

# G

**GOLF COURSE  
EQUIPMENT**

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the Centenary  
**Pattison**  
Established 1896

## The DewMaster

As H. Pattison & Co. Ltd enter their 100th year of supplying quality products to Golf Courses we are proud to be able to offer another new product, 'The DewMaster'.

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**Special Centenary price:  
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This new addition is shown in our new 1996 Centenary Catalogue on page 19.

For your own copy of this limited edition Catalogue call our Luton offices on 01582 597262

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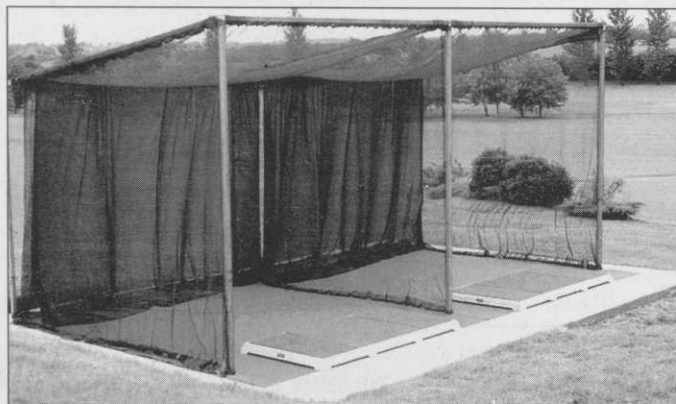
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# Solid

M E M B E R



**BIGGA  
GOLDEN KEY  
CIRCLE**

**Hepworth Mineral and Chemical is a huge multi-national company which recently moved into the golf sector. They have also confirmed their commitment to golf by becoming a BIGGA Golden Key Sponsor.**

scale of Hepworth Mineral and Chemical Ltd (HMC).

"We decided to go into the golf sector in a more structured way about four years ago when it was apparent that there was an increase in the number and quality of courses being built," said Trevor Leadbeater, Hepworth's Marketing Manager.

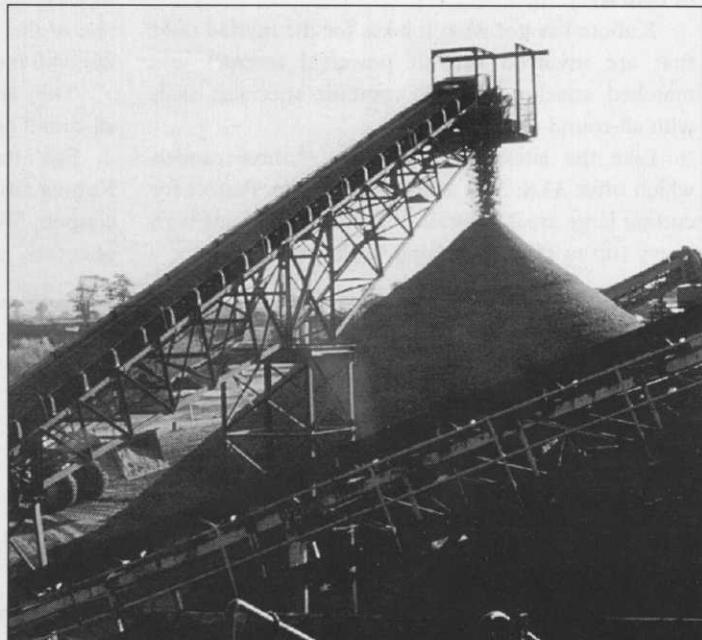
**W**hen Hepworths decided to take a greater interest in the golf industry they did so in the same professional manner which has made them a huge force in every other area where sand is a vital component.

Even now the sports sector is a mere 10% of the company's total business but a look at the number of tankers, each carrying the familiar Cuthbert the Camel logo, heading to golf courses and sports grounds up and down the length of the country gives a hint to the

As ever this was the type of statement which would have had competitors becoming just a little uneasy.

"It is very much a specialised product required for this market and because of this we decided to re-structure our approach into this expanding sector of the industry."

The "weapon" which the company developed to ensure its move into the sports sector was successful is the "Pro Sport" brand, featuring high quality



# foundation is built on sand

graded sand, root zone and top dressing.

"Pro Sport' was borne out of the fact that we have such a good processing capability and combined with quarries spread up and down the length and breadth of the country which produce sand to the required quality it is a combination which gives us an excellent range of root zones, top dressings and bunker sands," explained Trevor.

"A coarse grade sand "Pro Sport" is extremely rare in the UK. You can get it but it will be mixed up with finer sand and you get the coarse and fine sand binding together and becoming an impermeable mass which water can't get through.

"The thing we are good at is pulling out and selling the coarse grade products which lets water pass around them."

The specialist bunker sands are designed so that they doesn't plug and can also be sculpted. They also comes in different shades so the club can have its preference of really white through to dark.

The company is in the process of setting up its own in-house testing facility so every 1,000 tonnes of material is routinely tested to make sure it conforms to our specifications before it goes out.

"Every batch is tested before it goes out anyway but a full spec is done every 1,000 tonnes and to have the in-house facility will give us a lot more flexibility."

The geographic spread is important because it means people or clubs who buy it don't have to pay huge haulage costs.

Hepworth has 17 quarries in the UK and five of these produce



"Pro Sport" root zone, top dressing and sand - Levensat, in Central Scotland, Chelford, in Cheshire, Messingham, near Scunthorpe, and Leighton Buzzard and Redhill in the south.

Trevor identifies the emergence of a much more discerning British public for the take up of "Pro Sport".

"The British public is a much better and more critical consumer of leisure products than ever before. If a golfer finds that his course is closed for two months of the year because of waterlogging he is not happy particularly if he discovers a pay as you play course not far away

constructed with all year round in mind is open."

A big move has been the branding of the "Pro Sport" brand name on what is a commodity product.

"When you brand something it gives you the opportunity to promote in a serious way and engender a certain amount of brand loyalty.

Up until now we have felt that we have had a solution to their problems but we haven't really banged the drum about it too much. What we are going to do is a structured education of the greenkeeper via the Golden Key and be a lot more promotionally

active in telling people what we have got."

To the layman the processes involved in maximising the benefits of a quarry are a real eye opener. Sand emerges in particles of various sizes and shapes and these are then poured through sieves of different sizes ranging from coarse (some of which is used in the North Sea Oil Industry); down to extremely fine taking in industries like the water filtration industry, the glass making industry and industrial foundry industry.

It goes into products as diverse as soap power and the set for Channel 4's Crystal Maze - apparently they wanted a sand of a very distinctive colour.

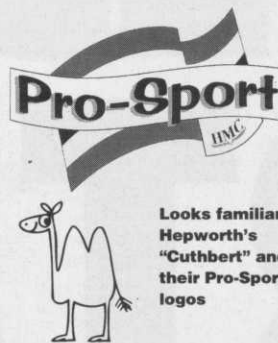
Having so many eggs in so many different baskets has helped insulate Hepworth from the ravages of the recession.

"People asked us if we suffered when the building industry slumped but we didn't. When one industry is suffering another is picking up," explained Trevor.

About 160 people work at Hepworth's magnificent, recently extended, headquarters, Brookside Hall near Sandbach in Cheshire with 15 people dedicated to the sports side of the business.

"We aren't an operation which is going to be here today and gone tomorrow. This is the start of a long association with the leisure industry.

"With the Golden Key I believe it will be the start of a good relationship which we can build up with greenkeepers and hopefully they will be impressed to see the variety of solutions we have for the problems they've got," concluded Trevor.



Looks familiar: Hepworth's "Cuthbert" and their Pro-Sport logos