experience with over 25 years in the garden machinery industry. He will be working with dealers nationwide, as well as representing Robomow at trade and consumer shows to help promote the brand and boost product awareness throughout the UK.

Contact Peter directly at peter.dixon@mowermagic.co.uk or call him on **07951267800**.

DEALERS

TRP APPOINTED BY MCCORMICK

Farm machinery engineering business TRP Ltd has committed two of its branches to supporting McCormick tractor users with parts and service back-up throughout a large swathe of eastern counties agriculture.

TRP Chairman Roger Pearson and Managing Director Jonathan Pearson spent several months examining options for a new tractor franchise at their Sleaford headquarters in Lincolnshire and the Everton branch near Doncaster, South Yorkshire. Their appointment as McCormick sales and service dealers was confirmed by national distributor AgriArgo UK when the red tractors featured prominently on TRP's Lincolnshire Show stand.

"We had several approaches from different manufacturers and weighed up the product range that would best suit the types of farming served by our branches, as well as the way the suppliers do business," said Roger Pearson.

Territory

TRP Ltd now has a McCormick territory east of the M1 extending south from Goole to Stamford and bordering the territories of established McCormick dealers Yorkshire Handlers to the north, and JPM Agricultural and Robert H Crawford covering the rest of Lincolnshire. To the west, the TRP territory borders Catley Engineering at Desford, Alkmonton Tractors near Ashbourne, N&S Moorhouse at Barugh and Barlows of Henbury.



Tim Lawrence of AgriArgo welcomes Roger (left) and Jonathan Pearson to the McCormick sales and service dealer network at the Lincolnshire Show

APPOINTMENTS

CHARTERHOUSE TAKE ON GRADEN

FOLLOWING THE CLOSURE OF R&K KENSETT



Charterhouse Turf Machinery has taken on the distribution of the Graden range of Verticutters following the closure of R & K Kensett in June.

Graden Industries of Australia has completely endorsed this transfer having signed an exclusive distribution agreement with Charterhouse.

Keith Kensett

Following the sad death of Keith Kensett in September, who was the driving force behind the company, Keith's wife Jane, and sons Richard and Joe had decided to bring R&K Kensett to an end.

Richard Kensett said: "My Dad held Charterhouse in high regard. All of us in the family and the firm are pleased that the great work he did with the Graden product range can be continued with a good partner. Our customers can continue to be well serviced now we have closed the firm. We wish Charterhouse and Graden Industries every success together."

Continuing support

For Charterhouse Nick Darking, responded: "The Graden range of machines complements everything that we do for the care and maintenance of sports turf. We have worked for many years with the Kensett team at shows, demonstrations and technical seminars and are really pleased that we can continue that work. We will support all the existing Graden users with parts and technical support."

BUSINESS

RECORD TURNOVER FOR STIHL

FOR GB AND WORLDWIDE IN 2013

Announced at its annual Spring Press Conference, the STIHL Group has reported a record global turnover of £2.38 billion in 2013.

STIHL also expanded its workforce by over 12% to top 13,800 in December 2013.

In Great Britain the Group's wholly-owned sales and marketing subsidiary hit a record in 2013 with turnover topping £78 million for the first time (11.5% year-on-year growth).

Strong growth in unit sales

"Our growth in Great Britain is very satisfying, and as we froze prices between 2012 and 2013 that growth has come from increased unit sales", commented Robin Lennie, Stihl GB MD.

"Our expert dealer network is delivering a powerful retail offer: the high quality and broad-ranging STIHL product mix coupled with expert personal service and after-sales support. Our professional user heartland is core to our business, but the biggest growth opportunity is in the home-user market.

"As such our specialist dealers, many of whom are traditional family-run businesses with a wealth of experience, are investing in partnership with us to improve their retail environments. Those investments are now reaping positive rewards in terms of both their own business and our brands' growth and are placing them in a strong position for the future", he concluded.



Robin Lennie

DEALERS

RETURN TO REDEXIM

Charterhouse Turf Machinery has appointed Fraser C Robb as its new dealer for the Fife and Perth & Kinross areas of Scotland.

Fraser C Robb is a family-run business based in Drymen, established for 40 years, selling and servicing all types of groundcare, agricultural and horticultural machinery.

Kenny Hunter, Commercial Sales Manager at Fraser C Robb commented on the appointment: "Personally it is great to re-engage with Redexim as I sold their equipment in the Middle East five years ago. The company is just so professional and in touch with the needs of the Scottish horticultural market – from our golf courses to local authorities and contractors."



APPOINTMENTS

PROMOTION AT ETESIA



Etesia UK has announced the promotion of Neal Barker to Field Sales Assistant with immediate effect.

Neal will combine his present role as Technical and Aftersales Manager with the newly

created position and will be responsible for both Etesia and Pellenc Green Technology battery-powered products.

Commenting on the promotion, Etesia Operations Director Les Malin said: "Neal has been an invaluable part of our team over the past eight years. With the continual development of our range we required someone who extensively knew the products."

Neal added: "I am looking forward to meeting dealers and end-users, addressing new challenges and promoting the Etesia and Pellenc brands."

Neal can be contacted on 01295 680 120 or emailed at technical@etesia.co.uk

APPOINTMENTS

EWEN TAKES ON NORTHERN SALES FOR DENNIS AND SISIS

Dennis and SISIS have announced the appointment of Ewen Wilson as Northern Area Sales Manager, incorporating Scotland, Ireland and Northern England.

This management restructuring announcement follows the retirement of Alan Ronaldson after 12 years' service with the company. As part of the restructuring, Ewen will also continue his export responsibilities for the US, Middle East and Scandinavia, having worked for the company for almost 30 years.

Ewen's new responsibilities will include providing product advice and assistance to customers and dealers within his region, as well as attending seminars and exhibitions.



BUSINESS

HUSQVARNA TO REORGANISE FOREST AND GARDEN OPERATIONS

Husqvarna Group has announced that it will establish a new organisation for its forest and garden operations, based around its brands.

The new organisation will gradually be implemented and fully effective as of 1st January, 2015.

Reorganisational costs and redundancies will be limited say Husqvarna.



Three brands

The forest and garden operations will be organised in three global brand divisions representing three different business models.

"The brand dimension of the new organisation allows differentiating the three business models, each with their own distinct end customer target groups, strategy and offering – and aligning them with the associated operational resources and required leadership structure," said Kai Wörn, President and CEO of Husqvarna Group.

- **Husqvarna** (including Zenoah), are dealer channel centric brands that enjoy strong recognition across many different forest and garden product segments, primarily for professionals and demanding consumers. Net sales for the division in 2013 represented approximately 52% of group net sales. The division will be headed by Pavel Hajman, who joined the group on 1st June.
- **Gardena** is a retail centric brand with strong 'must have' recognition in the consumer watering segment. Net sales for the division in 2013 represented approximately 13% of group net sales. The division will be headed by Sascha Menges, currently Head of Manufacturing and Logistics.
- **Consumer Brands.** This division includes all other group brands, such as PoulanPro, McCulloch and Flymo. Net sales for the division in 2013 represented approximately 25% of group net sales. The division will be headed by Alan Shaw, currently Head of Americas.
- **The Construction division**, which represents around 10% of group net sales, will not be impacted by the organisational changes in the forest and garden operations. Construction will continue under the leadership of Anders Ströby. ●

2011

SISIS was acquired by Howardson to sit alongside Dennis as a division providing the groundcare industry with a truly comprehensive range of British manufactured products



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80 UP

as North Wales
dealer changes focus



When Llewelyn Morris set up his hardware store in Prestatyn in 1934, he would have had no idea of the way the business would change over the years. But he would surely have been delighted that his son and grandson would go on to keep the family name 'above the door' of a flourishing business.

And with the focus now firmly on garden machinery rather than hardware, Morris's Stores, now located on the outskirts of the small Denbighshire town of Rhuddlan, held an Open Day on 31 July 2014, exactly 80 years to the day that Llewelyn opened the original business.

Over 16 years ago the business moved from the original shop in Prestatyn to a smaller workshop around the corner when they stopped selling hardware, and then 12 years ago to the present, prominent road-side premises alongside the River Clwyd, in the shadow of the imposing Rhuddlan Castle.

Competition

In fact, neither Llewelyn's son John, nor grandson Jonathan who today runs the business with his wife Donna, originally planned to join the family business. John, who sadly died suddenly in 2010 having just planned his retirement, went from school into the RAF as a

MY DAD WAS VERY SUCCESSFUL IN BUILDING UP THE GARDEN MACHINERY BUSINESS

mechanic, whilst Jonathan initially pursued a career as an electrician.

Like many hardware shops during the 1980s and 1990s, Morris's Stores sold lawnmowers and focussed on all the popular makes. "My Dad was very successful in building up the garden machinery business in those heady days, which gradually took over from hardware," says Jonathan. "But it wasn't long before the mass retailers got in on the act and put the specialists under real pricing pressures."

Jonathan himself joined the family business in 2000 and was soon joined by his wife Donna who had previously worked at the University of Bangor and for the Welsh Development Agency.

As the competition from the mass retailers intensified, and the internet became more and more of an influence, Jonathan and Donna decided that specialism would have to be the key for future growth. "We've got a B&Q store just behind us," says Donna, "and it was never a case of 'if you can't beat them, join them'. We needed to be able to clearly differentiate ourselves from non-specialists."

So over past few years, Morris's Stores have moved firmly into the commercial and semi-professional market. A huge opportunity for them are the miles and miles of caravan and camping sites that stretch across the North Wales coastline.

Caravan parks

To say that the dealership has tailored its product line-up to suit this specific market would not be totally true, but with caravan

park owners and operators keen to keep their sites looking neat and tidy, Jonathan has selected a range of equipment to suit their requirements.

Rugged rotaries, tough cylinder mowers, commercial brushcutters and trimmers, Iseki compact tractors, E-Z-Go buggies for park transport, cordless technology from the likes of Pellenc, supported by a Briggs & Stratton main dealership and Master Service Technician Centre.

All this has resulted in Morris's Stores serving an area that stretches from Anglesey to the west, along the coastline to Cheshire in the east.

"We used to be in competition with a number of other specialist dealers in the region," says Jonathan, "but quite a few have

fallen by the wayside, notably Burgess. This has enabled us to be selective in the brands we support and focus firmly on building a business based on service, it's no good just selling machines if you're not able to support your customers after they've walked out of the door."

In addition to Jonathan who looks after sales and after-sales and Donna who handles spare parts and admin, the company employs a part-time book-keeper, a sales specialist, Cyril Jones (who originally worked for Burgess), and two experienced mechanics, Phil Parry and Harold Rawlinson.

It's a small team to serve such an extensive catchment area, hence the need to be selective says Jonathan. However, it is a policy that appears to work, and work well. "We'd noticed a big difference with increased turnover in the first quarter of 2014 compared with last year," says Donna. "And the trend has continued into the summer with no sign of a slackening off. That really pushed us into taking on Cyril to deal just with sales as we've been twice as busy as last year." ▶



Morris's Stores, Rhuddlan



Morris's Stores, Rhuddlan

Legacy

Whilst Morris's Stores have no obvious online sales policy, preferring the personal touch, they rather cleverly grabbed a key domain name - so when you type the two words 'mowers' and 'Wales' into a search engine, you find the Morris's Stores website close to the top of the list. Despite the careful selection of products, and to some

'IT WILL ONLY TAKE 15 MINUTES TO FIX, SO CAN'T YOU DO IT NOW?'

extent, type of customer, Jonathan says that he tries to treat each and every customer the same. "You never know whether that casual enquiry for a £2.00

spare part or request to service a machine bought elsewhere might turn into valuable future business," he says.

But the trickiest type of customer? "No doubt it's the 'it will only take 15 minutes to fix, so can't you do it now?' request!" And that's a phrase that all dealers will recognise. Family businesses are the back-

bone of the UK economy. For any business to be passed down through the generations intact is a considerable achievement. But they mostly succeed because the new generation takes a fresh look at changing trading conditions - and adapts the business accordingly.

That is certainly the case with Morris's Stores. Today's business being a fitting legacy to the efforts of both the founder Llewelyn Morris, and of course to Jonathan's father John, who shaped the present direction of the company. ●

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Congratulations to Morris's Stores on their 80th Anniversary!



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Congratulations all at Morris Stores



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Raghu Das

SOONER OR LATER...

Ten years on, Toro is still on a learning curve with Hayter. Chris Biddle reports.

We Brits love our lawns. We 'do' grass rather well. We invented the lawnmower and have a manufacturing tradition to be proud of! Very few names are as synonymous with this heritage as Hayter. The strap-line 'Sooner or Later You'll Buy a Hayter' (brilliant), or the stunning full page adverts entitled 'House by Lutyens. Mower by Hayter' (wonderfully photographed, hideously expensive, but brilliant).

It is now almost ten years, since Toro acquired Hayter. The process of integration since 2005 has been neither easy nor straightforward. Transition always takes longer than hoped. Add in a major recession, and progress had to be steady and measured.

Much has been achieved during the past 10 years, but still question marks persist amongst the dealer community about the future direction of the brands.

Raghu Das, who joined Hayter as Operations Director in 1999, is Managing Director of Toro's European, Middle East and Asian Operations (EMEA), overseeing manufacturing plants in Italy and Romania (both specialising in irrigation), as well as Hayter's 'spiritual home' at Spellbrook.

His appointment is proof that international companies such as Toro, recognise the advantages of having people with inside knowledge in markets outside the US.

He says, "Toro and Hayter complement each other. Both focus predominately on the turf and amenity markets. Toro is a conservative, solid mid-West company which shares many of the values that have sustained Hayter over the years."

Chinese ownership

His task cannot be an easy one given the recent rollercoaster history of the company. Doug Hayter (who started Hayter in 1946), sold the company to Greg Hutchins' Tomkins Group in 1985 for just £4 million.

Hutchins was ambitious, building a portfolio of mature, medium technology companies who required investment and dynamic management.

He soon added US auto supplier Gates Rubber and, eye-catchingly, gun-maker Smith and Wesson. These were followed by US mower maker, Murray Ohio (bought for £126m), but these deals were eclipsed when Tomkins acquired Rank Hovis McDougall for £935million.

Conglomerates were all the rage during the 1980s, but started to lose their appeal. The gloss was fading for Tomkins and Hutchins came under pressure to reduce the size of the group, which then comprised of more than 70 companies. Hayter and Murray became the favourites to be jettisoned first.

In 2000, a shell company, Summersong Investment, acting for D'Long, a Chinese industrial conglomerate run by the two Tang brothers, bought Murray and Hayter for £150 million. They had been seeking a foothold to enter the lucrative US market by acquiring a mower manufacturer, but the move alarmed those at Spellbrook who feared that the Hayter brand could disappear.

Hayter directors, Tony Bourke, Kim Macfie and David Smith attempted to put together a management buyout which was rejected by the Chinese owners, and Derek Boulton was appointed as managing director in 2002. Production of some Hayter models was transferred to China.

The future prospects for Hayter became even more uncertain in 2004 when it was announced that the D'Long Group had collapsed. The Tang brothers were reported to be in jail, and a Chinese state-owned asset management company was instructed to dispose of the assets.

Murray was having financial problems, and in November 2004, filed for Chapter 11 bankruptcy in the US. At first, it was reported that Hayter was not

QUESTION MARKS OVER THE FUTURE DIRECTION OF THE BRAND PERSIST

implicated but that proved not to be wholly true.

A month later, it was announced that Murray would be sold at auction in January 2005 with Briggs & Stratton, the biggest unsecured creditor, emerging as a 'stalking horse' offering a guaranteed \$150 million for Murray and Hayter - unless the bid was topped by at least \$9 million, in which case B&S would receive a \$4 million break-up fee.

In the event, Briggs & Stratton bought the Murray assets for \$125 million with Hayter offered for sale separately. JCB and Ariens were both said to be in the hunt, but the interest from Toro always seemed to provide the best fit and the deal was completed in January 2005.

Anomaly

For Toro, the UK market had suddenly become something of an anomaly.

The UK distribution of Toro golf and grounds care machines had been in the hands of Lely UK for over 40 years. It is a strong, long-standing and enduring relationship which was never likely to be disturbed or tested by Toro's acquisition of Hayter.

But it was never going to be straightforward to sort out who would sell what.

The consumer range, spearheaded by long-standing favourites such as the Harrier, had to remain in the Hayter livery. The Toro homeowner range also had a following in the UK, and was notable for its pioneering of recycler models.

Over the years, Hayter had developed a strong toe-hold in the professional sector extending upwards from machines such as the Condor to ride-on triple mowers aimed principally at the amenity and contractor market and sold through a loyal band of dealers.

However, in the professional grounds care sector, Hayter was always destined to be something of a niche brand, never fully able to compete with the product



line-up or dealer network of the 'big three' Ransomes Jacobsen, John Deere - and Toro itself.

There was never any prospect of dual Toro and Hayter branding for the commercial products, and a gradual shift into Toro livery took place for the machines targeted at the landscaper or contractor sector which resulted in a number of Hayter Professional dealers losing the franchise where it clashed with a neighbouring Toro dealer.

Both Hayter and Lely insist that the division of the commercial machinery line-up is quite clear. Hayter sell Toro-branded products for the landscaper and contractor market, Lely sell Toro-branded products for the golf, sportsfield and grounds care market.

Raghu Das says, "It has been a learning curve for all involved, and I know that people do find the relationship between Hayter and Lely in respect of Toro confusing sometimes. The product line-up, particularly in the professional range has become a lot clearer - although I have to admit that we might never achieve full clarity."

He added, "US manufacturers now realise that considerable experience in their home market (70% of Toro's sales are in the US) does not always translate effectively to other cultures, customs and conditions. Toro itself has realised the need to have more of a local influence in its overseas markets, and they are not alone in that."

For years, people have been writing off the viability of Hayter's Spellbrook factory, stuck up a narrow country lane.

"Toro has never been shy to invest," says Raghu, "and they are currently investing in Spellbrook with a view to the future and it remaining an important manufacturing hub."



NEVER GOING TO BE STRAIGHTFORWARD TO SORT OUT WHO WOULD SELL WHAT

A brand new and complex paint plant is currently being installed at the factory which otherwise remains very much in character. The majority of the employees have been with the company for over 20 years, and the annualised hours system whereby production staff work a longer week in the winter (50 hours), thus giving them more time off in the summer months remains highly popular.

Production of the Spirit and Envoy mowers has been brought back in-house from China, and the Graden Golf Greens roller which was acquired by Toro a year or so ago, is now being manufactured at Spellbrook for worldwide distribution.

“In the past, there has been a tendency to put bottom line cost as the sole factor in manufacturing,” says Raghu Das. “Today we take a holistic approach because there are so many other considerations such as lead time, transport, flexibility and much more.”

Branding

Toro is one of the true giants of our industry. The company is fully focussed almost entirely on the grasscare sector from cutting and aeration to irrigation, in a history that this year celebrates 100 years of solid achievement.

But what happens when a good big ‘un takes over an equally good little ‘un? It seems that Toro is still searching for that ‘perfect’ compromise.

Might there be pointers in recent history? Toro bought the Wheelhorse brand in 1986 (originally founded by Elmer Pond in 1946, the same year as Hayter). Despite its loyal following and almost iconic

status, Toro ditched the dual Toro Wheelhorse branding in 2005. In 1989, Toro bought out its long-time rival Lawn-Boy. Today in the US, they distribute it almost exclusively through the mass channel and online retailers such as Amazon.

When Bosch bought Atco-Qualcast, they couldn’t find a way of finding room for these two iconic British mower brands, and simply sold off the brand-names for others to capitalise on.

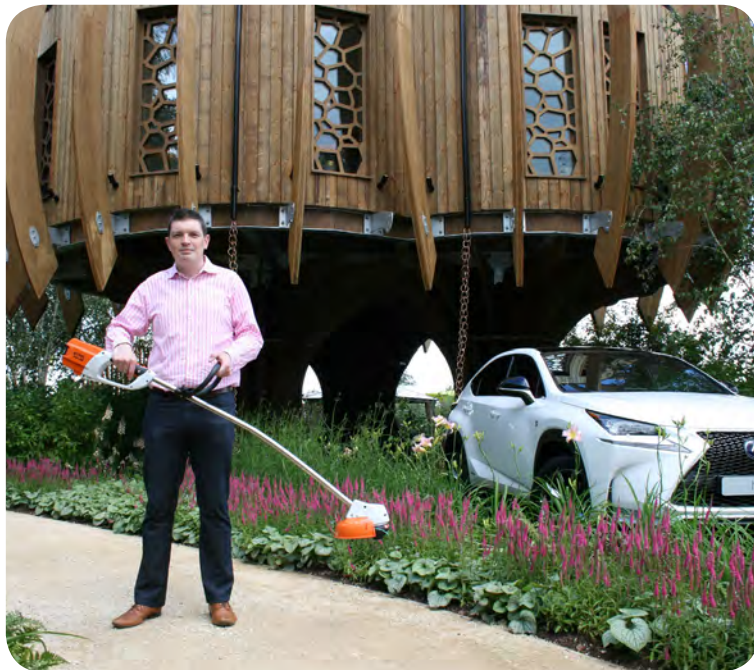
There is no suggestion that Toro would drop the Hayter name. In the US, their Exmark professional range runs successfully in tandem with their own brand. However, history teaches us that they will always be looking at the ‘bigger picture’.

In the UK, Hayter has reverted to a dealer-direct policy, cutting out distributors. It’s a move which has been welcomed by some, and their motives are understandable. However, the distribution model has changed in recent years. The huge volume of ‘one-stop’ business today generated by the three or four major distributors, and their ability to source ‘own-brand’ and perhaps competitive products, may well impact on Hayter volumes.

Recent national promotional activity also suggests that the Toro consumer range is currently being marketed equally as forcibly as Hayter out of Spellbrook. All of which could dilute either (or both) of the brands. Maybe they should decide to go one way or the other. At least then there would be clear definition between themselves and Lely - and less confusion for dealers and end-users. “It’s been a ten-year learning curve,” says Raghu Das, “and the work goes on. We need to adapt to changing market conditions so regular ‘touches on the tiller’ will be absolutely necessary.”

All the trade will say ‘Amen’ to that. The loyalty, respect and yes, love, for the Hayter name is still very strong. But that could quickly disipate without careful and consistent nurturing of the Hayter brand over the coming years. ●

STIHL QUIET IN THE GARDEN



Simon Hewitt, Head of Marketing at STIHL GB, with an FSA 65 cordless grass trimmer at The Quiet Mark Treehouse at RHS Hampton Court Palace Flower show in July.



T H WHITE SUPPLIES ADAM HENSON

BBC *Countryfile* presenter, Adam Henson, takes delivery of a New Holland CR 9070 combine harvester from Adrian Lovegrove of T H White at the Royal Three Counties Show.



Britain's Favourite Petrol Lawnmowers since 1962.

At Moutfield we're proud of being the Number 1 selling brand of petrol lawnmowers in the UK. For over 50 years we've been offering great value products with excellent performance.

Moutfield has stayed Number 1 because we've continued to invest and develop our products to meet customers' needs.

We launched the 1430 84cm garden tractor, it rapidly became a bestseller.

This year we are delighted to launch a new range of 16" roller mowers, and mulching lawn riders...soon to be in demand by customers near you!

Moutfield, the British gardeners choice.

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



MORRIS BUFTON CELEBRATE



Celebrating Morris Bufton & Co's 60 years of trading are L-R: *Martin Wasley* (Sales & Technical Manager, E P Barrus Ltd), *Steve Bufton*, *John Bufton* and *Robert Muir* (MD, E P Barrus Ltd).



SAFETY AWARD FOR RANSOMES JACOBSEN

Safety representative *Eddie Talbott* holds a RoSPA Gold certificate, awarded to Ransomes Jacobsen for the second year running, flanked by *Gemma Cosby* EHS Manager (centre right), and other members of the safety team.

OUT IN BLUE FORCE

New Holland's latest range of agricultural tractors and machinery both large and small were on display alongside heritage tractors and machines at the popular Blue Force 1000 event held at the Newark Showground.



ALAN RONALDSON RETIRES

Ewen Wilson (right), Sales Manager at Dennis and SISIS, thanks *Alan Ronaldson* (left) for 12 years' service at the company before his retirement.



JCB MUD RUN RAISES £50,000

A record field of 2,700 people crawled, climbed and splashed their way around a gunge-filled course to take on the challenge of the 3rd Annual JCB Mud Run recently, raising £50,127 for the NSPCC.



Are You Ready For Autumn?

Garden Blow / Vacs from £21.87*



Log Splitters from £59.99*



Shredders from £53.99*



Tillers from £41.99*



Chainsaws from £41.99*



Hedge Trimmers from £29.99*



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AUTUMN 2014 PROMOTION OUT NOW

Handy Distribution



*Prices shown are NETT prices excluding VAT for products in our Autumn 2014 promotion.



2015 **NEW** Product Launch

****New Product Roadshow****

We will be travelling to 6 locations across the UK, where we will hold informal presentations on our companies exclusive brands, product lineups, and new products for the 2015 season, followed by an outdoor hands on session where you can test our new products in a working environment. Breakfast and lunch will be provided and the roadshow is aimed at dealership owners and sales managers.

What will be launched?

For 2015 we are launching an extensive range of new products from AL-KO, SOLO, MITOX, MTX, WEIBANG, DORMAK, B3C and much more. Products launched will include multi-tools, brushcutters, hedgetrimmers, chainsaws, roller mowers, chippers, log splitters, tillers, scarifiers and various others, all from opening price point models, through to fully commercial / professional machines with extensive warranty support.

Where will it be?

22nd September

Perth

26th September

Hereford

1st October

Crawley

24th September

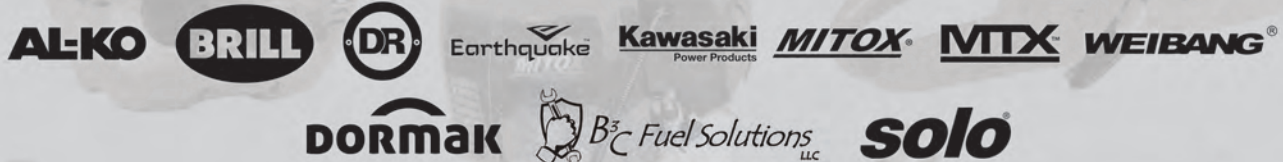
York

30th September

Cambridge

3rd October

Devon



BOOK YOUR PLACE NOW - Call your ASM or e-mail zoe.gupy@rochfordgm.co.uk



2015 Technical Training Course

** NEW Technical Training Course - FREE to attend**

We will be travelling to 12 locations across the UK, where we will hold informal technical seminars primarily focused around 2-stroke products and driven by dealer feedback and demand. Breakfast and lunch will be provided and the technical course is aimed at technicians and service managers.

What will be included?

For 2015 we are launching our first ever technical training course, covering 12 locations across the UK and driven by dealer demand and feedback. The FREE course will be informal and follow an agenda as follows -

- How to PDI a 2-Stroke machine (supported by MITOX®)
- 2-Stroke essential maintenance (supported by MITOX®)
- 2-Stroke diagnostic tips (supported by MITOX®)
- The effects of Ethanol on garden machinery (supported by B3C)
- AL-KO Technical Updates (supported by AL-KO / SOLO)



MITOX®

Where will it be?

14th October

Perth

20th October

Bridgend

24th October

Hertfordshire

15th October

Dumfries

21st October

Worcestershire

4th November

East Sussex

16th October

York

22nd October

Lincoln

5th November

Somerset

17th October

Cheshire

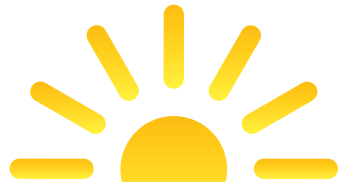
23rd October

Thetford

6th November

Cornwall

BOOK YOUR PLACE NOW - Call your ASM or e-mail gemma.starr@rochfordgm.co.uk



IOG SALTEX 2014 ALL THE BRANDS UNDER THE SUN

2nd-5th September, Windsor Racecourse

This year's IOG Saltex show is promising visitors "all the brands under the sun".

As this is one of the 'alternative years' when some of the big boys don't have their own stand, the IOG says, if early news from the exhibiting machinery dealers is a guide, representatives from each major turf care brand will be on show as part of the A to Z equipment showcase.

For example, Farol represents manufacturers such as:

- **Bomford**
- **John Deere**
- **Major**
- **Stihl**

... while John Deere machinery is just one aspect of Henton & Chattel's comprehensive equipment portfolio.

A host of brands are available from Lister Wilder, including:

- **Campey**
- **Dakota**
- **Imants**
- **Omarv**
- **Raycam**
- **Vredo**
- **Fendt**
- **Hayter**
- **Honda**
- **Massey-Ferguson**
- **SnowEx**
- **Timberwolf**
- **Trimax**
- **Turfmech**
- **Viking**
- **Wessex**

On the George Browns stand, visitors will be able to access:

- **Baroness**
- **Kubota**
- **Toro**
- **Lastec**

Simon Richard will be showing representative models from:

- **Muthing**
- **Reform**
- **Shibaura**

Whilst RT Machinery will be promoting a portfolio which includes

- **Allett**
- **Eliot**
- **Etesia**
- **Kioti**
- **Scag**
- **Walker**

So a visit to Windsor is well worthwhile for any outdoor powered machinery dealer.

ONE-TO-ONE ADVICE

From award-winning sports turf experts



All visitors to this year's SALTEX will have a unique opportunity to gather best-in-class sports turf management advice from world-leading and award-winning grounds professionals in the IOG's Ask the Expert advice centre.

The extensive team of industry experts in the IOG Hub on stand F75 at the heart of the showground will include head groundsmen from Real Madrid, Twickenham, Wembley and Wimbledon, plus IOG Award winners.

Also in attendance will be the IOG National Manager Jason Booth and his eight regional pitch advisers from the Grounds & Natural Turf Improvement Programme, the new £1.3 million programme funded by national governing bodies of sports, Sport England and the IOG.



Top sports turf experts

Adrian Kay, Head Groundsman at York Racecourse and the 2013 IOG John Deere Professional Horse Racing Groundsman of the Year and the 2013 IOG Alex R Millar DLF/ Johnsons Groundsman of the Year, will be available for one-to-one advice, plus Young IOG Board directors Will Graves and Iestyn John will advise younger visitors about career prospects and industry opportunities.

The extensive list of world-leading grounds professionals taking part also includes:

- **Paul Burgess – Real Madrid FC**
- **Darren Baldwin – Tottenham Hotspur**
- **Peter Craig – The Hurlingham Club**
- **Dan Duffy – Liberty Stadium**
- **Keith Kent – RFU Twickenham**
- **Graham Kimpton – Queen’s Club**
- **John Ledwidge – Leicester City**
- **David Roberts – Charterhouse School**
- **Dougie Robertson – West Ham United**
- **Tony Stones – Wembley Stadium**
- **Neil Stuble – All England Lawn Tennis & Croquet Club (Wimbledon)**
- **Chris Wood – ECB Pitches Consultant**

Simply visit stand F75 and book a slot for this great opportunity to get some expert advice for free!



SALTEX PRODUCT PREVIEWS

What's on show this year?

COBRAS, BILLY GOATS AND MORE

Henton & Chattell says the Cobra range of powered garden machinery, launched in March 2014 is already becoming established as a major brand in the UK garden machinery dealer network.

Sales are “well ahead of budget and orders continue to flood in”, says Henton & Chattell’s Managing Director, Peter Chaloner. It is the largest single range of domestic and professional lawnmowers and other powered garden equipment, all designed to meet UK garden conditions.

The Cobra range is rapidly expanding. It currently consists of over 70 products including 30 petrol and electric mowers as well as scarifiers, cultivators, chainsaws, hedgetrimmers, brushcutters and vacuums.

Henton & Chattell will be showcasing these at Saltex as well as new products ready for 2015.

The company has also enjoyed its first successful season with the Billy Goat range of land maintenance and clearance machinery, which will also be on the stand. The range of brushcutters, overseeders, sod cutters, vacuums and scarifiers can tackle the toughest of challenges including clearing 6-ft high brush and 2-inch wide saplings with absolute ease.

In addition, the stand will also be the home of Briggs & Stratton’s range of power products such as petrol-powered generators, pressure washers and water pumps.

The Gardencare range of lawnmowers, scarifiers and other powered garden equipment will also feature.

Stand Number: M55

NEW STAND AND PRODUCTS FROM GREENMECH



GreenMech moves to a new stand position this year as well as launching two new products.

Conveniently situated near to the central catering area, visitors will find the new Arborist and ArbTrak 190 chippers.

Arborist 190

With all the features of its Arborist 150 sister, the Arborist 190 has been designed to offer greater productivity – featuring a 190mm chipping capacity. It has a generous 970mm x 790mm infeed hopper, which aids bushy brush reduction and is coupled with a 190mm x 280mm letterbox-style infeed throat enabling heavily forked branches to be fed in easily. It features a 45hp Kubota turbo diesel engine.

ArbTrak 190

Similar to the Arborist 190, the ArbTrak 190 features a 190mm chipping capacity, a 970mm x 790mm infeed hopper and a 45hp engine. The tracked chassis system provides high ground clearance of 274mm, allowing easy access to sites over rough terrain and the 3kph tracking speed means the operator can get the job done quickly.

Stand Number: A18



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(*Full training on the exact range of engines involved will be given)

You will need to be physically fit & able to work effectively within a small team; some degree of computer literacy (email/Microsoft Office etc.) would also be beneficial but not essential.

Please send your CV to: richard@uni-power.co.uk

(All information received will be held in the strictest confidence)



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SALTEX PRODUCT PREVIEWS

What's on show this year?

CHARTERHOUSE MAKES THE GRADEN

Showing the newly acquired products

Charterhouse Turf Machinery will be showing the newly acquired Graden machines on its stand, alongside products from the Redexim stable.

Graden

The CSI is a scarifier/aerator with the ability to scarify to any depth between 1mm-40mm, whilst simultaneously backfilling the grooves with either sand or a combination of sand and seed.

Its ability to do both jobs in one pass significantly reduces the time investment required to do the job and reduces play downtime without causing any detrimental effect to the firmness of the ground. Independent STRI trials rate the Graden CSI as the most effective machine for the removal of thatch.

Redexim

The Redexim Double Disc Overseeder Range will be shown at Saltex for the very first time.

Launched earlier in the year at BTME, the machines bury the seed up to 20mm (3/4") deep in the ground, safely away from the weather and the beaks of hungry birds, with a disc spacing of 30mm.

The range contains three machines, the 1430, 1830 and 2230, offering working widths of 1.4m, 1.83m and 2.2m respectively. They effectively and accurately drop and bury the seed, taking undulating ground in their stride, promising good rates of germination.

Stand Number: M80



MULTI-TASKING FLEET

From Simon Richard



Targeting the professional contractor and local authority user, Simon Richard – UK agents for Reform bank tractors and Muthing flails – will be exhibiting a wide selection of both ranges at this year's event. Simon Richard says: "With budgets under pressure, having machinery on the fleet that can be used year-round on a range of different tasks should be the aim and at SALTEX 2014 we will be able to discuss these issues with both existing and potential users."

Reform produces tractors from 44-70hp in the Metrac G series and 46-79hp in the Metrac H (hydrostatic) series. This choice of power unit covers all eventualities for a wide range of users including the amenity, utility, contractor and golf sectors.

A wide selection of Muthing flails will also be on display for tractors from 10-300hp suitable for front, rear, and side or offset configuration.

Stand Number: D32

SALTEX PRODUCT PREVIEWS

What's on show this year?

FIRSTS FROM THE GRASS GROUP

Continuing the tradition of exhibiting new products at Saltex, The Grass Group will have two new machines this year from Trilo and RotaDairon, as well as some of the most popular machinery from the ATT Range.

Trilo

First up is Trilo's new S range of vacuum sweepers. Following on from the S3 and S4 models already launched come four new models – S8, S12, S16 and S20. This means the range now extends from the 4M3 capacity of the S4, through 8M3 and up to 20M3.

The modular build of the S line mean options, including axle set-up, implements and hitch options, hose configurations, body types, attachments and fittings, can easily be incorporated to satisfy the unique needs of the end user.

ATT

Secondly The Grass Group will be exhibiting a light fairway mower fitted with ATT's TMSystem™ cassettes. Unique in the market, and in keeping with the rest of the ATT family of machines, it has the ability to use the same range of SMART cassettes as the INFiNiSystem™ providing the flexibility to aerate, brush, de-thatch, groom, level, mow, scarify and top dress all within one system of five cassettes fitted to a larger fairway power unit.

CAMON OVER TO TRACMASTER'S STAND

Tracmaster will be introducing the new Camon LS14 lawn scarifier.

Based on the professional scarifier, this lighter weight, smaller model is suitable for domestic users wishing to remove moss or thatch from lawns. With a working width of 42cm, this scarifier is designed to be easily manoeuvrable, yet with all the benefits of the professional version.

The unit features Honda's new GP160 engine and a centrifugal clutch, which through a permanently tensioned belt provides drive to the blades.

It will be fitted with 15 fixed blades as standard, but can also use any of the LS42 professional scarifier rotor assemblies too.

The new LS14 lawn scarifier will be available for delivery from October 2014.

Stand Number: C62



RotaDairon

Finally will be the new compact pedestrian propelled seeder from RotaDairon – the SEED-CAR which is suitable for small spaces with narrow or difficult access.

Stand Number: D70



ASPEN CLEAN UP

Aspen will be displaying its alkylate petrol for the garden and forest industry.

Alkylate is the cleanest form of fuel available, specifically designed for small, hand-held tools. Aspen is virtually free from ethanol, benzene, sulphur, solvents and olefins and the company boasts that it is the only fuel that is not classed as damaging to the aquatic environment.

Aspen is storage stable for up to five years and will not affect rubber, plastic or fuel systems. Toxic emissions are reduced by 99% compared with normal pump fuels.

Available are Aspen 2 pre-mixed two-stroke alkylate petrol for all two-stroke engines and Aspen 4 alkylate petrol for four-stroke engines.

Stand Number: N42



For Earth, For Life Kubota



NEW FOR 2014

B50 SERIES 21-31HP

With over 50 years of tractor innovation and engineering excellence, the latest generation of Kubota compact tractors is designed to deliver outstanding performance, fuel economy and reliability. Featuring a luxury integrated cab designed with a wide field of view, the B50 series is equipped for maximum operator comfort and productivity.

From mowers to trailers, a full range of Kubota engineered implements are also available for the B50 Series - contact your dealer for details.

*For more information or
to find your local dealer*

Call: 01844 268 000

Visit: www.kubota.co.uk

**2 YEAR
WARRANTY
AS STANDARD***

*Conditions apply to 2nd year
- see dealer for details.

WIN A DAY AT SILVERSTONE With Briggs & Stratton's INSTART

Visit the Briggs & Stratton stand to witness the next generation of engine starting with INSTART® - and have a chance to win a Silverstone Experience for two.

Revolutionary

The company believe the INSTART instant starting system is set to revolutionise the petrol powered garden products market. The system, which is powered by a Lithium-Ion battery, is simple to recharge and can give more than 50 starts from one hour's charge.

INSTART will be available on the brand new 775iS DOV engine. This comes as an expansion to the company's Direct Overhead Valve range.

Ian Small, UK sales and marketing manager at Briggs & Stratton, commented: "We discovered that 84% of electric mower users would consider switching to a petrol engine if starting was easier. INSTART is our solution to that.



"The user simply charges up the Lithium-Ion battery, attaches it to the mower, and engages the INSTART system and that's it!"

Silverstone

To celebrate the launch of INSTART, Briggs & Stratton is offering visitors to the stand the chance to win a Silverstone Experience Package for two, which includes driving a Ferrari around the prestigious track, as well as a tour and helicopter ride over the venue. The prize also includes a night's accommodation.

To be in with the chance of winning, visit the stand to try INSTART for yourself. **Stand Number: A20**

VITAL INFORMATION

Venue: Royal Windsor Racecourse **Dates:** 2nd-4th September 2014

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

Entry: Free with pre-registration online **Website:** www.iogsaltex.com

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GLEE BIRMINGHAM 2014

14th-16th September,
Birmingham NEC

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

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

Rebookings

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

Caroline Owen, President of the Horticultural Trades Association and Managing Director of Scotsdales Garden Centre, comments: "That everyone in the garden industry needs a focused, effective annual hub for buying, selling and meeting is beyond doubt. Glee offers the perfect forum for doing business, and this year's fresh location, layout and features look set to help drive us all forward into the next 40 years."

"Like other trade associations, the HTA strongly urges every garden retailer and supplier to harness the opportunities that Glee provides."



PRODUCT CATEGORIES AND SHOW EXHIBITORS

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

Organisers say halls 17-20 at the NEC perfectly suit the new show layout and make it easy for you to navigate the exhibition.



The show areas this year comprise:

Garden Care

A core area for Glee 2014, garden care is the largest of all the show sectors and is where you'll find garden machinery (see Handy Machinery panel).

Visit to see: *Garden machinery, bulbs, feed, weed and pest control, garden sundries, growing media, propagation, seeds, tools, watering, wild bird care and much more.*

Retail Services

Glee's Retail Support will offer products and services, strategic advice and guidance on how to enhance your customers' experience and transform your shop, department or outlet into that all important 'retail experience'.

Visit to see: *Equipment and display, Epos and IT services, consultants, delivery, security, signage and much more.*

Garden Design & Landscape

Glee Landscape & Garden Design is a core show which includes ranges for garden and landscaping products from exhibitors such as Stefanplast, Multyhome, Stuart Garden Architecture, Poterie Lorraine, Filclair Serren, Verdinia and Norlogs.

Visit to see: *Aggregates, decking, fencing, garden buildings and structures, garden features, mulches, outdoor lighting, paving, play structures, pots, soft landscaping, stone and resin statuary, timber suppliers, walling and water features.*

Food & Catering

As a growing area of significant importance across the garden retail sector, the food and catering zone at Glee is bigger and better than ever and offers an unrivalled selection of products to suit all budgets.

Visit to see: *Café/restaurant design, catering services, confectionery, kitchen equipment, kitchenware, speciality food and drink, and much more...*

Garden Leisure

A core area of the Glee exhibition, this includes barbecues, camping, chimineas, conservatory and indoor furniture, garden furniture, outdoor heaters, parasols, play equipment and spas. For the first time ever exhibitors will be able to demonstrate their BBQ products at their stands, so take advantage of the Glee Garden Party on Sunday evening!

Visit to see: *Indoor and outdoor furniture, barbecues, parasols, spas, play equipment and much more.*

Home, Gift & Clothing

This area offers a range of clothing & footwear, confectionery, decorative accessories, games, toys and books, gifts, heritage and souvenirs, homewares, jewellery, picnicware, seasonal decorations, specialty food and drink, stationary and greetings card products.

Visit to see: *Christmas goods, clothing, craft, gift, kitchenware, home accessories, stationery, greeting cards and much more.*

Pet

Suppliers include Bartholomews Agri Food, China Great Wall Int'l Exhibition Co Ltd, Hangzhou Lumin, Noux Ltd, Patimax, Woof and Brew and the RSPB.

Visit to see: *Accessories, aquatics, bedding, cages, equine, fashion, food and treats, grooming, pet health supplies, pet retail services, toys.*

'The Green Heart' Plants & Nursery

New for 2014 the 'Green Heart' of Glee will see upwards of 40 UK plant growers bring an array of the most beautiful plant displays – along with relevant sundries

completing the merchandised look – turning the atrium space running the length of halls 17-20 into a magnificent and gigantic greenhouse-style space where the natural light will show off the flowers in all their glory.

Visit to see: *Bedding plants, benches and display systems, Christmas trees and accessories, grasses, herbs, houseplants, labels, outside plants, ornamentals, trees and shrubs, vegetable plants and much more.* ●

HANDY DISTRIBUTION

Hall 19, Stand C30-E31

Handy Distribution say they allow you to enjoy all the benefits of massive bulk purchasing, and all the convenience of secure warehousing, while still having a complete range of all the leading manufacturers' top quality garden machinery easily and quickly available.

Chairman Director Derek Belcher and son Simon, the Managing Director, believe that this is the ideal set-up for their customers, allowing them to remain truly independent and yet well able to compete on both price and delivery, while enjoying excellent margins.



Products on their Glee stand this year will include the Handy THPM50-SPHW/4ES 4-in-1 self-propelled lawn mower which features a 51cm/20" cutting width and is powered by a Handy T675 OHV series petrol engine.

Also featured will be the THHM push cylinder 30cm lawn mower and the Handy 12" push lawn mower.

VITAL INFO

Venue: Birmingham NEC

Dates: September 14th-16th 2014

Opening times

Sunday 14th: 9am-6pm

Monday 15th: 9am-6pm

Tuesday 16th: 9am-4pm

Entrance: Registered in advance online – free.

Entry on the day – £20.00.

Website: www.gleebirmingham.com





Surrey Power

Groundcare Machinery Sales and Service.

T: 01372 468341 • E: sales@surreypower.co.uk
www.greenprotractors.co.uk

The new Lamborghini GreenPro range has been designed for a wide variety of operations – loader work, mowing, pto and hydraulically powered implements, top dressing.....

We could go on, to find out more visit stand B54 at Saltex 2nd to 4th September



NEW PROFESSIONAL REGISTER

Designed to raise status of ‘technician’

The value and importance of the role of the technician is being boosted by the introduction of a new professional register for Registered Environmental Technicians (REnvTech) which is being launched by the Society for the Environment (SocEnv).

Raising the status

This new professional register is being introduced in response to the Technicians Council’s call to raise the profile, status and numbers of technicians in the workforce following a critical report published by the UK Commission for Employment and Skills in 2009. The report highlighted an alarming skills gap between the number of technicians presently working in the UK and the 450,000 required by 2020 to underpin a growing economy.

Alastair Taylor, CEO of IAgRE says: “I believe many technicians working across the wider aspects of agricultural engineering from precision farming to waste management, forestry and soil conservation will be interested in this registration as it will help to validate the professional status of their role.

“As an institution we have been successful in registering Engineering Technicians as EngTech and we hope we can develop the same level of commitment for REnvTech. It is absolutely vital that professionals are properly recognised and I really

believe that eventually it will lead to end users asking the question as to whether the technician they are employing is properly qualified and therefore recognised.”

Deserved recognition

To create the register the Society for the Environment worked alongside the Engineering Council, the Science Council and other professional organisations to provide the framework for the training of technicians. Joining the register will help individuals achieve recognition for their environment-related skills and for employers to be certain that their staff understand the value of professional development.

“The race is now on to get the first REnvTech registration, so watch this space,” Alastair added.



DEERE DEALERS GET TO GRIPS WITH GREENKEEPING

New training programme



John Deere dealers from across Europe have been brushing up on their greenkeeping skills and knowledge at Morley Hayes Golf Club in Derbyshire this summer.

Golf Ready

The company's Golf Ready training programme for 2014 involved over 200 participants from six countries. The dealership staff, with key John Deere turfcare personnel from the US and Europe, spent most of May and June taking over responsibility for the daily maintenance of the nine-hole Tower course at the Midlands non-member complex.

Weekly groups of dealer salesmen, golf and turf specialists

and service technicians were effectively simulating what a greenkeeping team would be doing on the course each day, alongside detailed product training on new greens, fairway and rough mowers and new pedestrian aerators for 2014.

Practical training

Each day started at 7am and involved a mix of practical indoor and outdoor training on the course maintenance equipment, including machine set-up, optimisation and operating procedures, safety requirements and product sales challenges.

In addition, an agronomy management presentation and a

review of cultural practices plus a course walk were conducted with each group by experienced consultant Laurence Pithie of Turf Master One Ltd. Finally, after each mowing assignment had been completed, the dealers had to wash down the machines in the yard before reviewing the day's activities.

Critical role

"The Golf Ready programme meant our dealers could really understand and appreciate the full range and importance of the greenkeeper's roles and responsibilities, and the critical part they play in the successful management of any golf club," said John Deere Limited's Turf Division Manager Chris Meacock.

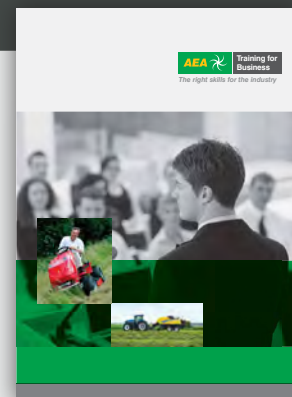
AEA ANNOUNCES COURSE PROGRAMME

The AEA Training for Business initiative has been developing over the past 10 months with training needs analysis of members, careful selection of industry-specific training providers, preparation of training facilities and pilot sessions.

Based on all of this the full programme of courses designed specifically for the land-based industry has been prepared and published.

This programme consists of 23 different soft skills subjects scheduled for delivery at the Peterborough Training Centre from September 2014 through to March 2015, with ample spaces in the programme to schedule additional sessions if required.

The programme has been sent to all contacts within the land-based industries be they AEA members or not, and training is open to all with no restrictions. ●



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Angela Barnatt on 01733 207602
or ab@aea.uk.com

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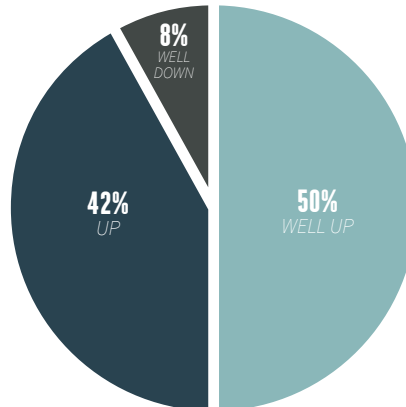
HALF YEAR DEALER SURVEY SHOWS CONFIDENCE

Looking to be a good 12 months

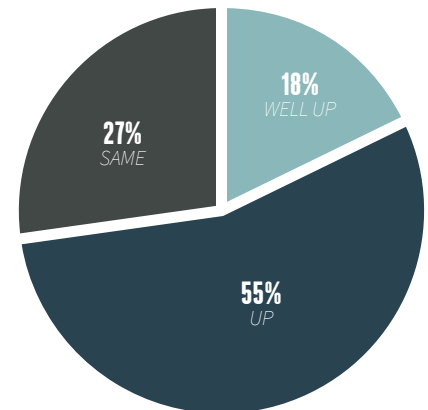
The results of Service Dealer's latest survey of the UK dealer trade paint a very encouraging picture. Asking dealers across the country how they feel business has been for them in this first 6 months of 2014, has provoked a mostly very positive response.

Perfect weather conditions for outdoor machinery sales have clearly been key to the good trade, alongside the general consensus that the UK economy is moving in the right direction. The most recent figures show that the UK has returned to its pre-recession peak of 2008. And whilst a strong GDP doesn't necessarily mean the man in street feels instantly well-off, consumer spending for the most part in 2014 has been on the rise.

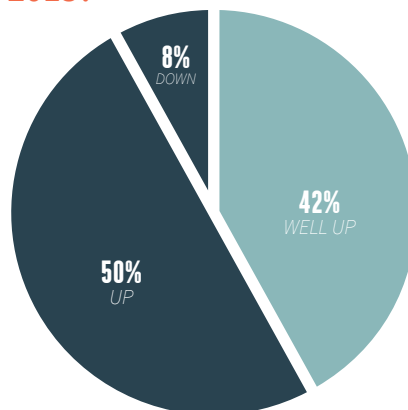
HOW DID YOUR MACHINE SALES FOR JAN-JUNE 2014 COMPARE WITH THE SAME PERIOD IN 2013?



HOW DID YOUR PARTS SALES FOR JAN-JUNE 2014 COMPARE WITH THE SAME PERIOD IN 2013?



HOW DID YOUR SERVICE DEPARTMENT PERFORM JAN-JUNE 2014 COMPARED WITH THE SAME PERIOD IN 2013?



HAVE YOUR STAFFING LEVELS CHANGED DURING THE PERIOD JAN-JUNE 2014 COMPARED WITH THE FIRST HALF OF 2013?

- 33% Increased
- 58% Stayed the same
- 8% Decreased

HOW DO YOU RATE YOUR OVERALL BUSINESS PROSPECTS FOR THE SECOND HALF OF 2014?

- 25% Very confident
- 50% Confident
- 25% Unconfident

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“Again we are delighted the way the year has turned out so far. Our buzz word/saying for 2014, was do what we do best - better! We have dropped products that were unreliable, too expensive, very poor profit margin and out of fashion in our area and concentrated on core products which have reliability, great margins and are very popular. But most importantly, they must make gardening / cutting grass a pleasure. And with this philosophy, our concerns over the forthcoming independence referendum, should mean we are stood in good stead.”



“The agricultural machinery industry has enjoyed a good first six months. The remaining part of the year could be very subdued. As dealers, people matter to us, on the other hand we have to deal with manufacturers where people don't seem to matter? Some people dictating company policy seem to have no experience of the industry.”



“Margins are still under pressure even at a time of some product shortages, particularly from dealers dumping boxed goods on the internet. This has been a year so far when the average dealer's margins in new machinery sales should have increased considerably; somehow I doubt that they have.”

LETTER TO THE EDITOR

Profit from service

Overall I would say the 'Profit from Service' article in the July /August 2014 edition of Service Dealer was very good and well written and a subject that many manufacturers and suppliers have been trying to educate dealers on for 30 years.

I personally have been involved with this subject for about that time, specifically in my role as UK Customer Support Manager for John Deere.

The good dealers and larger group dealers understand it well and they manage service departments tightly. They also understand the real value of that service provision.

However the smaller and medium single outlet dealers probably don't fully understand and certainly don't record and analyse service department hours, costs and income as they should.

Internal charges

The one thing that I think is vitally important and has been rather skipped over in the article is "Internal charges". On the first page under Attended Hours the article states that the calculation should be the hours available to work less those diverted to internal jobs, paperwork, cleaning up etc. On the next page under the calculation Labour Utilisation it quotes up to 95% as the yardstick.

In most dealerships there will be a great deal of labour hours diverted to assembly, PDI set up and installation of new equipment as well as refurbishment/repair of second hand equipment ready to resell.

Out of season this can be over 50% of the total and even in season will be a measurable proportion.

If the Service department carries the cost of the technician's wage for all those hours, but no income or

recognition, then the ratios will not work and the service department will never show a profit.

There are many ways to handle internal work but the best way that ensures good management and good accountability for all is to charge all labour at the full retail rate both internally and externally. That way the only difference between Productive and Attended hours would be paperwork and cleaning up and then 95% is a realistic figure. There are arguments to say that even these hours should be charged somewhere also.

Benefits

It can be argued that there is no real money or income involved, so why does it matter? The issue is rather that it allows the entire business to be managed correctly and has the following specific benefits:

- Service department receives true recognition for work done.
- Service manager can manage with real numbers - no fudge factors.
- Service department can no longer use second hand machines as a dumping ground for excess hours as the sales manager will be watching his internal charges.
- Sales Department and other internal customers receive true costs on what it takes to fix the second hand machine and they, rather than the service department, carry the cost for incorrect pricing.



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FORESTRY MACHINERY

APF 2014 SET TO BE 'BEST EVER'

Ragley Estate, Alcester, Warwickshire

The organisers say that APF 2014 is on course to be the best ever with a host of new companies exhibiting for the first time and over £20 million and two miles of working machinery and equipment on show.

270 exhibitors and 20,000 visitors are expected to attend the UK's largest forestry, woodland, arboricultural trees and timber exhibition.

Attractions

As well as the machinery exhibitors there are a host of extra attractions this year, including:

- **The Husqvarna World 25m Pole Climbing Championships will see the top climbers in the world battle for top honours and some fantastic prizes.**
- **The A W Jenkinson and UPM Tilhill European Chainsaw Carving Championships will have the best 25 carvers in Europe fighting to take the title. Will Lee will be aiming**

to retain his 2012 crown against a high-class field including the 2010 champion Daniel Cordell.

- **The UK Forwarder Driving Championships, safety and training demonstrations by FISA.**
- **The World Log to Leg Pole Lathe Championships.**
- **An extensive traditional woodland crafts area.**
- **Horse logging demos.**
- **Vintage forest machinery and sawbenches.**
- **A full, topical series of seminars by the Forestry Commission.**

And for the first time this year the exhibition is offering on-site camping to enable visitors to make the most of their stay. Advance tickets and campsite bookings are now available from the website.



VITAL INFORMATION

Dates: September 18th-20th

Venue: Ragley Estate, Alcester, Warwickshire B49 5PS

Opening hours: 9am to 6pm

Advanced tickets: Order online:

One-day advanced £18;

Two-day advanced £32;

Group tickets (10 or more) £16

Tickets on gate: £20

Camping: £14 per person per night

Website: www.apfexhibition.co.uk

Twitter: @APFExhibition

QUIET LAUNCH FOR NEW STIHL CHAINSAW

Top-handled model seen at ARB Show



Marking its 10th year as main sponsor of the popular ARB Show recently, Stihl demonstrated how its technology has advanced with the launch of its latest specialist chainsaw.

MSA 160 T

On its stand the company showed the new cordless MSA 160 T top-handled chainsaw which allows arborists to work quietly and efficiently up in the trees.

“Noise is inevitably a challenge for anyone using power tools in a public space, to the point that some have to work out of normal working hours,” said Vince Brauns, Product Manager at Stihl GB.

“That’s one of the primary reasons professionals seek out our cordless tools, but once they have tried them they realise they’re not only quiet but hard-working too.

“Our new top-handled chainsaw is no exception. Perfect for pruning branches, crown thinning and remedial tree work, its role is very much that of our lightweight MS 150 TC-E chainsaw – the new petrol model launched last year which has received great feedback.”

The difference with the cordless model is its low noise. So low in fact, that arborists may not need to wear ear defenders when they use it. “That means operators can communicate more easily with their ground crew, and they won’t be so restricted when working in noise-sensitive environments like public parks, hospital or school grounds,” said Vince.

Proving the quality of the cordless performance, the new model was (quietly) demonstrated by the respected Treevolution training team at The ARB Show.

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or speak to your ASM / Visit www.rochfordgm.co.uk for updates

DON'T GET STUMPED

New Carlton grinder from Orange Plant



New from Orange Plant is the Carlton SP5014TRX tracked stump grinder.

The company says this new compact, powerful and reliable model provides optimum manoeuvrability with its short track base and radio remote control providing great access in tight areas without sacrificing power or safety.

It has a 50" cutting arc, a 14" cutting depth and is available with a powerful, yet quiet, diesel engine.

Full line-up

Also in the company's line-up, which it will be exhibiting at Saltex, will be the popular walk-behind Carlton SP2010.

Its narrow width means it's suitable for operating in tight conditions or for hard to get at stumps. It has a 1/2" thick cutter wheel and a 19" diameter, maximising efficiency and providing powerful cutting ability.

In the self-propelled corner will be the Carlton SP4012, a four-wheeled unit designed to deliver maximum cutting power. Its unique dual-speed ground system, the company boasts, allows it to travel faster than any other stump cutter available on the market.

Completing the display will be the company's most powerful grinder, the Carlton 7015 series.

MAKITA IS THE MAINS ATTRACTION

Four new versions of chainsaw

Makita has introduced four new versions of its mains-powered chainsaws.

The new machines feature 1,570-watt and 1,800-watt motors with 35cm and 40cm bar lengths carrying 3/8" chain that run at 14.5 metres per second.

Ease of use

The four models feature the new easier-to-use single-lever tool-less chain adjustment system which is mounted on the side of the saw. Coupled with the improved automatic chain oiling system, where the new pump delivers a constant flow of protection oil whatever the temperature or oil viscosity, reliability and cutting performance are enhanced.

These saws have a 200ml chain oil capacity and the large oil tank window allows easy viewing of the oil level. The range features a soft-grip rear handle and a well-positioned front loop handle for precise machine control and safety brake operation.

A strong metal spike bumper on the front of the machine body grips the timber for additional control. All have 10-metre power cords.



Slim design

The latest Makita UC3551A and UC4051A chainsaws with 1,570-watt motors are available in 110v or 240v modes, have the motors mounted longitudinally in-line with the blade which slims the saw body profile for greater manoeuvrability for pruning in tight locations.

Both models feature the overload protection system that cuts the motor power should the chain snag in use. These saws weigh around 5.5kg which ensures comfortable use for operatives.

The UC3541A and UC4041A saws with 35cm or 40cm blades feature the 1,800-watt motor and are lighter at 4.7kg, and available in 240v mode only.

CASE STUDY

GREEN RECYCLING AIDED

Northampton hospital invests

St Andrews is a mental health care hospital established in 1838. Set over 120 acres in Northampton, the campus has three smaller off-sites based in Essex, Birmingham and Nottingham.

Green waste

The grounds produce a lot of green waste from pruning, and occasionally tree spoil, which the management wanted to recycle throughout the site. A GreenMech EcoCombi 150 was purchased to accommodate that need.

David Harrison is Head of Grounds Maintenance and oversees the day-to-day maintenance of the grounds in Northampton as well as being in overall charge of contractors that tend to the other sites. He has six team members to help him carry out extensive maintenance to not only the grounds, but also football pitches and croquet lawns.

David came to the respected charity in 2008 having spent the previous 20 years in Greenkeeping finishing up as Head Greenkeeper at Northampton Golf Club.

"I'm a real fan of the EcoCombi 150," said David. "Its towable format means you can take it straight to the

job – even to places that would normally be awkward to get to.

"We've never had any problems with it since it was first purchased – it has been reliable and a good bit of kit!"

The staff have recently had some retraining as a health and safety update – the whole team took part in a refresher course on using the chipper safely.

Chipping and shredding

The EcoCombi 150 has the capacity to deal with up to 150mm of clean timber and a shredding section for up to 50mm of organic material contaminated with soil, stones and green wet waste.

It comes with a 35hp water-cooled diesel Yanmar/Isuzu engine and uses GreenMech's patented Disc-Blade chipping/shredding system.

The 'No-Stress' power control system, with independent control valves, reduces the likelihood of blocking with the control valve ensuring a smoother feed to the Disc-Blades. There is an optional conveyor on the shredder infeed hopper and, for convenience, both infeed chutes fold for easy transporting. ●



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COMMERCIAL

ADVANCED TECH MOWERS & AERATORS

Launched by John Deere

John Deere previewed its new A series of fairway mowers, alongside its brand new from the ground up PrecisionCore pedestrian aerators at a special event held at Morley Hayes Golf Club, near Derby recently.

The new mowers which can be ordered now and the aerators which will be available for use in Spring 2015, were put through their paces by the UK and European turfcare press, before heading off on the road for a series of regional events across the UK.

A Model mowers

A complete new range of advanced technology fairway, tees and surrounds, and rough mowers were shown at Morley Hayes.

Common features across the A Model range include a brand new TechControl display, LoadMatch, internal wet disc brakes and improved operator stations.

All A Models also feature OnCourse Technology, which intelligently integrates electronic controls with the mowers' mechanical features.



The password-protected TechControl display enables the head greenkeeper to quickly set or change mowing, turning and transport speeds, for example, to limit variations in performance by different operators and provide a more consistent, quality finish. The arm-rest visual display also features diagnostics and the ability to set regular service times.

A feature adopted from the company's compact tractor range is LoadMatch, which automatically adjusts the speed of the machine to deliver consistent power to the cutting units during heavy load conditions.

PrecisionCore aerators

Also demonstrated were the new A40 and V40 PrecisionCore pedestrian aerators.

These feature a patented articulating frame which delivers more consistent hole depth on undulating terrain, and the ability for operators to now change hole spacing on the move.

They also feature a tighter turning circle, for sharper, quicker turns, and are available with an optional verticutter attachment for aerating and verticutting the turf in one pass.



DOMESTIC

STIHL CUTTING HEDGES AND FUEL CONSUMPTION

STIHL's best-selling petrol hedge trimmer the HS 45, has been fitted with the company's advanced '2-MIX' engine, cutting fuel consumption and emissions.

2-MIX engine

This advanced two-stroke engine technology now employed on the HS 45, means fuel is burned more cleanly to cut exhaust emissions by up to 30%. It also means that fuel is used more efficiently, so consumption is reduced (by 25% compared with the original HS 45).

Ease and comfort

The trimmer's balance and careful handle positioning promote comfortable and manoeuvrable control, while a throttle trigger interlock means the user can relax their right hand on the controls setting the speed of the cutters to a consistent 'go'.

The specifically curved rear handle means the blades are raised clear of grass or dirt when the hedge trimmer is started correctly on the ground. That prevents damage to their sharp cutting edge.



Cutting performance

The double-sided reciprocating blades allow two-directional cutting and the quality, laser-cut, diamond ground and case-hardened blades retain an impressive edge. Sophisticated blade geometry, an ample 30mm tooth spacing and high stroke rate (3,800/min) mean the HS 45 gives a fine finish to formal clipped specimens as well as tackling the thicker wood of native and mature hedges.

DOMESTIC

MORE MAKITA MOWERS

Makita's Outdoor Power Equipment range has continued to expand with a range of new mowers.

Battery models

Included in the fleet are two new cordless models, the 36v LM381D LXT, which is powered by a single 36v Li-ion battery, and the DLM380 LXT version which features the latest twin 18v battery configuration.

Both models run up to 3,700rpm with 38cm cutting width and six height adjustments with a single lever cutting height control from 25mm to 75mm.

Both models feature soft start, have an electronic brake, grass level indicator and redesigned handle design that allows easier installation and removal of the grass bag.

These mowers are recommended for lawn areas of up to 540m² for the DLM380 and 400m² for the LM381.

They are also available in body-only versions and are easy to manoeuvre and lightweight at 15kg.



TRADE

ROCHFORD OFFERS FUEL SOLUTIONS

B3C now available to the UK market

Rochford Garden Machinery has launched the B3C Fuel Solutions range in the UK.

B3C Fuel Solutions LLC is a manufacturer of environmentally-friendly products and solutions for ethanol and biofuel-related problems. Rochford will operate as exclusive UK distributor for its core suite of products including Mechanic In A Bottle, Ethanol Shield and Diesel Mechanic In A Bottle.

Ethanol problems

Increasingly, outdoor power equipment and machinery dealers have been experiencing problems related to the levels of ethanol in petrol. Most people fill petrol cans for their power equipment at the fuel pump, at the same time as they are filling their cars. The ethanol level in fuel sold in the UK is 5% (E5) but this could soon increase to 10%.



Ethanol can have a devastating effect on power equipment, particularly in older engines that were not designed to tolerate it. Corrosive by nature and hygroscopic (attracts water) it can damage plastic and rubber fuel systems. The high amounts of oxygen in ethanol-blended fuels cause petrol to decay faster, leaving varnish and sludge deposits.

Stewart Anderson, Rochford's Managing Director says: "B3C products allow service professionals and consumers to test for 'bad' fuel (petrol and diesel), fix poor or non-running engines and prevent future engine problems."

Rochford Garden Machinery will distribute the B3C products to machinery and power equipment dealers throughout the UK for both their own use and for sales to customers. ●

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EVENTS 2014-15



SEPTEMBER 2014

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

OCTOBER 2014

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

NOVEMBER 2014

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

JANUARY 2015

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

FEBRUARY 2015

- 1-5** **Spring Fair 2015, Birmingham NEC**
www.springfair.com
- 10-12** **World Ag Expo, Tulare, California**
www.worldagexpo.com
- 11-12** **Executive Hire Show, Ricoh Arena, Coventry**
www.executivehireshow.co.uk
- 15-17** **Totally Tools, Ricoh Arena, Coventry**
<http://2014.totallydiy.co.uk>
- 17-19** **Salon du Végétal, Angers, France**
www.salonduvegetal.com
- 21-26** **Golf Industry Show, San Antonio, Texas**
www.golfindustryshow.com

MARCH 2015

- 18-22** **Country Living Magazine's Spring Fair, Business Design Centre, Islington**
www.countrylivingfair.com/spring
- 20-6/4** **Ideal Home Exhibition, Earls Court, London**
www.idealhomeshow.co.uk
- 21-22** **West County Game Fair, Shepton Mallet**
www.westcountrygamefair.co.uk

APRIL 2015

- 14-16** **The Commercial Vehicle Show, Birmingham NEC**
www.cvshow.com
- 23-26** **Harrogate Spring Flower Show**
www.flowershow.org.uk/spring-show-2015

MAY 2015

- 4** **North Somerset Show**
www.nsas.org.uk
- 16-17** **Royal Welsh Spring Festival**
www.rwas.co.uk/spring-festival
- 19-23** **Chelsea Flower Show**
www.rhs.org.uk/shows-events
- 21-23** **Devon County Show**
www.devoncountyshow.co.uk
- 25** **Surrey County Show**
www.surreycountyshow.co.uk
- 27-28** **Staffordshire County Show**
www.staffscountyshowground.co.uk/staffordshire-county-show
- 27-28** **Suffolk County Show**
www.suffolkshow.co.uk
- 27-30** **Royal Bath & West Show**
www.bathandwest.com/royal-bath-west/97/
- 29-31** **Gardening Scotland, Royal Highland Centre, Edinburgh**
www.gardeningscotland.com

JUNE 2015

- 4-6** **Royal Cornwall Show**
www.royalcornwallshow.org
- 10-11** **Cereals 2015, Boothby Graffoe, Nr Lincoln, Lincolnshire**
www.cerealsevent.co.uk
- 11-13** **South of England Show**
www.seas.org.uk/shows.asp?ID=2
- 11-14** **BBC Gardeners' World Live, Birmingham NEC**
www.bbcgardenersworldlive.com
- 12-14** **Three Counties Show, Malvern**
www.threecounties.co.uk/threecounties
- 18-21** **Royal Highland Show, Edinburgh**
www.royalhighlandshow.org
- 28** **Derbyshire County Show**
www.derbyshirecountyshow.org.uk

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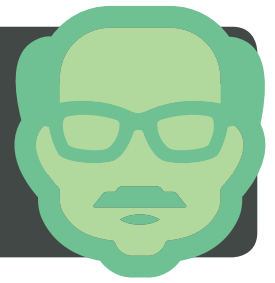
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JIM GREEN



ONLINE HOAX

NEW YORKERS RELIEVED OVER LAWNMOWER TAX

New Yorkers are relieved to find out that they don't have to register their lawn mowers. It turns out that there is no inspection required, and no penalty to be paid.

Taken in

An assertion had been going viral online that all New York State lawn mower owners would have to take their machines to inspection stations every year and fork out \$10 annually for a sticker so they can cut the grass. This it turns out was thankfully just a hoax.

It seems as though quite a number of residents were taken in by the prank. *The Buffalo News* quotes Tracie Kaminski Haskin, Deputy County Clerk of Chautauqua County Clerk's Office as saying: "We have had people calling – they are

upset. They wonder who's going to be checking on this, and how do they know if people are wearing OSHA (Occupational Safety & Health Administration) -approved gear."

Hoax message

The original trouble-making message read:

"Starting in August 15, 2014 you have have (sic) your lawn mower safety inspected in New York.

"Any automotive service station currently licensed for motorcycle, car & truck safety inspections can inspect your mower. The NYS inspection fee is \$10.00."

It goes on to say the mower must meet a list of criteria, including being rust-free, not bent or wobbly and operating at "less than 85db. sound level". It also says whoever is pushing or riding the machine "must wear all OSHA-approved safety gear (safety glasses, hearing protection, and proper steel toe safety shoes)."

Failure to comply would, it said, result in a \$50 fine plus a \$30 surcharge.

The message that circulated on Facebook also often contained a Photoshopped image of an "actual" inspection certificate (pictured).



Believable

Chautauqua County Clerk Larry Barmore was somewhat sympathetic to his callers.

In a news release, he said: "Unfortunately, New Yorkers are taxed and regulated at every turn, it seems, so the spoof regarding a new law to have lawn mowers inspected seemed to many area residents like it could be legitimate."

A CUT ABOVE

MOW-VELLOUS MARRIAGE PROPOSAL

The Daily Mirror reported that groundsman Andy Cameron, proposed to his girlfriend, Kayleigh Hawthorn, a receptionist at the Erskine Bridge Hotel in Renfrewshire where they both work, by mowing "Marry me?" into the grass.

Kayleigh told the paper: "We went to work as normal – me on reception and Andy to cut the grass. Then he texted me to ask if I'd go up to the fifth-floor lounge to see if he'd missed any patches.

"When I got there and looked out the window, I saw he'd cut out 'Marry me?' in the grass.

"Then he walked out of another door and proposed with the ring and I said 'yes'.

"My Manager came out, then the Duty Manager and the Events Manager – everyone was in on it apart from me. They had a bottle of Prosecco for us and I got the rest of the day off."



NOT QUITE THE WORLD CUP

GEORGE BROWNS SPONSORS LEGENDS' SHIRTS

On Saturday 14th June, the same day as the England vs Italy match in the World Cup, George Browns (Daventry) was the official shirt sponsor for a team of local England supporters who played a football match against a team including ex-professional England internationals.

Organised and promoted by Football For Charity the match was played in front of a crowd of just over 500 at Daventry Town Football Club.

The former pros that pulled on a shirt were Paul Merson, Carlton Palmer, Darren Anderton, Lee Hendrie, Andy Sinton, Phil Neal and Alan Kennedy.

Derrick Pratt, Garden Machinery Sales Representative for George Brown who played for the England supporters' team said, "It was an entertaining game played in good spirit. It finished 5-0 to the ex-professionals but the scoreline did flatter the victors as the England supporters had plenty of possession and chances on goal."



5 x 

5 goals were put past the England supporters by the legends.

HOT STUFF!

IN THE PINK!

Custom tractor built by Valtra

Valtra's Unlimited Studio has created a pink tractor that it says is all about 'passion', which is this year's theme among the Young Farmers of Finland organisation.

The theme is reflected in both the interior and exterior styling of this customised tractor, which has been dubbed the "Pink Cat". Options and features of the Pink Cat have been designed together with Young Farmers representatives and the Valtra Unlimited Studio.

The specs include bright pink taping, red leather upholstery, chrome headlight surrounds, chrome exhaust, chrome

mounting rack on the roof, chrome grill guard, alpine horns on the roof, LED auxiliary work lights, breath alcohol ignition interlock, a top-end stereo and DVD player, a stainless steel mirror on the ceiling of the cab, rim guards made out of chrome-plated sheet metal, iPad and an Auto-Guide readiness system.

The Pink Cat will appear at Young Farmers' events throughout Finland, visiting all Finnish provinces before returning to its roots in Central Finland at the KoneAgria fair on 11th October.





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