



COUNTRYWIDE T&A TEAM INVESTS IN EXPERIENCE

Countrywide is delighted to announce the addition of Roger Clark to its Turf & Amenity team.

Roger will be supporting customers throughout Buckinghamshire, Bedfordshire and Hertfordshire.

"Roger has held key roles at some of the UK's top golf clubs and brings a tremendous breadth of industry experience," says Sam Honeyborne, Turf & Amenity Manager for Countrywide.

"His knowledge over 21 years, spans the entire turf and amenity sector, combining both technical sales and practical knowledge and skills. I have no doubt that he will become a key member of our growing team of dedicated turf professionals and will be valued by customers and colleagues alike."

BASIS and FACTS qualified, Roger can advise on the use of pesticides and fertilisers and is keen to put his in-depth experience to the use of Countrywide customers – course managers, greenkeepers and groundstaff whose problems and pressures he fully appreciates.

"The demands today are tremendous," says Roger. "Golf courses, football grounds, sports stadia now operate 365 days a year so the challenge is to create healthy turf that lasts all year round. My advantage is that I understand customers' needs and enjoy working closely with them - and within any constraints they have - to advise on the best products to improve and maintain their surfaces."

"Whether it's grass seed, top dressings, fertilisers, or our substantial portfolio of pesticides and herbicides, it

is much easier to recommend certain products when you have likely used them yourself!"

Joining Countrywide seemed like a natural career progression for Roger: "I kept coming up against Countrywide as a competitor so, in the end, if you can't beat 'em, join 'em! Another big advantage for me was my experience of using Sustane, the organic, slow release fertilisers of which Countrywide has now been appointed sole European distributors."

"This new role will give me the opportunity to use all the knowledge and experience I have gained over my 21 years in the industry to deliver first class results for greenkeepers, course managers and groundstaff as part of the very vibrant, proactive Countrywide team."

GROWING PLACES

Following a challenging trading year for the amenity market in general, industry leader Rigby Taylor is delighted to announce a sales growth of almost 6% for the year ending July 2013.

A number of company initiatives were at the heart of this growth including a record supply arrangement of total herbicides to Network Rail, new product developments including the Microlite micro granular fertilizer range and a dynamic, company rebranding programme.

Planning for the future with great optimism, a strategy has been implemented in preparation for planned additional growth this year and beyond with a move to larger warehousing premises in Stallingborough, North Lincolnshire. This move, at a stroke, provides increased capacity of some 15% over the existing site at Horwich and, offers the flexibility for further expansion.

The new warehouse facility will be up and running from the end of October 2013 and the current sales support operation for the north of England will relocate to a new sales office within Horwich.

As regards the company's other regional warehousing and office facilities, the Newbridge branch near Edinburgh has recently entered into a joint venture with Scotbark to provide a trade counter in Glasgow serving the west of Scotland and the Camberley branch in Surrey provides excellent stocking and supply arrangements throughout southern England and south Wales.

Only recently Rigby Taylor returned to SALTEX after a five year absence to launch a number of new products and marketing initiatives and will be attending BTME 2014.