

SERVICE DEALER

THE VOICE OF THE INDUSTRY

NOV / DEC 2014



SERVICE DEALER AWARDS 2014

Apprentice, Lifetime and Dealer honours presented at Windsor

- ❖ Saltex Review
- ❖ GLEE Review
- ❖ Business Monitor
- ❖ Training & Education

- ❖ New Product Update
- ❖ Industry News
- ❖ Events
- ❖ Jim Green



KUBOTA LAUNCH

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PRESENTED TO DEALERS



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* Price includes battery & charger

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PART NO. BL-SKIN



RRP: £129.00 inc VAT

* Price excludes battery & charger

SPECIFICATION

BATTERY:	2.0 Ah 56V Lithium-Ion
CHAIN/BAR LENGTH:	35cm / 14"
BAR / CHAIN:	Oregon Bar / Chain
STROKES P/MIN:	6300
CHARGE TIME:	40 minutes
FEATURES:	Chain Kickback / Tensioning

SPECIFICATION

BATTERY:	2.0 Ah 56V Lithium-Ion
3-SPEED DESIGN:	Speed 1 - blows at 250 CFM
	Speed 2 - blows at 385 CFM
	Speed 3 - blows at 480 CFM
RUN TIME:	Up to 1 hour
FEATURES:	Turbine Fan / Large Tube

SPECIFICATION

BATTERY:	4.0 Ah 56V Lithium-Ion
MOTOR:	600W / High-Torque
CUTTING WIDTH:	51cm / 20"
COLLECTION:	3-in-1 / Mulch / Rear / Side
RUN TIME:	Up to 45 minutes
FEATURES:	Folds Flat / LED Headlights

WEB: WWW.HCUK.CO

EMAIL: INFO@HENTONANDCHATTELL.CO.UK

TELEPHONE: 0115 986 6646

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EDITOR'S MESSAGE

A perfect storm. That is the only way you can describe the impact of the weather on the 2014 season. Exceptional rainfall in the winter, Easter blessed with fine weather, well-spaced sunshine and rain during the Spring and Summer – and a terrific Autumn to top it off. Even as I write this editorial in the middle of October, temperatures are expected to reach 20C in some parts of Britain this week.

The two 'business-drivers' for our industry always have been weather and economy – in that order. This year not only have we enjoyed near-ideal weather conditions, but also a positive improvement in the economic climate.

Allied to favourable trading conditions is that intangible element of business confidence. A mood, a feeling, an instinct. Should we invest? Should we hire more staff? How fast do we expand the business?

We have captured that mood during the year with our new Business Monitor. You can catch up with the latest survey on p38. The proof of the 2014 pudding is in two revealing survey results. 72% of dealers have increased their staff this year – and over 80% go into 2015 confident or very confident. So please, the weather Gods!

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

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🌐 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

BUSINESS

ROBOTIC AND CORDLESS MOWERS DRIVE GROWTH

UK and German markets are star performers

European consumers spent more on gardening supplies in the first half of 2014 than in the first half of 2013, according to analysts GfK.

Between January and June 2014, consumer spending on gardening equipment and chemicals increased again in Belgium, France, Germany, the Netherlands and the UK. The market recorded a growth rate of 16.5% on the same period of the previous year. Overall sales amounted to €3.4 billion.

Sales

The greatest growth of 20% was generated in Germany and the UK. Sales totalled around €1.3 billion in Germany and €695 million in the UK. At 6.1%, sales growth for gardening equipment and chemicals was lowest in the Netherlands, where the market volume was €90 million. France and Belgium were in mid-range, with respective market growth of 12.8% (total sales: €1.26 billion) and 15.5% (total sales: €103 million).

Sales in the individual product groups above all increased in the areas of garden irrigation and cleaning, including garden pumps and high-pressure cleaners, for example.

Powered equipment

The segment of powered gardening equipment, such as chainsaws and lawn mowers, recorded the second-highest growth, with sales up 17.8% to total €1.38 billion. In the first six months of this year, consumers were also increasingly using garden chemicals, such as plant protection, fertilisers and growing media. This segment grew by 15%, which equates to a sales value of €1.36 billion.

Sales of €221 million were generated through garden hand tools including spades, rakes and garden shears in the first half of 2014. Growth in the segment amounted to 10.8%.

Robotic and cordless

In the first half of 2014, the robotic mowers product category recorded the greatest growth in the powered garden equipment segment (105.1%), generating a sales value of €53 million. Average price is now around €1,800.

Sales of cordless powered devices also increased in the first half of 2014. These include cordless grass trimmers, hedge trimmers and lawn mowers. The sales value amounted to €145 million, which equates to an increase of 56.9% on the previous year's figure. Growth of corded powered devices rose by 19.4% to generate a sales value of €333 million.



APPOINTMENTS

FGM ADDS TO SALES TEAM

FGM Claymore has added to its sales team with the appointment of two well-known industry names.

Clive Pentecost has joined from Countax as Sales Manager and will be particularly involved in the re-emergence of the Simplicity brand for FGM.

Also, Peter Little (again from Countax) has joined as Area Manager to replace Jerry Pinfield who has left the company.



50

Handy says that an increase in both storage and operation space, of around 50%, will help the fast growing business serve both its existing and future customers even better

INDUSTRY

HANDY ON THE MOVE... ... and becomes sole distribution partner for Flymo



Handy Distribution is to open a £3 million state-of-the-art distribution centre in Swindon which it plans to move into later this year. The new site will become the company's head office as well as its main distribution centre.

Capacity increase

Handy says that an increase in both storage and operation space, of around 50%, will help the fast growing business serve both its current and future customers even better, while improving efficiency in the supply chain and logistics of the business to drive down its carbon footprint.

Handy Distribution Managing Director, Simon Belcher, said: "We represent some of the biggest brands in our industry and the new facility reflects the quality of the products. Our loyal and highly skilled workforce will benefit also from our move and we are adding around 10% more jobs later this year.

"This has been two years in the planning and it finally all came together earlier this year. After seven months of hard work on the site we are looking forward to the next chapter of our business, which was originally founded in 1938."

Handy Distribution is planning to open the new site on 1st December 2014, pending completion of the project on time.

Flymo

Handy has also announced that it will become the sole UK distribution partner for 2015 of Flymo products and will handle all customers outside of Husqvarna Group's own current customer base.

Handy is already the sole UK distribution partner for two of Husqvarna's other global consumer brands, Gardena and McCulloch.

APPOINTMENTS

SMALLRIDGE TAKES OVER ROBERT COLE JD BUSINESS

West Country dealership expands

Devon and Cornwall based dealership Smallridge Bros Ltd has taken over the John Deere business previously managed by Robert Cole Agricultural Engineers Ltd at Holsworthy in Devon.

The newly owned business continues to operate from its premises on the Holsworthy Industrial Estate, and joins the dealership's two other outlets at Barnstaple in Devon and Callington in Cornwall.

Smallridge Bros has also retained the majority of Robert Cole's staff, to ensure continuity of service and support for its current John Deere and other franchise customers.

Robert Cole has relocated to another unit on the same business park, and is now specialising in JCB and Krone products.

Larger team

"We are all excited about this new venture, which links our territories at Collabear and Callington, and increases our customer base," says Group Dealer Principal David Smallridge. "It will allow us to build on and improve the service to our customers through a larger team of sales specialists, a greater stock of machines and parts, and an extra workshop facility from which we can draw resources."



BRIGGS & STRATTON ACQUIRES

Further targets the rental market

Briggs & Stratton has announced the signing of a definitive agreement to acquire US based Allmand Bros Inc, a leading designer and manufacturer of high quality towable light towers, industrial heaters, and solar LED arrow boards.

Founded in 1938 and based in Holdrege, Nebraska, Allman has sales of approximately \$80 million. Briggs & Stratton will acquire all of the outstanding shares of Allmand for approximately \$62 million in cash, subject to customary due diligence and working capital adjustments.

Diversification

“This acquisition helps us to further our strategic initiative of focusing on attractive higher margin, commercial end use products,” commented Todd J Teske, Chairman, President and Chief Executive Officer of Briggs & Stratton Corporation.

“The acquisition of Allmand augments our higher margin commercial product portfolio, expands our market access to include the rental channel, and helps diversify our business into industry segments that we do not meaningfully participate in today,”



continued Mr Teske.

“In addition, we believe this acquisition will accelerate our sales growth in the US and abroad. We look forward to welcoming the management team and the employees of Allmand to our team, and building upon the strong foundation that has made Allmand a highly successful company.”



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OBITUARIES

KEN SALT

Death of well-known garden machinery innovator and salesman

Ken Salt, the well-known garden machinery industry innovator and salesman, has died aged 88. He passed away on Monday 28th July at Woking Hospice.

He leaves a daughter, Caroline, son-in-law, Ian, and two grandchildren, Charles and Raffaella. Ken's wife Pam passed away in 2005.

Pinnacle Power Managing director, Ian Lobb says: "Ken had suffered from cancer for around 15 years but coped with it extremely well. He was still driving until June and only entered Woking Hospice 10 days before he died."

Ambition

Ken joined the Royal Marines in 1942 at the age of 16, and left in 1945 after he lost the sight in one eye after being hit by shrapnel.

After the Services, he worked first as a motor mechanic, before joining Alfred Dunhill in central London in the sales department. He was then taken on by leading garden machinery specialist Robert H Andrews of Sunningdale as a 'salesman and canvasser', rising through the company to become Managing Director.

But he always had the ambition, in his words, "To row my own boat, rather than sail someone else's".

He set up Bob Andrews Ltd, as both a distributor and manufacturer of garden machinery.



The company was the main UK distributor for Billy Goat

vacuum sweepers. Always one to back his own hunches, his first order to Billy Goat was for 12 container loads.

The company manufactured its own range of machinery such as the Lawn Doctor, Turf Doctor and Spin Trim, and acted as a distributor for Cyclone Spreaders, IBEA, Walker ZTR mowers and Giant Vac.

Distribution of Billy Goat later transferred to Pinnacle Equipment and in the mid-1990s, Ken started to prepare for retirement, spending more and more time at his home in Spain.

In February 1999, Bob Andrews Ltd, then run by Ken's partner Roy Mason, was acquired by Allen Power Equipment.

Talented

Ken Salt will be remembered by the trade as a forceful, effective and talented salesman, always with an eye to spotting a new sales opportunity. He would lead from the front on the Bob Andrews stand at the Chelsea Flower Show, the crowds barely allowed to pass without being offered the opportunity to put their hand in their pocket!

KEITH CANN-EVANS

Hunter Grinders owner

Keith Cann-Evans passed away on Thursday 25th September at the age of 79, following a short illness.

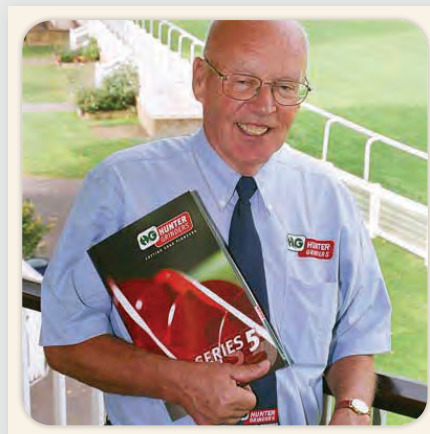
The former Hunter Grinders owner and Managing Director also had a successful career in the packaging industry.

Charmian Robson, who worked on PR and marketing for Hunter Grinders, said: "He was a lovely, generous man and we had a good working relationship and friendship over the years."

Keith lived in Whickham, near Newcastle and combined his passion for golf and travel through his work. After retiring he spent much of his time travelling to and from Australia and New Zealand where his children had emigrated to.

He leaves a widow Janet, two children and four grandchildren.

"Our thoughts are with his family at this very sad time," said Mr Robson.



INDUSTRY

KUBOTA STAGES 1ST EUROPEAN AGRI CONVENTION

New M7 tractor range launched to dealers and press

Kubota chose an area just outside Paris at the end of September to hold its first ever European Agri Convention.

The principal purpose of the Convention was to launch its brand new M7 tractor range to dealers and the press from the UK and across Europe. Hundreds were in attendance to see and touch the new models, and to hear from the company's European and world heads about their ambitions to greatly increase the company's agricultural market share over the coming years.

New M7 tractors



The new M7 models comprise three main base platforms with 130, 150 and 170 horsepower, coming in Standard, Premium and Premium CVT formats. Exact model features will vary by respective region and details were not available quite yet of what we will see over here.

Aimed at mixed farming, the tractors are seen as Kubota's full-scale entry into the upland

farming market. Yuichi Kitao, Kubota Director and Managing Executive Director said, "Europe is the biggest market for this type of tractor."

Mass production of the new tractor series will begin this coming April (2015) at the new state-of-the-art Kubota Farm Machinery Europe SAS, manufacturing company in France. The aim is to be producing 3,000 tractors in 2017. Prices for the models were said to range between €97,000 and €137,000.



Dave Roberts

UK dealers

A large contingent of UK dealers heard from UK chief Dave Roberts who said: "This is a challenge, but it's a really exciting one, and we really want you on board. We really appreciate your support in this.

"We've established our own Agricultural Division now in Kubota UK and that division is growing. There are more people coming into it both from a sales and after sales perspective to make sure that we can deliver the back-up and service to you.

"This new M7 range will have its first public showing at EIMA in Bologna in November and then the UK public will get to see it for the first time at LAMMA. We're taking two large stands at the show – one agricultural stand and one for our compact tractors, excavators and so on. We are really going to make a mark in terms of how we show this to the consumer, the farmers.



"Planned production date is April 2015 so we should be seeing the first products coming through in late spring.

"I think when we look at autumn next year, at cultivation time, we really will be in full swing, and then as we go into 2016, that's when you'll see us really getting that market share."

Mr Roberts went on to say that to achieve this planned market share increase Kubota UK will be looking to expand its agricultural dealer network – possibly by up to 40%. He pointed out that dealers who signed up for the ag range would also have access to the company's mid-range tractors and RTVs. ●

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Handy Distribution

SALTEX MOVE 'LARGELY SUPPORTED' SAYS IOG

Able to start again with a clean sheet of paper, Geoff Webb tells Service Dealer



It was the main topic of conversation around the recent Saltext exhibition – the announcement by the IOG that the show will be moving to the NEC Birmingham on the 4th and 5th of November for the 2015 event.

What was interesting was that opinion moved back and forth during the course of the three days; obviously those in the pro camp were persuading sceptics, while the issue of increased exhibitor cost was never far from the surface. The inside vs outside debate depended on the particular focus for individual companies, as was the issue of timing.

Geoff Webb, IOG Chief Executive, told *Service Dealer*: “Yes, when this show closes at Windsor, I along with my colleagues and I guess many exhibitors and visitors will feel that an era has come to end, but we had to face facts that the show has faced difficult times, particularly over the past five years.

“Firstly, the impact of the recession from 2008, and just when we were starting to see an upturn, the 2012 Olympics severely altered the available

NOW WE JUST WANT TO ABSORB ALL THE COMMENT RECEIVED FROM ACROSS THE INDUSTRY

space for us that year at the Windsor Racecourse site because of the nearby rowing events.”

Visitor numbers

“The past couple of years have seen improved visitor numbers but with our 10-year contract with Windsor coming to an end this year, we had a major decision to take – including, incidentally, whether we wanted to run a show at all?”

“The process provided us with a clean sheet of paper and allowed us to explore a whole range of options. The upshot of which was that we plumped for the NEC – and for a date that many of our members, particularly those at independent schools and colleges, consider much more suitable than early September.

“I know that there are differing views among exhibitors, the trade and visitors – and yes, there is risk attached. There is also a school of thought that we should have taken this decision five years ago, but that, as always, is wisdom in hindsight. But notwithstanding a certain degree of sadness that a 33-year history for the show at Windsor has ended, the feedback we have received has been largely supportive of our decision.

Preparation

“Now we just want to absorb all the comment received from across the industry and make sure that we deliver a show of which the industry can be proud in November 2015 – and at least we have 14 months to get ready, rather than 12 this time!”

VIEWS FROM THE STANDS

Exhibitors praise the final show at Windsor

The IOG issued a statement following the show that said circa 7,500 (subject to audit) visited Windsor to attend the final Saltext exhibition to be held at the Racecourse.

The statement went on to quote several manufacturers who expressed their satisfaction at what they saw as a successful show.

Successful

Austin Jarrett, Managing Director of Allett Mowers, said: "SALTEX was the perfect place to unveil our new professional RM 34 rotary mower and overall it was a very successful show for us with the highest number of enquiries taken for five years."

Etesia UK's Les Malin commented: "We received a number of excellent enquires from potential customers as well as new dealers wanting to take on our Green Technology products."

Nick Hills, General Manager Garden Machinery & Tools Division, at E P Barrus, added: "Once again SALTEX was an extremely successful show for us. We showcased our wide range of products including new technologies such as our Cub Cadet Zero Turn and Lawnkeeper Robotic Mower, both of which attracted a lot of attention."

Dennis and Sisis reported a large number of enquiries from a range of potential new customers, while The Grass Group's Managing Director Tim Merrell, commented: "It was a good show, as always, with purchase promises to add to the machines that were sold off the stand."

Sadness but looking forward

Finally, Clive Nottingham, managing director of Lloyds of Letchworth, summed up the show and its future at the NEC by saying: "Good enquiries are what we want at a show and that is what we got. Plenty of interest,

lots to follow up on both the Lloyds and Hunter grinders side.

"Lloyds will be at the NEC next year and despite a sense of sadness for the loss of Windsor, having attended every SALTEX to date and seen many changes, we look forward to whatever the next phase will bring."

WE LOOK FORWARD TO WHATEVER THE NEXT PHASE WILL BRING

Austin Jarrett and Roy Allett with the new RM 34 rotary





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SHOW GALLERY



Robomow was prominent on Handy's stand



Andrew Rodwell on the SCH Supplies stand



Amazone's Hugh Snow chats to the IOG's Jason Booth



One of our Dealer of the Year Award winners, Lister Wilder's stand



Charthouse Turf Machinery's Nick Darking looks on as its Verti Drain is used on the racecourse



Anders Hildebrand and Eddie Bocquillon of Aspen Fuels



◀ (Right) Dealers George Browns featured new Kubota machinery

◀ (left) Based on the Etesia Bahia, this prototype Sisis-branded unit is intended for use on indoor synthetic surfaces

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The DJ Turfcare team on their stand with MO Bacter

GLEE 2014

Glee exhibitors saw 'excellent' visitor numbers at their stands. Mike Beardall reports from the NEC in Birmingham

Glee machinery exhibitors at the NEC in September reported good quality visitors and busy stands across four halls.

Handy Distribution Managing Director Simon Belcher said: "The new layout was very good with easy avenues through furniture, garden products and machinery stands giving our central location plenty of access to visitors.

"We had good quality customers on the stand, made many good new contacts and did plenty of business."

The company launched a Webb 16-inch alloy deck rear roller mower at the show.

A CENTRAL LOCATION PUT US IN A GOOD POSITION TO MEET MANY NEW CUSTOMERS

Quiet Sunday

Hyundai Head of Sales John Rushby said: "While it was quiet on the Sunday the other two days really picked up and we developed some good new contacts with real quality visitors to the stand."

Barrus was out in force with a central stand promoting its Wolf Garten, Wilkinson Sword and Energiser brands.

Tim Hart, Director of Sales and Marketing, said: "A

central location put us in a good position to meet many new customers and we made a great many excellent contacts.

"It was very busy on the stand for the last two days of the show."

Positive feedback

Glee Director Matthew Mein said the show had been "revitalised, refreshed and energised" and they had received much positive feedback during three days of business activity.

"Going into this year's Glee we felt confident that the changes we had made would be right for the industry, but little did we know just how positive the response would be," commented Mr Mein.

"Suppliers and retailers have been telling me just how successful they feel these changes have been.

"We've also seen a significant re-engagement between retailers and suppliers, with meetings, orders and leads far exceeding expectations for many."

Bright future

"The quality of visitors this year has also been high, with top retailers – from garden centres, builders' merchants, multiple retailers, and DIY stores – sending large sales teams to the show to source the latest product innovations that the industry has to offer.

"We've no doubt that the future for Glee is looking bright and hope that the industry continues to work in partnership with i2i and our supporting trade associations the HTA and GIMA, to strengthen our 2015 offering. It's an exciting time."

Geraldine Poulton, GIMA administrator, said: "This was a good year for our members at the show and they reported much business done with good quality visitors over the three days." ●



Handy Distribution MD Simon Belcher with the new Webb 16-inch mower with rear roller



Hyundai's John Rushby (left) and Will Bryan

WE'VE NO DOUBT THAT THE FUTURE FOR GLEE IS LOOKING BRIGHT



Barrus team = L-R: Tim Hart, Mark Hewett, Nick Hills and Ray Newman



The UK Trade and Investment stand and the Gardenex team



Belle's Daniel Pinder with a light transporter and snow-plough construction machines



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  	<p>All coded parts: L4 -35% / L5 -25%</p>

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AWARDS 2014

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THE *WOW* FACTOR

The stunning setting for the Service Dealer Awards reflected the quality of the dealerships being celebrated



Chris Biddle on stage at the awards ceremony

The stunning Old Chapel at the Beaumont Estate, Old Windsor, was the setting for this year's Dealer of the Year Awards.

The new venue really had the 'wow' factor.

It was an evening that once again illustrated the camaraderie, the fun and high achievement that pervades our small industry.

I would like to take this opportunity to congratulate all the winners once again on being such wonderful ambassadors for our industry. Large and small, from all corners of the UK, there is amazing work being done out there in the outdoor powered machinery dealer

trade. And we here at *Service Dealer* are proud to shine a light upon its achievements.

I'd also like to very much thank Briggs & Stratton for once again sponsoring the awards – its support, as ever, is invaluable.

During the evening, the dinner raised over £600 for the Perennial charity, which was represented by Chief Executive Richard Capewell and Kate O'Shea.

As well as the winners, guests included IOG and BIGGA Chief Executives Geoff Webb and Jim Croxton, BIGGA Chairman Chris Sealey, AEA President David Sturges, BAGMA Director Keith

Christian and many others from across the industry.

Our Dealer of the Year Awards date back to 2002, so the enforced move away from Windsor with the IOG shifting Saltex to Birmingham in November next year gives us an opportunity to have a fresh look at the event for 2015.

Already we have some interesting and exciting ideas up our sleeve which we hope to tell you about very soon.

Chris Biddle
Publishing Editor

Congratulations to our award winning dealers

Charles H Hill, Woodhall Spa, Lincs – Forestry Equipment Dealer of the Year
Daltons ATVs Ltd., Lampeter – ATV/QUAD Dealer of the Year
Lister Wilder Ltd., Wallingford – Farm Machinery Dealer of the Year
 and Dealer Apprentice of the Year **Duncan Bateson** of Bartram Mowers Ltd., Ipswich

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GARDEN MACHINERY DEALER OF THE YEAR

George Cann Garden Machinery of Bramdean, Hampshire



George Cann Garden Machinery of Bramdean, Hampshire, won the Garden Machinery Dealer of the Year title.

Commendations from suppliers in support of the dealership said: “Exceptional business operating in a hugely competitive area”, and “The five members of staff generate a phenomenal level of business”.

George Cann began his small mower repair business quite literally in a shed at the bottom of the garden 40 years ago.

Today his son, Steve, and daughter, Jill Vickery carry on the family business from a large showroom and workshop at Bramdean in the Hampshire countryside, a few miles to the East of Winchester on the A272.

Steve says: “We are extremely fortunate to have the support of a very experienced workforce in Andy, Ken and Steve. Indeed, the three men total well over 70 years of service between them at Bramdean. “We are very proud to accept this

award and do so on behalf of our fantastic staff, both present and past. Thank you also to all our customers.”

Sales

The large showroom at Bramdean usually has at least 100 different machines on display, including:

- **Ride-on mowers and garden tractors up to 25HP, with choices of collecting, mulching, discharge or combinations of all three, complimented by an extensive range of accessories.**
- **Rotary mowers in electric powered, petrol powered, and Li-ion cordless. Cutting widths are from 12” to 21”.** Customers can choose from push, self-propelled, four-wheel, rear roller, collecting, mulching, discharge or combinations of all three.
- **Cylinder mowers in petrol, electric and even good old fashioned hand push are all on show.**
- **Also sold on the premises are brushcutters and trimmers in petrol or Li-ion; both hand-held and wheeled; hedgecutters in petrol, electric and Li-ion; chainsaws, vacuums, blowers, shredders, tillers, rotovators and scarifiers.**

Service and Parts

The well equipped workshop is manned by Cann’s very experienced and extremely knowledgeable staff.

They offer a collection and delivery service to most parts of Hampshire, West Sussex, South-West Surrey, South Berkshire and even into Oxfordshire.



Steve Cann and Jill Vickery accept the award from Lutz Volkmandt, Briggs & Stratton’s European Managing Director

Special events

George Cann is an advocate of holding special open days. Last year it decided to hold a special two-day Open House event, to celebrate the 40 years since George Cann first started his mower repair business in 1973.

Steve and Jill Vickery decided to donate 2% of any sales over both the days to charity. Lisa Murphy, the local fund raising manager for Macmillan Cancer Support, received a cheque for £600.

Future

George Cann is not resting on its laurels, rather it is looking at future expansion.

“We are in the process of making some changes to the buildings, showroom and reception,” said Jill Vickery. “These modifications were all planned prior to our winning the *Service Dealer* award, but now they all seem like excellent timing!” ●



Left: Many of George Cann’s staff, covering the full 40 years of being in business at a recent Open Day. **L-R:** Keiran Higgs (2013 to present); Steve Birch (2009 to present); Ken Young (1985 to present); Andy Butler (1997 to present); George Cann (1973 to retired); Jill Vickery (1985 to present); Steve Cann (1979 to present); Ed Carter (1978 to 2010 retired)

Top right: A cake from Cann’s 40th anniversary presented to the company by a long-standing customer

Bottom right: George Cann’s stand from the Alresford Show held on 6th September this year, already reflecting the company’s award win.



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BEHIND THE AWARDS

A growing event since 2003

The Service Dealer Awards started life in 2003 when Hampshire dealership SPG Power Machinery, based in Brockenhurst was named UK Garden Machinery Dealer of the Year after a judging process involving 10 finalists which took place at GLEE. Melvyn Sutherland, SPG md was presented with the Award by Kim Macfie, sales director of Hayter and GLEE chairman (pictured).

In the early days, dealers had to enter the competition and were provided with customer comment cards to support their entry.

The competition followed a similar format until 2008 when it grew into a formal Awards Ceremony. The categories were

expanded to include Professional Turfcare, Farm Machinery and ATV/Quad dealerships, and the judging process changed. Then as now, the Award winners are chosen from nominations submitted by manufacturers and suppliers in support of their leading franchised dealers.

From 2008 to 2012, the Dealer of the Year Awards were held at the MacDonald Savill Court Hotel near Windsor to coincide with the first evening of the SALTEX show. In 2013, Service Dealer celebrated its 25th Anniversary by organising the



Heritage Awards in recognition of the UK's manufacturing tradition – and the Dealer of the Year Awards came back in 2014 at a stunning new venue, the Beaumont Estate.

2015 will almost certainly see a new venue for the Awards with SALTEX moving to Birmingham in November. Watch out for news of the 2015 Awards shortly. ●

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Chris Gibson

AT THE READY

GGM Groundscare won our Professional Turfcare Dealer of Year title. MD *Chris Gibson* spoke to Service Dealer's Deputy Editor *Steve Gibbs* about what's required to service the commercial sector

“**T**he family and our values are at the core of this business,” says Chris Gibson, Managing Director of GGM Groundscare, based in Colne, Lancashire. “My wife Hilary and I are at the heart of the company, but it’s the team we’ve developed we’re most proud of.”

Chris was speaking just days after GGM won the Professional Turf Care Dealer of the Year Award at our annual Industry Awards ceremony. GGM had clinched the title with many glowing commendations coming on behalf of the manufacturers that the dealership holds franchises for. “The business is driven by consistently high levels of service support,” said one. “Superb service facilities staffed by highly trained technicians,” read another.

Professional commitment

GGM Groundscare is based just off the M65 at Colne in large modern premises. It specialises in supplying tractors, professional grounds care machinery and after-sales support to professional customers throughout the North-West of England and Yorkshire.

In its current form, following a re-modelling of the business, the company was established in 2000. But it has its roots in a family business, which goes right back to 1976. “We were always heavily involved in selling to the professional sector,” says Chris. “In fact my father was one of the first to be selling Kubota equipment in this country in the mid ‘70s.”

The company now employs 24 people, split across sales, service, parts and admin. I asked Chris what he feels makes his dealership successful in the commercial sector.

“We’ve got a great team spirit here, with a very committed and loyal staff. It occurred to me when we were sitting around the table at the awards evening that we had people here who had been with the company right back since before the current set-up was established.



“We’ve always had a clear vision of what we wanted to do. We always knew that we wanted to focus on the professional side of the business rather than the domestic. We knew we had to place significant emphasis, and indeed investment, on parts and service to get customers to keep coming back to us.” ▶





Chris and Hilary Gibson receive the Service Dealer Professional Turfcare Dealer of the Year Award from Lutz Volkmandt, Briggs & Stratton's European Managing Director

Service and parts

Chris believes the key for commercial customers is the service side of the dealership. Supported by their own fleet of mobile service vehicles to allow for on-site servicing and repairs, all of their experienced technicians are factory trained by the manufacturers whose machinery they supply. Chris says they aim to provide cost-effective, reliable and flexible service support, individually tailored to meet the customer's needs.

They offer a call-out service as and when required, or a full contract offering, which they believe is the assured way for their professional customers to limit their downtime. "Customers return time and again," says Chris, "and we like to hope this is because of the emphasis we place on service."

In fact GGM is no stranger to winning awards based

on its service levels. It was recently also honoured with a Kubota Gold title which recognised the company as offering one of the best levels of service out of around 100 outlets selling Kubota products. The award covered dealers selling products from all three Kubota UK divisions: Construction Equipment; Engines and Tractors; and Groundscare. Kubota bestowed the award on GGM based on four criteria: service facilities; the results of a customer satisfaction survey; participation in technical training; and response to service issues in the field. The company excelled in all.

Alongside this, its spare parts and accessories stocking is one of the most comprehensive in the region. The company prides itself that all orders received before 3pm, that are in stock, are dispatched for next day delivery.

WE'VE GOT A GREAT TEAM SPIRIT HERE, WITH A VERY COMMITTED AND LOYAL STAFF

Commercial sales

GGM only really has a limited amount of domestic customers, a few high-end sales of certain ride-on Kubota models. It is primarily focussed on the professional users of the North-West. Among the company's loyal customers it counts Bolton Wanderers FC, Burnley FC and many local golf clubs.

To keep the big names such as Bolton coming back to them, Chris says they're very keen on their sales team being pro-active. "We've always encouraged them to go out into the field to offer advice and show the guys new ideas," he said. "To talk through what could work for them.

"A lot of sales are generated by us going out to the customers, but it is important to get them to come and look round our modern premises. When we demo on-site we encourage people to come and see the facilities we have, which is why we hold at least an annual, if not bi-annual, Open Day here.

"With not many regional shows any more, we do attend the odd local agricultural show, but we find it's best to generate our own events. So as well as an Open Day we might hold an event based around a particular issue such as bank mowing or golf course productivity, for example."

Talking of events, the subject of Saltex moving to the NEC in November next year comes up – which of course affects dealers selling the machinery off the back of the show as much as it does groundsmen visiting and manufacturers exhibiting. "I don't have too much of an issue with them moving it at all," Chris tells me. "I just think the timing is all wrong.

"Every other exhibition in our industry across the whole of Europe is in September. It kicks the season off. We tend to find that in our business there's inevitably a mid-summer lull as people go off into holiday mode. We find a show in September gets everyone back into the swing of things, and gives us the opportunity to go out and do some quality demos and follow-ups. A show in November means we won't really be able

to get out to do demonstrations until the following March or April. The weather will put pay to that and the resultant delay in the sales process can only have a negative impact on cash flow for the business.

"We will have to have a look around at what other events there are in September and maybe think about doing some more of our own. Maybe something like APF might be the way to go – smaller, specialist shows.

"The key of course, though, is to get customers through our doors so they can see what it is that we are about. We're incredibly proud of our premises. The challenge is getting the customers in. To aid this we've had some professional brochures produced to introduce ourselves to people who don't know us."

Hire

The other hugely important side to the GGM business is hire. Chris is finding that complementing direct sales with a range of attractive and flexible hire packages is what today's commercial customer is looking for. They can operate machinery at a fixed cost with the full support of the dealership's service team.

"We're finding that we're doing more and more on this side of the business," says Chris. "For instance, we have contracts with Manchester City Council and Blackburn Council which are of a long-term nature. But we're also seeing more growth and opportunities in short-term and spot hire with professional customers who might need a particular machine for say, a month or six-weeks. Machines like Amazone Profi-hoppers, shredders, ride-on brush-cutters; this sort of equipment is proving the most popular. Machines which the guys don't feel the need to own all year round, but which they have a specific requirement for during a couple of months of the year."

'At the ready' is GGM Groundscare's motto. Add to this Chris's ethos for the business of being 'professional, progressive, pro-active and proven' and you have a successful mix, which the commercial customers of the North-West know they can rely on. ●

FARM MACHINERY DEALER OF THE YEAR

Lister Wilder Ltd of Wallingford



Lister Wilder Ltd of Wallingford was awarded the Farm Machinery Dealer of the Year title.

Established in 1947, Lister Wilder today operates from eight branches across southern England operating four divisions: agriculture, grounds care, construction and arboriculture. Although the company was awarded the Farm Machinery Dealer of the Year title, the company's branches were also nominated in the professional grounds care category.

Commendations from suppliers

included: "Very professional, always happy to go the extra mile for customers", and "One of the best pro-active dealers with exceptional after-sales service".

The company operates out of branches in Ashford, Bristol, Cirencester, Devizes, Guildford, Wallingford, Reading and now Southam. It says it is proud to represent some of the UK's leading franchises across Berkshire, Gloucestershire, Hampshire, Surrey, Wiltshire, Oxfordshire, Buckinghamshire, Hertfordshire, Avon and Kent.



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Lister Wilder's Ian Nutt and Charlie King

One of the big current focuses for the company is the completion of a 3,300-foot extension to its Wallingford depot which will add some 75% to its current workshop space. The company continues to commit to spending some £65,000 a year on training in order to reinforce its dedication to customer service.

Agricultural specialists

Lister Wilder says agriculture is in its blood – the company boasts that it eats, sleeps and breathes it. It forms the bedrock of the business and the company genuinely believes that

no one cares more about getting it right than it does.

The company's Managing director Ian Nutt said: "We have been there through the good times and the bad, and throughout this, our staff have shown an enormous commitment to the industry. They understand and respect the pressures of modern-day farming, and despite the long hours and sometimes intense pressure, they know that no other business can boast the wonderful characters, the magnificent history, and the exciting future, that agriculture can.

"Farming has always been about real people, so we encourage our customers to pick up the phone and give us a call if they want to know anything about any part of our business."

Phill Hughes, Sales Director at Lister Wilder Ltd adds: "We believe our success has come from the franchises that we offer, our ability to be competitive and the after sales service we offer, which is second to none. Our company motto 'Sales with Service' identifies the ethos we encourage throughout the company." ▶



Lister Wilder's Group Sales Manager, Phil Hughes (right) with Trimax's Michael Sievwright at last year's Saltex when the dealership was appointed as a Trimax dealer

Awards

The company is no stranger to awards, already this year receiving the prestigious AGCO Five Star dealer standard. As one of only three dealerships in the country to be bestowed with this honour, Ian Nutt was understandably proud of the company's achievement.

"We know customers grade our dealership day in day out, but it was great to get the recognition from AGCO, which looked into every aspect of our Sales, Service and Parts operations and graded them as some of the best in the country," he comments.

"Our association with AGCO has been a major contributor to our success and the growth of our business. Added to this is the association and support from our key franchises producing

OUR ASSOCIATION WITH AGCO HAS BEEN A MAJOR CONTRIBUTOR TO OUR SUCCESS

innovative products to meet our customers' requirements in modern-day farming."

Family business

Mr Nutt was in no doubt where the credit for the award should go. "It is very much down to our team and to the way in which they respond to our customers' individual needs," he says. "I am very proud of what they achieve.

We remain a wholly owned family business, and this has certainly been a factor in attracting and retaining the very best sales, parts and service staff in the industry.

"It's their knowledge and expertise that allow us to make the leap from being 'just another machinery dealer' into one of the most focused, customer friendly, and exciting dealerships in the South of England." ●

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FORESTRY MACHINERY DEALER OF THE YEAR

Charles H Hill Ltd of Horsington



Charles H Hill Ltd of Horsington, Lincoln, won the Forestry Equipment Dealer of the Year award.

Based near Woodhall Spa in Lincolnshire, the Charles H Hill business was formed out of a forestry business started by Charles Hill in 1922. The company started selling chainsaws and forestry equipment in 1964, thus celebrating its 50th anniversary this year. It sells forestry and garden equipment and above all, maintains machines from its huge stock of spare parts and on-site workshops

Commendations from suppliers included: “Exemplary service to a loyal customer base”, and “A terrific example of a small dealership providing

top-class personal service”.

The company is now run by Charles Hill’s son, Charles and grandson Graham, along with a team of dedicated employees who are all long-serving and experienced in their departments.

Unfortunately due to prior engagements, neither Charles or Graham was able to attend the ceremony on the night and thus the award was accepted on their behalf by Robin Lennie, MD of Stihl GB.

Fifty years of quality

It’s now 50 years since Charles Hill sold his first Stihl chainsaw to Norman Leggate of Tattershall Thorpe. The original chainsaw was purchased for just £62.12/6d. Fifty years later and the ▶



Robin Lennie, MD of Stihl GB collects the Forestry Machinery award on behalf of Charles H Hill from Lutz Volkandt, Briggs & Stratton’s European Managing Director



Graham and Charles Hill now run the dealership



The team at the Horsington premises

A TERRIFIC EXAMPLE OF A SMALL DEALERSHIP PROVIDING TOP-CLASS SERVICE

Leggate family still has a great working relationship with the Hills.

In the 1960s, the West German company of Andreas Stihl only made two models of chainsaw. As the range of Stihl products rapidly increased over the years, the business grew, taking on all the new quality products as they were introduced and carrying the huge stocks of spare parts required to maintain the backbone of the business, which of course, is after sales service.

The Honda franchise

When Charles H Hill Ltd decided to expand its range into lawnmowers and generators, it chose the Honda based on its reputation for reliability and quality.

The Honda product range has also grown rapidly over the years and Charles H Hill now sells and stocks virtually all the Honda Power Product Range, which includes ride-on mowers, lawnmowers, handy and industrial generators, water pumps, engines and rotavators.

The ranges of Stihl and Honda have worked well, being sold alongside each other, says Graham Hill.

Other brands

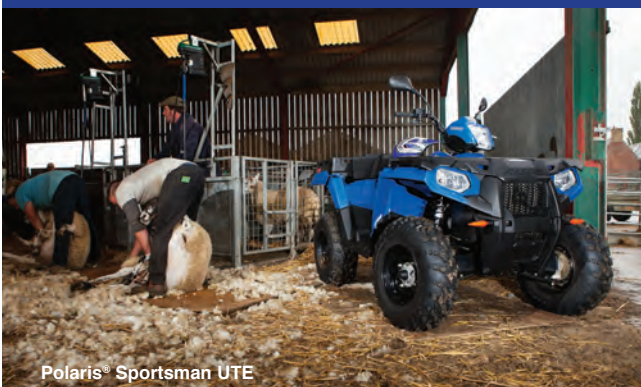
Charles H Hill also stocks a range of Husqvarna ride-on mowers including the rider range of front-mounted decks with articulated rear-wheel steering for excellent manoeuvrability. Also in stock at the Horsington premises is the Etesia range of ride-on and pedestrian mowers.

Future success

Celebrating 50 years in style, Charles H Hill Ltd says it now looks forward to continued success.

Priding itself on offering the very best after-sales service to customers, the company promises it will continue to expand the ranges stocked, ensuring customers receive high-quality products and outstanding service at all times. ●

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ATV/QUAD MACHINERY DEALER OF THE YEAR

Dalton's ATV of Lampeter, Ceredigion

Dalton's ATV of Lampeter, Ceredigion won the ATV/Quad Machinery Dealer of the Year title.

Dalton's is run by John Dalton, who also owns and runs his family farm in West Wales. He had always used ATVs on the farm, bought and serviced by a local dealer. So impressed was he with the dealership that he bought it out in 1999 and today has become one of the leading ATV specialists in Wales, selling Honda, Polaris and Yamaha products.

Commendations included: "Terrific service and back-up for customers across a wide area", and "Impressive premises that showcase ideally the products they sell".

History

John Dalton said: "Working on our livestock farm from the age of 10, followed by work experience on a farm in East Anglia was a good grounding to learn and experience the needs of the farming community. Throughout these years I witnessed the highs and lows of customer service offered to farmers by many companies. This experience would be the basis on how one day I would run my own business.

"Having spent a number of years working in the disposal of farm slurry where I used Honda ATVs, the opportunity came in 1999 to buy Rody Rees Motors whom I'd had years of outstanding service from.

"On 1st October 1999 I purchased



John Dalton (right) of Dalton's ATV collects the award from Lutz Volknaandt, Briggs & Stratton's European Managing Director

Rody Rees Motors, located in Bridge Street, Lampeter. The premises were situated on the main street with a shop window and door. On entering it was like Doctor Who's Tardis and it certainly felt I was embarking on unknown travels!

"From the front door the depth of the shop went through to the street at the rear. Within the premises was a large three-storey building divided into a showroom, storeroom and workshop.

"Customers bringing ATVs to the premises had to either park on the pavement or go along the narrow back streets avoiding

the neighbours' cars, pets and sometimes neighbours! We rented garages from neighbours to store our second-hand and our customers' ATVs and quickly realised that to take this business forward new premises had to be found."

Growth

John Dalton's business growth continued and after three years he had the opportunity to bid for a site set in four acres, which was formerly a Massey Ferguson Dealership. As an agricultural machinery business the



In 2006 Dalton's took on the Yamaha range of ATVs and utility vehicles

WE, THE DALTON'S TEAM, ARE VERY PROUD TO WORK ALONGSIDE ALL OUR FRANCHISES



Dalton's specialise in Honda ATVs

premises were ideal, consisting of a showroom, fully equipped workshop, two storerooms, a telephone system and computers.

John recalls: "After months of sorting out a deal, I finally received the telephone call of a lifetime confirming Daltons ATVs Ltd had been successful and I could now pursue my dream to have the best ATV Dealership. We gave the premises a facelift, by painting it inside and out, and reorganised the workshop and showroom. Daltons ATVs Ltd now had premises that were ideal for an ATV Centre."

In May 2003 Dalton's ATVs Ltd moved six miles North-East of Lampeter to Talsarn

More franchises

In 2006 Daltons took on the Yamaha ATV and Utility Vehicle Franchise. "This was another step to fulfil my vision of establishing a one-stop ATV, utility vehicle and attachment centre to supply our customers with leading brands and products," says John.

"We, the Dalton's team, are very proud to work alongside all our franchises and between us supply a range of industry leading products for the best customer experience. The Dalton's team consists of 11 highly motivated and talented people, the majority having been with Dalton's for many years.

"Our team has enthusiasm and extensive knowledge of all the products we sell and we constantly strive to maintain and exceed customer expectation.

"Since having bought Roddy Rees Motors, none of this could have happened without Roddy's help and guidance", adds John.

"He once said to me, 'During my time as an ATV dealer I have met many farmers who have become good friends – the same will happen to you'. And how right he was!" ●

APPRENTICE OF THE YEAR

Duncan Bateson of Bartram Mowers, Ipswich



Duncan Bateson of Bartram Mowers in Ipswich won the Apprentice of the Year Award. And alongside this, on the night, BAGMA chief Keith Christian made the very generous offer of donating up to £150 worth of tools and supplies to Duncan to help him with his chosen career.

Duncan is in his second year as an apprentice at Bartram's Ipswich branch, and attends West Suffolk college during his apprenticeship.

▲ Apprentice of the Year, Duncan Bateson (centre) with (left) Lutz Volkandt, Briggs & Stratton's European Managing Director and (right) Keith Christian of BAGMA who donated tools and supplies

Bartram Mowers

Bartram Mowers is a supplier of grass cutting machinery to the retail and professional trade and distributes some of its domestic franchises to other dealers. It operates from two sites, one in Norwich and one in Ipswich. Both sites have showrooms, spare parts departments and fully equipped workshops with mobile service vans that can carry out on site repairs when necessary.

The product range includes garden machinery brands, from Honda and Hayter through to ATCO, Husqvarna, Sanli, Westwood, Billy Goat, Bosch and Toro. ●

DUNCAN'S ATTITUDE IS SUPERB AND WE ARE DELIGHTED THAT HE HAS WON THIS AWARD

Superb attitude

Bartram's Branch Manager Adrian Kersey, who accompanied Duncan to the awards dinner says: "Duncan's attitude is superb and we are absolutely delighted that he has won this award.

"Duncan has progressed well since starting with us over a year ago, beginning helping with pressure washing machines for servicing, and now he is working on semi-commercial machines like the Iseki SXG323.

"He is a committed employee who even though he still has yet to pass his driving test, generally gets to work earlier in the morning than I do! His trip to work via train, bus or bike can take up to two hours every day.

"He is always happy at work and keen to help whenever possible.

"The other mechanics tell me he can almost make a reasonable cup of tea now, as well!"



Duncan Bateson working on an Iseki SXG323

LIFETIME ACHIEVEMENT AWARDS

Peter Mansfield of Toro Lely and Phil Yates of Rochford

Two Lifetime Achievement awards were presented on the night to Phil Yates of Rochford Garden Machinery and Peter Mansfield of Toro Lely.



Peter Mansfield

Peter Mansfield recently left Lely UK after 32 years with the company. He headed up Lely's turf division business, best known for the distribution of Toro turfcare products. It's a job he carried out with distinction for 22 years, after first being appointed General Manager for the turf business in 1992.

One of Peter's proudest achievements while he was with the company was the setting up and running of a new 24/72 Parts Programme to guarantee customers on-time delivery of Toro parts in just 24 hours from stock or only 72 hours for those being flown in from Toro in the US.

"What I've most enjoyed is seeing Lely grow its business as a distributor for Toro to the extent we have," says Peter. "It's grown five-fold in my time and I always got a buzz when I looked at the plaques on the wall Toro presented us with as awards for what we achieved."

As to the future, he says he feels it's the right time to leave for himself and for Lely's succession planning. "Initially, I'm going to take a well-earned break and spend more time with my family and pursuing my hobbies," says Peter.



Phil Yates

Phil Yates has been in the industry for more than 40 years and recently retired from Rochford Garden Machinery where he was an Area Manager.

Phil is well known to the trade as a whole as well as to Rochford dealers. In recent years he has been a stalwart of Rochford's open days at their premises in Wincanton, as well as travelling on dealer trips. Most recently he was part of the group that visited the AL-KO factory in Austria earlier this year.

Prior to joining Rochford, Phil worked for Chain Saw Products, Mountfield, Lely, Iseki and had his own dealership. ●



Phil Yates in full flow at a Rochford open day

GALLERY OF THE EVENING



Top left: Richard Capewell of the evening's nominated charity, Perennial

Top centre: Lutz Volkandt, sponsor Briggs & Stratton's European Managing Director, receives a gift from Chris Biddle

Top right: Dinner guests listen to a presentation

Bottom left: Chris and Trish Biddle with Peter Barr and Robin Nettle

Bottom right: The stunning Old Chapel at the Beaumont Estate



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Q4 DEALER SURVEY SHOWS ENCOURAGING RESULTS

The results of *Service Dealer's* Quarter Four survey of the UK dealer trade are very encouraging. Respondents on the whole are depicting a very prosperous picture for the independent, specialist outdoor powered machinery network.

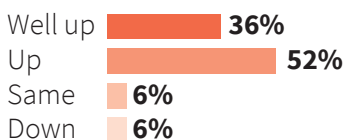
A lot has been made of the 'perfect' weather conditions this year greatly aiding our industry. And while weather will always be a much more

significant factor to a season's success than any other over-riding economic trend, the fact that the whole country seems to be in a generally upbeat mood must have also helped matters.

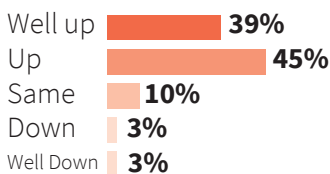
With the vast majority of respondents saying that overall business, sales and service are all up on last year, it seems as if all that hard work is paying off.

SURVEY RESULTS

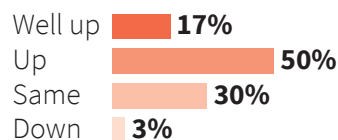
How will your **TOTAL BUSINESS** turnover January-September 2014 compare with the same period in 2013?



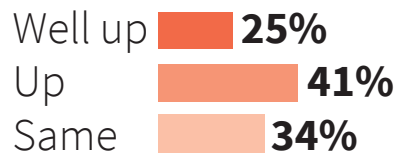
How did your **MACHINE** sales for January-September 2014 compare with the same period in 2013?



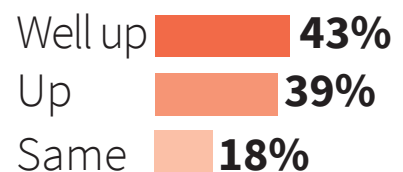
How did your **PARTS** department perform January-September 2014 compared with the same period in 2013?



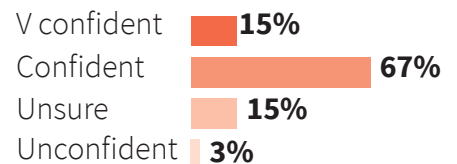
How will your **SERVICE** department perform January-September 2014 compared with the same period in 2013?



Have your staffing levels changed during 2014 compared with 2013?



As we move towards the year-end, how do you rate your **OVERALL BUSINESS** prospects for 2015?



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YOUR SAY

“Discounting – this starts to improve and then reverts to where it was. Not helpful.”

“Internet pricing is still a major issue, as is having to carry out warranty work on machines purchased over the internet, on which we make no money, but have to support in the interests of good customer service. Certain suppliers are making it very difficult to compete.”

“Some manufacturers’ and distributors’ stock levels are unable to keep up with demand – be it spares or whole goods!”

“Profit levels on some machine sales are often dangerously low because of certain suppliers allowing their products to be ‘dumped’ on the internet.”

“The market has been good, but without the good weather we would only have had marginal increases, and there are signs of some suppliers being overstretched due to staff cut-backs.”

“Unable to find suitable replacements for retiring workshop staff is a headache.”

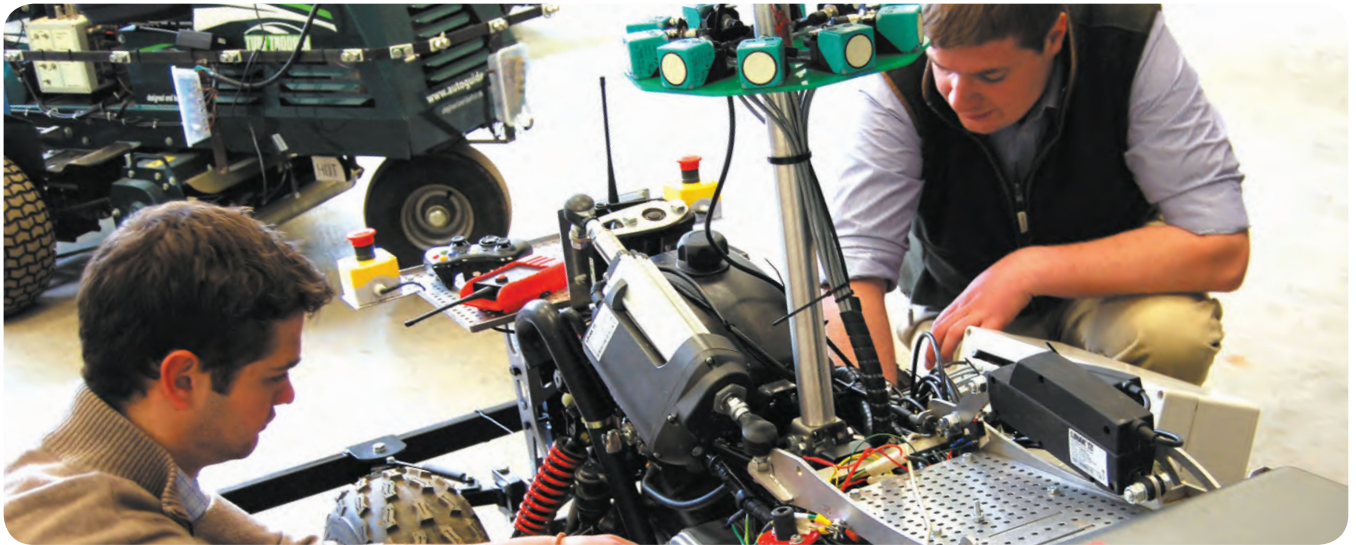
YOUR SAY ON THE SALTEX MOVE

Here’s an overview of the feedback we’ve received following the IOG’s decision to move the exhibition indoors to the NEC in November next year.

- It had to move indoors – no longer could exhibitors lash out £££ for a stand and not get visitors because of rain!
- I cannot attend as I need to demonstrate my machines – I can’t do it indoors.
- Good idea. NEC is an excellent place for exhibitions. I have been many times. There is plenty of room and space for demonstrating very large pieces of kit such as 60ft-high extrusion machines. Means you can visit the show without planning an overnight stay. Opens the show to a much wider audience.
- The lack of demo space will detract but moving more centrally should help as travelling 200 miles less and not having to pay for overnight accommodation make it very attractive for our company to attend. Instead of every three years we can do it annually.
- Indoor exhibitions generally mean there is no place for large pieces of kit and no place to demo. November is a strange time too, as the opportunity to demo after the show has gone.
- NEC not the right place for our show – indoors is no good for a land-based industry. We have seen the attempts of shows held at the NEC for agriculture – it just doesn’t work. Another nail in the coffin of Saltex.
- The construction industry doesn’t seem to have a problem demonstrating large kit at the NEC, so I don’t see why Saltex machinery should be a special case.
- Most of the stand holders said to me that they possibly will attend the NEC, but would only take one machine and have a screen showing their other products.
- As for moving it to Birmingham to be more central, can’t anyone remember that these were the reasons to move it to Peterborough in the early nineties, and that proved to be an absolute disaster, hence why it went back to Windsor.
- Sorry to say the IOG has no interest outside its remit, therefore it doesn’t want to cater for the trade aimed at the domestic side of our industry. We need a different show format outside.
- Moving to the NEC in November, for us, is the wrong time of year and far too expensive to put on a proper display that potential customers expect.
- The NEC will be too dear for exhibitors and too late in the year. I fear it is the end as we know it. ●

NEW APPRENTICESHIP STANDARDS WELCOMED

Trade bodies and manufacturers develop new guidelines



The apprenticeship standards for the roles of Service Engineer and Engineering Technician have been approved by the Government, in the second stage of its Trailblazer apprenticeship initiative.

The role of a Landbased Service Engineer (LBSE) at Level 2 Foundation (tinyurl.com/m3csbdh) and LBSE Service Technician Level 3 Advanced (tinyurl.com/o9cm35v) was published by the Government on 20th August and was included among 40 new standards in various industries.

These have been developed following the October 2013 announcement to reform apprenticeships so that they are more rigorous and responsive to the needs of employers. Phase 1 Trailblazer standards were published in March 2014 during National Apprenticeship Week.

Dealers

“Technicians are the backbone of every dealership and as an industry we need to make sure we provide them with a structured training programme and a recognisable

career path,” said Alastair Tulloch, Claas UK Divisional Manager - After Sales. “With modern agriculture increasingly reliant upon fewer, higher capacity machines, service is the lynchpin of any forward thinking dealership. Farmers and contractors cannot afford to have their machine standing idle, which makes the availability of well trained, highly skilled service personnel essential and often a key consideration in the buying decision. To achieve best-in-class apprenticeship standards will also make the industry more attractive to new recruits and help dealers retain their highly valued technicians.”

Driving seat

The Institution of Agricultural Engineers (IAgrE) CEO, Alastair Taylor commented: “I am absolutely delighted that two apprenticeship standards have received the stamp of approval from the Government. This new approach really puts employers and industry in the driving seat and will build upon the great work we have been doing to establish a

single voice for the training of land-based engineering technicians.”

IAgrE joined forces with the Agricultural Engineers Association (AEA), the British Agriculture and Garden Machinery Association (BAGMA) and machinery dealers such as CLAAS UK Ltd, Toro, Kubota (UK), AGCO Ltd, Ransomes Jacobsen, John Deere and Case New Holland to develop the standards for the new apprenticeships.

The Landbased Technician Accreditation Scheme (LTA), a scheme administered by IAgrE, formed the backbone to the new proposals. Under this scheme IAgrE, where appropriate, facilitates the registration of suitably qualified technicians as Engineering Technicians (EngTech) with the Engineering Council.

“The next stage of the process will be to develop the operational standards,” added Mr Taylor.

● **Read more about current Apprenticeship Standards** – tinyurl.com/o6x8lb4

● **Read more about the future of Apprenticeships and the Trailblazer initiative** – tinyurl.com/purd8to

AGCO'S APPRENTICESHIP ANNIVERSARY

15 years for dealer scheme

AGCO has announced the celebration of the 15-year anniversary of its dealer apprenticeship scheme in partnership with Warwickshire College.

AGCO dealers, which number close to 100 different companies located throughout the UK, provide sales, service and technical support for one or more of four core AGCO farm machinery brands: Challenger, Fendt, Massey Ferguson and Valtra.

As part of their AGCO dealer apprenticeship, young people taken on by a dealer representing an AGCO brand receive 24 weeks training spread over two years at Warwickshire College's Moreton Morrell campus, seven miles south of Warwick. All apprentices attending the college as part of

THIS IS A REAL OPPORTUNITY... ...TO GAIN KNOWLEDGE AND PRACTICAL SKILLS

AGCO's dealer apprenticeship scheme stay on-site in the college's own residential accommodation.

Training levels

Two levels of apprenticeship in land-based engineering are currently offered by AGCO dealers. The first is an intermediate level 2 apprenticeship that takes two years to complete, including 12 weeks during each year attending

Warwickshire College, the remainder of the time being spent back at the apprentice's dealer-employer.

With the support of their dealer, trainees wishing to progress to an advanced level 3 apprenticeship are able to attend Warwickshire College for a further 12 weeks spread over a total of 15 months.

AGCO's Training Development Manager, Tony Linfield, pointed



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out that around 180 apprentices from AGCO dealers across the country have been enrolled to date on the scheme since it was established by AGCO and Warwickshire College in 1999.

“This is a real opportunity for AGCO apprentices to gain knowledge and practical skills at college as well as gaining valuable hands-on experience in the workplace,” he said.

Learn and earn

Third-year AGCO apprentice, Clarke Minot, 18, from Chelmsford, Essex, is employed by RW Crawford Agricultural Machinery Ltd, a main dealer for AGCO’s Challenger, Fendt and Massey Ferguson brands.

“I do not have a farming background, but one of my neighbours had tractors and I was always really interested in them as a youngster,” said Clarke.

“The best thing about being an apprentice is that you are training to get a qualification and getting paid at the same time.”

Peter Husband, Vice Principal of Warwickshire College, pointed out that the college is proud of its long-standing partnership with AGCO. “It’s fantastic to see the relationship continue with the recruitment of every new group of apprentices,” he said. ●



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COMMERCIAL

STADIUM MOWING

Allett's new RM 34 designed for sporting venues

Allett Mowers has introduced its new RM 34 Stadium Mower, featuring a 34" full width rear roller for strong stripes.

Developed in conjunction with leading groundsman, it features twin, contra-rotating blades for central collection and filling a 90-litre grassbag at the centre of the deck.

High tip speed

The mower creates an ultra high vacuum for debris collection while the high tip speed of the blades ensures cutting quality. There is micro height adjustment between 15mm and 75mm for exact blade cut and a five-gear speed selection for precise control.

The RM 34 is 55kg lighter than an Allett Buffalo cylinder mower and there is an optional fixed strip brush available for the machine.



FORESTRY

STEIN SAFETY

Professional arborist products



Stein Safety offers a range of professional arborist products ranging from CE certified tree climbing equipment to rigging equipment and specialist PPE clothing.

Stein is now one of the fastest growing brands within this market sector exporting products globally. Its products are sold in the UK through a network of professional ground care outlets bringing these companies additional customers and revenue.

Tim Hackett, Parts Sales Director at Farol Ltd said: "My branch managers wanted to expand our range helping to supply additional products to complement our chainsaw sales. Taking on a Stein display has allowed us to fulfil our requirements in this area and to date we are very happy with the results it has brought to the three participating depots. I'm very happy with the support and training given by the team at Stein."

If you would like to explore the opportunity of becoming a Stein retailer, contact the company on 0161 483 5542.

DOMESTIC



SPRAY AWAY

Trio of new manual sprayers from STIHL

STIHL has introduced its first manual sprayers, with three different sizes available.

SG 31 wand sprayer

With a five-litre capacity and hose-mounted spray wand, the new STIHL SG 31 pressure sprayer is suitable for gardeners with larger areas to treat. It's designed with a large, accessible opening so filling or emptying is a clean and easy task.

The tank's sturdy base ensures the sprayer's stability during refills and primes, and the tank's pressure indicator shows when it needs priming or is ready to go. The spray wand extends for extra reach and the tip can be rotated through a full 360 degrees.

SG 51 and SG 71 backpack sprayers

The two backpack sprayers have a high volume capacity of 12 and 18 litres (SG 51 / SG 71) and are comfortable to wear, with adjustable straps to suit the user's size and body shape.

The piston pump is efficient and pressure is simply primed by an easy-reach lever that can be set to the user's left or right side. The spray hose is 150cm long and centred on the back of the tank so the wand can be held comfortably in either the left or right hand. The spray wand is fitted with a quality brass nozzle as standard – its hollow cone jet gives a focussed spray and easy-fit alternative nozzles, plus wand extensions and a choice of pressure valves are available as optional accessories.

COMMERCIAL

LAWN REJUVENATION

New Overseeder from ELIET

PSD Groundscare has introduced the new overseeder from ELIET, the DZC 600, which it says ensures ideal conditions for the introduction of seed:

It works by:

1. Cutting open the soil – the cutting blades at the front of the machine cut open 10mm -15mm deep grooves in the soil of the lawn in preparation for the grass seed.
2. Removal of excess soil – the blades rotate over the top and cast the soil in an arch to the rear of the machine so that it does not fall into the newly cut grooves.
3. Precision sowing – a clever and compact seed distribution system, Helix SeedDuct, carries the seed under the projected excess soil into small funnels leading to discharge channels precisely located above the clean grooves.
4. Injection – a small air pressure generator blows air through the seed funnels so the seed is blown while it is being distributed. This helps the seed to settle faster and with more precision in the grooves.
5. Rollers – the powered rubber roller immediately follows the seed distribution process and ensures that there is good contact between the soil and the seeds by pressing the earth down.
6. Covering the seed – the flow of projected excess earth falls just behind the roller on the sown area. The earth covers the seedbed and provides a protective layer for the seed, increasing the chances of germination and growth.



AGRICULTURAL

COMBINE DEVELOPMENTS FROM JOHN DEERE

New entry level machines

John Deere is introducing the new five-walker W330 and six-walker W440 entry level combine harvesters for the 2015 season. These machines are the result of a marketing agreement with Finnish manufacturer Sampo Rosenlew, and feature 210 and 238hp Sisu engines with maximum power ratings of 216 and 253hp.

The W440 is available in two versions, either with or without a pre-threshing cylinder (PTC); this is standard on the W330 model, which has a grain tank capacity of 5,200 litres. The base W440 model has a 6,500-litre grain tank, while the W440 PTC combine holds 7,600 litres and can be emptied at up to 100 litres/sec. Header sizes from 3.9 to 6.9m are available, depending on the model.

In addition to these new W-Series combines, a new high-performance package is now available for the T-Series, designed to increase separation performance in high-yielding crops and green straw conditions.

Further up the range, the S670 combine now has a new Stage IV compliant engine, which features a 19hp increase in rated hp (ECE R120) to 392hp, with maximum power boosted to 449hp.



ATV/UTILITY VEHICLES

RANGERS UPGRADED

Improvements from Polaris

For 2015, 75% of the Polaris Ranger UTV line-up receives performance upgrades and restyling, based on the line's flagship, the Ranger XP900.

The first Rangers to receive the new treatment are the full-size Ranger Diesel and Ranger Diesel Crew.

These new vehicles receive a new three-cylinder, Tier 4 compliant diesel engine and a double alternator output, with 110 amps to power more accessories.

New cab

One of the main features of the new diesels is the LOCK & RIDE® Pro-Fit cab system which ensures a quality fit and finish, rugged durability and modularity, with ease of installation. It also benefits

from features including interior liners, power windows, and tip-out glass windshields.

Innovations such as a restyled cockpit, dual A-arm front suspension, new flip-up seat storage, larger 10 gallon fuel tank, easier serviceability and a quieter ride due to engine repositioning are also included.

All full-size vehicles will also receive new intake openings on the pillars behind the driver and passenger, allowing for improved airflow for the engine and clutch air intake systems.



SERVICE DEALER

THE VOICE OF THE INDUSTRY

NEXT ISSUE

UPCOMING FEATURES TO LOOK OUT FOR IN THE JANUARY/FEBRUARY ISSUE OF SERVICE DEALER

JAN/FEB FEATURES

STATE OF THE INDUSTRY REPORT

A look back at 2014 and prospects for the New Year as seen through the eyes of our 2014 Dealer of the Year winners

MEET RUTH BAILEY

We talk to Ruth Bailey, the new AEA Director General, about her background, initial impressions and the challenges that lie ahead for the industry

FACE TO FACE

Gary McWilliam, md of Hire Supply Company who acquired the Midland Power business from the administrators last March

BTME & LAMMA PREVIEWS

What to see in both Harrogate and Lincolnshire

2015 EVENT PLANNER

Our free wall chart will include all the key dates for the upcoming year



Advertising copy deadline date: 1st December 2014 Publication date: 2nd January 2015

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

THE ALL NEW, ALL DIGITAL TURFPRO

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

Combine this with the national 4G coverage and you have the perfect communication platform to reach busy turfcare professionals.

Our latest issue includes a video interview with IOG Chief Geoff Webb who explains the reasons for the Saltex exhibition move. We also profile the winner of the Professional Turfcare Machinery Dealer of the Year title, GGM Groundscare and round up some of the machinery launches from this year's Saltex.



VISIT WWW.TURFPRO.CO.UK FOR DETAILS

TURBO BOOST FOR GIANNI FERRARI

Z 322 Diesel mower

Gianni Ferrari has launched the new Turbo Z 322 Diesel – and a re-styled version of the extremely popular Turbo 4.

Turbo Z 322 D

This has many additional benefits to its petrol equivalent, the most notable being:

- Reduced running costs associated with diesel engines;
- Although fitted with a powerful diesel engine, it still retains the same compact design;
- Hydraulic lift for attachments enables the machine to mount kerbs and pavements with ease;
- It is also compatible with the new 132cm Dual-Cut™ deck which allows the operator to switch between mulching mode and rear discharge mode in one simple move.

Turbo 4

The four-wheel drive 36hp model has a working width of 150cm coupled with a high-capacity, high-dump 1,300-litre hopper. The contrary rotation (RCA) collecting deck controls the distribution of cuttings to the collector, avoiding clogging and unnecessary downtime.

New features include:

- A smaller turning circle with increased rear axle anti-scuff capability;
- Better engine radiator protection from dust and grass (less maintenance);
- More efficient engine radiator cooling (36hp models);
- Improved hydraulic radiator cooling and better access for maintenance;
- LED-type rear lights and beacon for lower electrical consumption.

The mower also benefits from a range of aesthetic improvements, combined with ergonomic changes to improve driver comfort. ●



EVENTS 2014-15

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

- 9 CountryTastic, Three Counties Showground, Malvern
www.threecounties.co.uk/countrytastic
- 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
- 13-15 Balmoral Show, Belfast
www.balmoralshow.co.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
- 23-14 Herts County Show
www.hertsshow.com
- 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
- 23-24 Cheshire County Show
www.cheshirecountyshow.org.uk
- 28 Derbyshire County Show
www.derbyshirecountyshow.org.uk
- 30-5/7 Hampton Court Flower Show
www.rhs.org.uk/shows-events

JULY 2015

- 1-2 Royal Norfolk Show
www.royalnorfolkshow.co.uk
- 5 Malton Show
www.maltonshow.com
- 6 Cumberland Show
www.cumberlandshow.co.uk
- 8-9 Livestock Event, Birmingham NEC
www.livestockevent.co.uk
- 10-12 Kent County Show
www.kentshowground.co.uk
- 14-16 Great Yorkshire Show
www.greatyorkshireshow.co.uk
- 18 Camborne Show
www.camborne-show.org.uk
- 20-23 Royal Welsh Show
www.rwas.co.uk/royal-welsh-show
- 22-26 RHS Flower Show - Tatton Park
www.rhs.org.uk/shows-events
- 25 Mid Devon Show
www.middevonshow.co.uk
- 28-30 New Forest & Hampshire County Show
www.newforestshow.co.uk
- 31-2/8 CLA Game Fair, Harewood House, Leeds, Yorkshire
www.gamefair.co.uk



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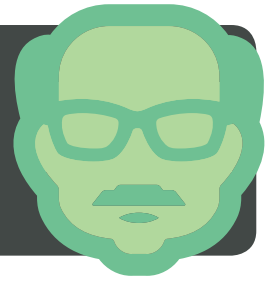
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JIM GREEN



CARNIVAL TIME

NOTTING HILL TURNS BLUE

Custom tractor built by Valtra

Joining the world famous music and colour of the weekend-long Notting Hill Carnival this year was the blue of a New Holland tractor.

The appearance in London was part of an on-going tour by a cider-making group of young brothers who have been loaned the British-built T7.200 by New Holland to travel around England promoting their seven-flavour Brothers range of cider.



Free samples

Francis, Jonathan, Matthew and Daniel Showering, from Somerset, have been handing out free samples and barbecued sausages on the tour and on Saturday they took the tractor on a whistle-stop tour of the capital's hot spots and highlights.

On bank holiday Monday the brothers and the New Holland T7.200 joined the main parade, following Pepe Francis's steel band and towing the Brothers Cider trailer.

Sara Sebastianelli, New Holland Brand Communications UK & ROI, said: "It was brilliant to see our British-built T7 tractor take a tour of London's landmarks and take its place amongst all the colour and fun of the carnival.

"We were delighted to team up with the Showering family and loan our kit to support them in promoting their traditional, family-run British business around the country."

PROFESSIONAL BENDER

TRY NOT TO SNAP THEM URI!

Uri Geller, world famous illusionist and TV personality, recently took delivery of two Hayter Harrier 56 Pro mowers.

The mowers are going to be used at his beautiful home in Berkshire which has substantial grounds including large lawn areas - he was particularly keen to have a rear roller mower for the striped lawn effect.

The mowers were supplied by Hayter authorised dealer Berkshire Garden Machinery from Twyford.



-11%

The New Holland T7.270
AUTO COMMAND is
the most fuel efficient CVT
Tractor of its class
-11% compared to competitors

RESTORATION JOB

ANTIQUES MOWED SHOW

The world's first motorised lawnmower has been restored to its former glory more than a century after being invented, reported the Daily Mail.

Andrew Hall, 54, a gardener from Ilminster, Somerset, spent four years working on the 1.25 ton machine said the paper.

The Ransome driveable mower cost £137 in 1902 - equivalent to £15,000 today - and was a 20th Century alternative to horse-driven and steam-powered mowers.

See lots more pictures at tinyurl.com/k2mejhc



MOWER VS GAMES

DAD DRIVES OVER SON'S VIDEO GAMES WITH MOWER



Now I'm pretty sure that this video is faked.

But that said, it's quite an enjoyable way to spend 3 minutes if you don't mind fruity language, quite enjoy seemingly spoiled brats get their comeuppance and are interested in how a Hustler ride-on deals with a pile of video game discs and their cases.

The video starts inside an American house with the son searching for his games. On the white board in the room is the message "Get a job! Get a life!! no more games !!! - Dad"

The teenager then runs to the garden and finds all of his games in a pile on the lawn with his dad ready to run them over. His dad lists his reasons saying he's been out of school for three months and he's got student loans, car payments, and insurance, so it's time to get to work. His son, needless to say, is not pleased.

He reaches for the games but his dad hits the accelerator...

Let's say the Hustler certainly comes out on top.

View the video at tinyurl.com/kehohehex

MOWER VS GAMES

DEMOLITION DERBY - BUT FOR MOWERS!

Carnage at 5mph!

We're all familiar with just how popular lawnmower racing is over in the States, and to a lesser degree here. But this a new one on me, a Lawnmower Demolition Derby.

A country fair in the Midwest is offering punters who are bored watching normal cars smash each other up, the chance to see old mowers get wrecked for fun.

At The Lawnmower Demolition Derby at the Goodhue County Fair in Zumbrota, Minnesota, entrants wear motorcycle helmets and ride retrofitted mowers on a dirt infield in hopes of destroying other local's machines. Proving popular, this year is the fourth it has run.



Popping wheelies

"Some of them get around pretty fast out there," event organiser Will Erickson told the local news channel, 90.9 WBUR. "We had one guy that was popping wheelies, and I bet he was popping three-foot wheelies. The front end would go off on it. Yeah, that was kind of entertaining."

Before getting in the ring, drivers must remove the mower's blade. They're also required to add metal safety guards on the side and the rear of the machine. The guards, which are usually welded into place, are supposed to protect a driver's legs and back.

You can read much more about the derby at tinyurl.com/pwrzwrp



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