It all started two years ago in my office and brew room at Lymm Golf Club. Moving from our old static caravan to new facilities didn’t take long. Toasters, kettles and mugs we bought new, but paperwork, archives and records we boxed up and transferred across.

While unpacking and organizing catalogues and trade sales literature I realized most were out of date or redundant.

That was the light bulb moment! What if every catalogue in our industry was in one place?

Stupid idea, I thought, never work, impossible!

Everyone is trying to save pennies, and more quotes are needed to satisfy the demand for budgetary transparency. I needed a personal assistant but on my budget, I couldn’t see that happening.

Then my old grey matter started smoking. If all the catalogues in our trade, with technical sales contact numbers, were in one place, it would be easy to find information.

Maybe I could get quotes from guys I deal with already, without making several calls about the same disease, and give details of your nearest sales agents.

With one email, you can contact them all for quotes. Toms Locker never wants to sell you anything. It’s a free to use introduction site pointing you towards people who can help in one giant digital bookcase.

I’m happy to research online but prefer to deal with the great people in the trade who I have relationships with – guys who can walk my course with me, share successes and sorrows and provide great technical support.

Toms Locker needs to maintain transparency. I needed a personal assistant, but couldn’t see that happening.

So with every dealer and manufacturer in the ‘Locker’, finding the right product for your problem is easy.

Type ‘Tasman’ and it will identify every product available to treat the disease, and give details of your nearest sales agents.

But we still had to fund and build the site, and we knew it was vital to be totally independent, so, after remortgaging our house, we’re testing the concept to see if we can get it off the ground.

It’s important they are represented properly in the Locker, and their reputations maintained.

Maybe I could get quotes from guys I deal with already, without making several calls about the same bottle of Rescue or Primo. It would become our very own greenkeeping Google.

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