Company profile

No. 5: Ransomes

AS MANY members of the B.G.G.A. will know, Ransomes have given considerable support to the Association over a great many years. Not only are they the largest supporter of the B.G.G. through their advertising but they have always been prepared to offer their own staff, in working hours, to assist in B.G.G.A. functions. This article will give readers a good idea of the size and scope of Ransomes.

WHEREVER golf is played the name of Ransomes is known. There must be very few golf courses in the world that do not use one or many machines from Ransomes range of professional grass machinery.

Founded in 1789 by an iron-founder, Ransomes made the world's first lawn mower, Buddings Patent, in 1832, and the Ipswich based company has been in the forefront of grass machinery development ever since.

They produced the first petrol lawn mower in 1902 and the first mains-operated lawn mower in 1926. Since then the emphasis has shifted from the domestic lawn mower to the professional grass cutting machine.

An important recent development has been the introduction of hydraulically operated mowers. Here again Ransomes were pioneers. The Hydraulic 5/7 Power Gang, introduced in 1968, was the world's first hydraulically operated gang mower, to be followed in 1973 by the launch of the Motor 5/3, the world's most advanced grass cutting machine.

Today Ransomes offer machines for all types of grass cutting—from the smallest garden to the largest airfield, from the roughest verge or orchard to the smoothest golf green.

Golf course equipment may be regarded as the company's speciality, however. The Auto-Certes, available in 18 and 20 inch versions, is a specialist golf greens mower, with a ten-knife reel for a superb finish.

A range of gang mowers are available for golf course applications. Sportcutter units, coupled in groups of one, three, five, seven or nine to give a cutting width of up to 20' 6" are for mowing fairways where regular cutting is practised and a good finish essential. Magna units, available in the same widths, are for cutting the rougher areas. Hydraulic Power 5/7 Gang Mk. 2

GUY Catchpole, General Marketing Manager, Ransomes Grass Machinery Division.

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RANSOMES Hydraulic 5/7 Power Gang Mark II—becoming increasingly popular on the golf course.

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plied by Ransomes Grass Machinery (Scotland) Ltd.

Ransomes is a large company, employing some 3,000 people in the U.K. and making a wide range of farm machinery and electric industrial trucks in addition to its annual £7 million turnover in grass machinery.

Because its resources are large it can offer sales and service facilities second to none. A national network of distributors staffed by personnel who have received product and service training at the company’s Ipswich headquarters offer totally reliable sales advice and after-sales service, including a comprehensive spare parts facility.

Training courses are also held at Ipswich, in a purpose-built conference block, for operators of Ransomes equipment. These courses enable the operator to fully understand, and so get the best out of sophisticated machines like the Tournament Triplex, allowing him to achieve optimum performance, allowing effective maintenance to be done at the golf club, cutting maintenance costs and delays.

The grass machinery marketing division is headed by executive director Phil Johnson. General marketing manager Guy Catchpole is assisted by sales manager John Wilson, and recently appointed marketing manager Brian Kitchener who controls the service departments.

Under John Wilson, four area managers act as the link between the company and its distributors. They are Bill Beveridge, Scotland; Glyn Vaughn, North of England and North Wales; Bill Payne, West of England, South Wales and the Midlands; and Ted Reilly, Southern and South East England.

These men are all keen golfers who understand the special requirements and problems of the greenkeeper. They are not only well known to B.G.G.A. members as Ransomes but also for their support of regional B.G.G.A. activities.

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