

# DEALER OF THE MONTH

The series aimed at celebrating the great work done by dealerships up and down the country

## THE DOUBLE A TRADING COMPANY LTD

### Location

Eden Valley Business Park,  
East Road, Cupar,

### Employees and Size of premises

28 Employees/18,000 sq. ft

### Number of service vans 7

### Brief history of company

Sandy Armit who had been involved in the groundcare machinery business for over 20 years formed Double A in 1996. the business is owned by Sandy and his wife, Aileen.

High profile sales helped the company to grow quickly in the early days and raise their position in the Scottish groundcare industry

In 1999 Double A was awarded a John Deere Groundcare Equipment Dealership. This, along with existing franchises, enabled the company to provide a fuller range of quality products.

In 2001, the company moved to their new 11,000 square foot purpose built building and a year later they increased their range of specialist equipment with the addition of Aebi and Gianni Ferrari.

In 2003 they were appointed Scottish Distributors for Campey, and In 2007 they branched into a new business when they became UK distributors for the Tru-Turf range of greens rollers.

In 2009 the company was appointed as Scottish Importers for Goupil Electric Vehicles and last year they were appointed dealers for both IPU and Charterhouse equipment.

### How has the dealership changed?

"When I look back it seems like we have come a long way in a short time, it doesn't feel like that when you live and breath the business 24 hours a day 52 weeks of the year. It has been hard work but satisfying at the same time to see where we are now.

"The biggest step would definitely be when John Deere had the faith in Aileen and I, in 1999 to give us a dealership when at the time we had five staff and worked from a small rented unit and an office in our back bedroom.

"After the franchise taking the decision to build our own facility here in Cupar in 2001 which we extended in 2008 has helped us to be far more efficient and professional.

"Today we are a leading supplier to the Scottish groundcare machinery industry with an experienced sales team backed up by a highly capable team of engineers, parts, and administration staff offering customers a high quality product range."

Sandy Armit

### What would you like to see changed?

I would like to see a change in UK trade shows I am not sure what the answer is but I do not see attendances increasing in the current climate, which makes change more likely.

In Scotland, as a long term supporter of Scotsturf, I cannot understand how companies much larger than us can say officially that they cannot justify the cost of the show but they are



happy to send their sales teams to visit the show for two days and tout business - this is totally wrong, either support the show (which I think everyone would prefer) or stay away!

I think BTME works well. It is at a good time of year in a central location and has plenty to offer in terms of training, seminars, trade shows and a good social atmosphere. Saltex is becoming a more south of England and/or dealer show with less training and no atmosphere at night. But as to an answer that suit's everyone's requirements, someone maybe older but definitely wiser than me will have to come up with that one.

### Do you support customers who have in-house service facilities?

We do, we offer a computerised parts service which allows access to John Deere parts and to our stock levels 24 hours a day. We also have an in house LANTRA

trainer who can carry out any technician and operator training our customers may require.

### Franchises

**John Deere Groundcare Equipment;**  
**Lastec Articulator Mowers;**  
**Timberwolf Woodchippers;**  
**Aebi Tractor and Mowers;**  
**Gianni Ferrari Mowers;**  
**Campey Turfcare Equipment;**  
**Tru-Turf Rollers (UK Distributor);**  
**Goupil Electric Utility Vehicles;**  
**Multicar Vehicles;**  
**Yamaha Golf Cars; IPU Groundcare Products;**  
**Redexim - Charterhouse Equipment**

To nominate a GI Dealer of the Month contact Scott MacCallum with your reasons why the dealer of your choice should be featured...  
Email [scott@bigga.co.uk](mailto:scott@bigga.co.uk)