John Deere Enhances European Parts Service

John Deere’s European Parts Distribution Centre has inaugurated its new deconsolidation and packaging facility, a 23 million euro investment, which will create additional employment for around 90 people. The new operation was established within just ten months and will help streamline parts logistics and further enhance the supply of parts to John Deere dealers and customers throughout Europe, the CIS, Northern Africa and the Near and Middle East (EMEA). “In light of the rapidly growing range of John Deere machines in all equipment divisions, we must continue to improve our supply of parts and merchandise,” said Fritz Rheindorf, Director Parts Operations. The new 16,000 square metre deconsolidation and packaging complex in Bruchsal will serve as a hub for incoming parts, which will either complement outgoing parts shipments or be forwarded to storage areas at E-PDC. Due to logistics and handling improvements, the company expects to reduce delivery times even further, especially in peak harvesting seasons. The Bruchsal E-PDC currently stores more than 200,000 part numbers in a 62,000 square meter area.

Inturf Fullfills Green Promise

In 2009 Inturf signed up to 10:10 to signal its business commitment to doing something about climate change. The business aimed to cut its use of energy by working more efficiently and as a result has cut its carbon emissions in all areas. In fact, though dramatically reducing its use of electricity, heating oil and diesel Inturf has cut emissions by 18% in the first year. “We’ve taken a door look at how we use energy in every part of the business,” says Alex Edwards, Joint MD. “Every stage of turf production from sowing to harvesting has been made more efficient. We’ve redesigned our delivery systems too so that now – a substantial part of our costs – has been greatly reduced.”

Double Promotion

Balram has promoted Jonathan Hill to Sales and Marketing Director and Emily Kirkland to Customer Service Manager. Jonathan was previously National Sales Manager, has been with the company for over eight years. “Jonathan’s appointment as a Director is a key part in achieving the demanding objectives we have set as a company. We are all enthusiastic about the way the company is developing in these challenging times and Jonathan’s experience and enthusiasm will be invaluable in achieving our objectives,” said Paul Dawson, MD. Emily worked as both a Sales Administrator and Customer Service Co-ordinator. “Our policy of internal promotion for staff members who demonstrate outstanding skills and an excellent work ethic is perfectly summed up by Emily’s promotion. We are delighted that she has taken on this important position, which is vital in the way we support our customers,” said Jonathan Hill.

Lone Britannia

Ecosse Turfcare was the only British exhibitor at Greendeco, held in Bordeaux in November 2011. Operator of the Drill n Fill/Deep Drill aerators and sportsturf maintenance and renovation systems, Ecosse has just returned from a highly successful visit to the French Greenskeepers’ Association exhibition, taking place over three days at the city’s lakeside venue. Ecosse MD, Bertron King was impressed by the quality of the visitors. “We’ve seen increasing numbers of European golf clubs booking us for Drill n Fill contract work and machine sales over the past few years,” he said, “so a personal presence on the Continent was a no-brainer. We had a lot of informed interest in Drill n Fill from the major clubs, some of whom made definite bookings and there was evidence that smaller clubs were co-operating to book the system between them. In addition it was great to meet several satisfied customers, from management to greengrasskeeper staff.”

What’s your number?

Our regular and random profile of an industry figure continues with this month’s lucky number...

Name: John Coleman
Company: Advanced Turf Technology
Position: Owner
How long have you been in the industry?
24 Years

How did you get into it?
I was a fairly keen golfer as a junior and thought getting a job as a greengrasskeeper, because of the early starts, would allow me to play golf after work. After the first week however I thought my legs were about to fall off with all the walking I was doing! You could say Frank Scullion, my first boss, saved me the ignominy of many a frustrating Saturday morning. Thanks Frank!

What other jobs have you done?
At the moment I’m almost exclusively working at ATT but in the past I’ve spent a lot of time with golf course construction, primarily with RTJ II in Scandinavia, although I still do some advisory work.

What do you like about your current job?
I enjoy the challenge of being exposed to concepts through to actual usable products.

What changes have you seen in the industry?
In many ways the fundamentals of decent greengrasskeeping have stayed pretty much the same. There have been some significant improvements in the arsenal of chemicals that are now available such as PGR’s. The biggest change that I can see is golf itself. It appears that there are significantly fewer golfers and too many courses vying for the same business. I believe, it will end up with more management companies running multiple courses to lessen overheads.

What do you like about your current job?
I enjoy the challenge of being exposed to concepts through to actual usable products.

Where do you see yourself in 10 years time?
I try and take part in a few triathlons in a season and also a few open water swimming events of about a couple of miles in length. I enjoy a nice bottle of wine of course so it’s not all nut case stuff!

Who do you consider best friends in the industry?
I try and take part in a few triathlons in a season and also a few open water swimming events of about a couple of miles in length. I enjoy a nice bottle of wine of course so it’s not all nut case stuff!

With 24 Years in the business I’m lucky to have a lot of good friends. For fear of leaving anybody out I’ll limit my list to one very good friend, Iain MacPherson. We’ve done so much together I’d have to say there is really no excuse not to be good friends. For fear of leaving anybody out I’ll limit my list to one very good friend, Iain MacPherson. Who do you consider best friends in the industry?

What’s your lucky number? 8

John Coleman