

John Deere Listed in 100 Best Global Brands 2011

John Deere has been included in the list of the 100 Best Global Brands for the first time.

This annual ranking is compiled by the consulting firm Interbrand and covers all industries worldwide.

Interbrand recognised that John Deere is continuously strengthening its global presence.

"The brand is also widening its focus by going beyond equipment to provide farmers and landowners with expert advice on how to get the most out of their land," Interbrand noted in the ranking comments.

"Being recognised as one of the top 100 brands among thousands of corporations reflects our consistent approach to serving our customers, and is the result of our ongoing commitment to markets outside North America," said Mark von Pentz, President of John Deere's Agriculture & Turf Division.

More Responsibility for Lely UK

From next year Lely (UK) Limited will become responsible for the distribution, sales, service and technical support of all Toro-branded commercial turf maintenance products distributed in the UK and Eire, includes all Toro-branded commercial products manufactured by Hayter, in Spellbrook.

While Lely will have expanded responsibility for all commercial products, Hayter will continue to handle sales, marketing and service support of Toro-branded consumer and landscape contractor products, in addition to Hayter-branded equipment.

Manufacturing of commercial and consumer products will also remain at Spellbrook.

As a result of this change, Toro's international division is working with Lely (UK) and Hayter to ensure that this does not affect their end-user customers. Through careful and thoughtful decision-making, Toro and Lely (UK) will be organising internal structures to meet the future sales and support needs of all its customers.

Lely has been a partner with the Toro Company for over 30 years and the move will strengthen the relationship of both companies.

INTERNATIONAL PLANT PROPAGATION SOCIETY

Linda Laxton, Managing Director and owner of British Wild Flower Plants, will become the new President of the Great Britain and Ireland region (which includes Europe) of the International Plant Propagation Society (IPPS) at the beginning of next year.

Linda, who has been an IPPS member for over 10 years and whose Norfolk nursery specialises in growing purely native plants from seed collected throughout the UK will be responsible for overseeing the running of this wing of the society, and liaising with the other IPPS regions world wide.



What's your number?

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

Name: Gary Mumby
Company: BLEC Global Ltd
Position: Managing Director



How long have you been in the industry?
Since I was 16 and I'm now 56. So that was back in 1971.

How did you get into it?
I was working for my father's landscaping company and carried on in the business before starting to develop and make my own specialist machines to help the job in about 1982. People started to buy the machines I made so I realised it was time to go into manufacturing full-time. I started BLEC in 1986 with my wife Sue, near Peterborough, where we have always been based.

What other jobs have you done?
Landscaping, sportsturf and manufacturing machinery have been my whole life. I had ideas to be an accountant before I left school – but luckily my father needed help in his business so I didn't get stuck in a desk job.

What do you like about your current job?
Meeting so many enthusiastic people in a very nice industry where everybody is friendly and keen to learn about new ways to tackle difficult jobs with new machines.

What changes have you seen during your time in the industry?
The introduction of so much good equipment for greenkeepers and groundsmen with new techniques and better education in turf maintenance and sportsturf construction techniques.

What do you like to do in your spare time?
I don't have much spare time but a lot of my work involves travelling abroad to meet clients and distributors so I use the opportunity to visit the sights. Often at the weekends, when I'm home, I'm in the workshop working on new designs. I like watching football and support Arsenal.

Where do you see yourself in 10 years' time?
Still doing what I'm doing now, which I thoroughly enjoy. Inventing, making and demonstrating machines is a passion.

Who do you consider as best friends in the industry?
I have met so many people over the years – contractors, greenkeepers, groundsmen . . . and I can honestly say that they have all become friends, some of them very good friends.

What do you consider to be your lucky number?
7 - which happens to be my wife Sue's birthday in August and our wedding anniversary in June.