

New Name for JCB Groundhog



JCB has rebranded its Utility Terrain Vehicles with the new name JCB WORKMAX.

This covers both the current diesel-powered models; the 4x4 for rough terrain applications and the 6x4 for 'fine turf' applications such as golf courses and sports fields.

Until now JCB has used the name 'Groundhog' for its UTVs.

JCB is focused on answering

the demands of the professional equipment user and therefore the new Registered WORKMAX name has been adopted to reflect this.

The 'Groundhog' name has been in use since JCB entered the UTV market in 2005.

JCB Utility Products Sales Director Keith Hoskins said:

"The old Groundhog name has served us well in establishing our

products particularly in the UK.

"But we are on course for market share growth in several countries at the expense of ride-on quads which we believe can never offer the ride quality, safety, and load carrying performance of a Side-by-Side design.

"Our new WORKMAX name is also easily understood in other languages."

James Watson Joins Sherriff Amenity

Sherriff Amenity has strengthened its national sales team by appointing James Watson as an Amenity Specialist covering Surrey and the south.

James, who will be working closely with Chris Rudkin to support Sherriff Amenity's current customers and also develop new business in the area, spent 15 years as a Greenkeeper in the UK and Europe before joining Headland Amenity as a Regional Manager.

"James' previous experience, both as a Greenkeeper and in a sales position made him the ideal candidate for the job ." commented Mark Pyrah, Amenity Director of Agrovista UK .



NEW IRRIGATION ADVISORY SERVICE

Intelligent Watering is a new irrigation advisory service that has been founded by Adrian Handbury. Adrian has been in the industry for 17 years, originally as the First Irrigation Manager at the London Golf Club. As well as being an end user, Adrian has also installed many irrigation systems. However, his main discipline has been the specification and design of irrigation for the companies he has been employed by or those that he advises, and has worked extensively over three continents.

Intelligent Design has been set up to supply irrigation audit, advice and new system design services to the Golf, Sportsturf and Landscape industries.

Email design@intelligentwatering.co.uk or go to the website www.intelligentwatering.co.uk



TWO HEADLIGHTS, ONE BATTERY

Ian Howard, Managing Director of Dennis, has announced that his company has acquired SISIS, which will now operate as a division of Howardson Ltd, alongside Dennis.

"We have acquired the respected brand, designs, patents and intellectual property and this new partnership is part of our on-going investment strategy," explained Ian.

"I would compare Dennis and Sisis to two headlights being operated by one battery," said Ian, as he explained the new strategy at a press briefing in Harrogate.

"The companies will run independently, while at the same time benefiting from each other's strengths and powered by parent company, Howardson Ltd

"Our traditional strengths of reliability and excellent customer support will enhance this partnership and we are optimistic about our future



together, working as a team to grow further our profile in the market. Our products dovetail extremely well," said Ian, who added that they would be conducting an immediate review of all aspects of the business including customer service and supply.

Ian Howard, Managing Director of Howardson Engineering, with Andrew Walker, Field Sales Manager of SISIS



Huxley Golf extend into Europe

A new business, Huxley Golf Europe, has been formed in Luxembourg under the direction of Danish golf professional, Ole Pedersen, and businessman, Torben Poulsen.

The pair are targeting golf clubs, teaching academies, hotels and private clients across a large and important new sales territory for Huxley Golf.

Paul Huxley, Director of Huxley Golf, which has a growing network of distributors in the UK and abroad, said: "The region spanning the Benelux countries and France and Germany has become very important to Huxley Golf. Ole and Torben have the local presence and expertise necessary to position our products successfully in this marketplace."

Huxley Golf provides all-weather surfaces for golf around the world. Clients include training and coaching establishments, golf resorts, ranges and academies as well as several Open Championship and Ryder Cup venues.

For more information, visit www.huxleygolf.com.

What's your number?

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

Name: Fiona Gebbett

Company: PAN Publicity Limited

Position: Director

How long have you been in the industry?

Almost 20 years

How did you get into it?

In my previous job, PAN was one of my key suppliers. When a job came up there, I applied and the rest is history.

What other jobs have you done?

After university, I was a Holiday Rep in France and then Tenerife. I then joined a Conference Production company and ran corporate events around the country.

What do you like about your current job?

My clients. We handle a variety of accounts which means we get to know some great people and no two days are ever the same.

What changes have you seen during your time in the industry?

Very little change in the printed media compared to other industries we work in; but, of course, on-line media has developed considerably. What I have seen is the reduction in editorial staff and the growth of freelance writers. This has had an impact on our output seeing us supply more finished copy rather than marrying up a Journalist with a Greenkeeper/Groundsman.

What do you like to do in your spare time?

Socialising mainly, but living on the coast I like nothing more than getting rugged up on a Sunday morning and going for a nice long walk on the sea front. We also have the beautiful North Norfolk coast to drive to and enjoy the superb beaches and pubs there.

Where do you see yourself in 10 years time?

I very much want to be doing the same thing in a re-vitalised industry. Basically my job is about people; talking to them and finding out how they do their jobs. It's what I love about what I do and I don't see that changing much in the next 10 years.

Who do you consider best friends in the industry?

The Press. They're a great bunch of people. We've had some fun times over the years on Press trips in various countries. We all have some very fond memories from them, I'm sure.

What do you consider to be your lucky number? 4

Fiona has picked Tim Merrell, of The Grass Group