

Company Profile

No 3: Sisis

SISIS Equipment (Macclesfield) Limited was incorporated on February 11th, 1932 by the late Mr. William Hargreaves, father of the present Chairman, Mr. Derek B. Hargreaves, and commenced trading from premises at Cheadle, Cheshire.

Since their earliest days, the Company's products have been designed and developed to raise the standard of sports turf and recreational areas and, in more recent time, hard porous playing surfaces. The original concept resulted from meetings between the founder and Mr. R. B. Dawson, then Director of The Sports Turf Research Institute at Bingley, Yorkshire. Regular contact with the Institute has been enjoyed and many ideas exchanged.

Since 1932 the Company has designed and continually extended the range and manufacture of their highly specialised management equipment for all types of recreational and amenity areas. The resulting equipment is used by skilled

greenkeepers and groundsmen throughout the world. SISIS is now the leading manufacturer of such products in Europe. Educational Authorities, Parks Departments, Departments of the Environment, H.M. Services and all categories of Sports Clubs, both professional and amateur are regular users of SISIS equipment.

In 1962 the Company moved from their humble premises in Cheadle to a modern factory on the new Industrial Estate in Macclesfield, Cheshire.

The trade name 'SISIS' having become increasingly identified with the Company's products, W. Hargreaves and Company Limited, was re-named SISIS Equipment (Macclesfield) Limited.

Since moving to Macclesfield the Company's sales and production have increased more than five times and in excess of 20% is now exported to all corners of the world where sportsmen demand the finest playing surfaces to

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The new Shoresclough Works of SISIS Equipment (Macclesfield) Ltd on the Hurdfield Industrial Estate.

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give of their best. The SISIS export distributorship network covers all Western European countries plus South Africa, Australia and New Zealand and, for the past two years, SISIS have increased exports to the Far East, notably Japan and Singapore.

The company's current premises at Shoresclough Works, Hurdsfield Industrial Estate, Macclesfield was opened on 11th February, 1972 on the 40th anniversary of the incorporation. The development provided 35,000 sq.ft. of factory and office space. A special loading bay facilitates regular use of TIR Containers for direct road deliveries to any of the SISIS European distributors.

Chief Engineer, George Hobbs, heads the research and development team at a separate factory where some engineering components are made and prototypes are built. This factory is located $\frac{1}{4}$ mile or so from the main works.

The present day staff of SISIS Equipment (Macclesfield) Limited, is almost

100 strong and includes two grandsons of the founder, Mr. R. A. Hargreaves a director, and Mr. J. W. Hargreaves. Several members of staff have worked for 25 years or more with the company and SISIS Managing Director, Mr. Eric Staniforth, has now celebrated 40 years of service.

SISIS General Works Manager, Douglas Everett and Sales Office Manager, Gordon Lackford, are both men with more than 30 years service with SISIS, whilst General Sales Manager, Arthur Harrison, is a relative newcomer with only 15 years to boast about!

A separate section of the Sales Department has recently been formed, under the control of Dennis Orme, to administer the ever increasing demand for spare parts and service.

Since adopting a direct selling policy in many areas of the U.K. about 5 years ago, the Company's outside sales team has grown to ten representatives

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and three demonstrators, under the control of Keith Vertigant, who was promoted from the outside staff early in 1974, to Direct Sales Manager.

Many of the Company's products will be familiar to most readers, but recent important developments include:—

SISIS Veemo, introduced in 1974, as a fast efficient means of fairway scarification and removal of excess fibre.

The SISIS Autocrat, has brought deeper vertical penetration, at a faster speed than before, to the task of hollow tining of a golf green during the Autumn or maintenance slit tining at other times of the year.

SISIS Rotorakes have regularly had improvements and innovations added, since they were first introduced in the mid 1950's. Thatch removal, thatch control and scarifying reels make the current range usable in all seasons.

Fairway spikers such as the Heavy Duty Aerator, model HA/6 and General Purpose Aerator, model LA/6, have recently been fitted with a new type of soil removal tine for those interested in carrying out such treatment on fairways, in addition to regular treatment with the well established falt bladed, pointed and slitting tines.

SISIS Equipment (Macclesfield) Limited, maintain their policy of regular investment in development and hardly a year passes in which SISIS do not introduce a new product, principle or innovation.

The Bingley Series

Mr. J. Escritt, Director of the Sports Turf Research Institute at Bingley, Yorkshire, has asked us to point out to readers that the series of articles about the work of the Institute published in the Greenkeeper recently (the last was in our June issue) were taken from a paper he gave to the Greenkeepers in October, 1973.

DIARY DATES

- Aug. 28 N.E. Section. Autumn Tournament, Gosforth G.C.
- Sept. 9 Southern Section Autumn Tournament, Walton Heath G.C.
- Oct. 6 N.W. Section Autumn Tournament, Bury G.C.
- Oct. 7 Southern Section Secretary's Match, Beaconsfield G.C.
- Oct. 7 East Midland Section. Lecture by Johnsons Seeds Rothley Park G.C.
- Nov. 4 East Midland Section. Lecture on Drainage by Chipman Ltd. Longcliffe G.C.
- Dec. 2 East Midland Section. Lecture by S.T.R.I. on Greens and Tee Construction Leicestershire G.C.
- Dec. 12 South Coast. Christmas Dinner Dance, Hythe.

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