

# IN THE PICTURE

## LINDUM "ON COURSE FOR THE 1990's"

**L**INDUM Seeded Turf announce a "double first". Now recognised as the "Number 1" producer of quality seeded turf for the golf and leisure/landscaping sector.

Lindum Sales and Marketing Manager, Geoff Hodson, commented "We already supply quality seeded turf, individually designed seed prescriptions, fertiliser formulations based on a combination of Mineral and Organic materials and a complete preparation and after care service.

We are now able to announce a breakthrough in seed treatment - Polymer Coated Seed. The coating is used to carry treatments on seed. Until this breakthrough seed has been treated by various methods but there have been three main disadvantages.

1. Unevenness of treatment thereby creating in many cases in Phytotoxic effect on the seed resulting in retarded germination and uneven establishment.

2. Inconsistency in drilling rates due to residue material impeding flow. Residue in bags due to constant handling. Sometimes up to 40% loss of treatment to seed. Polymer Coating eliminates all of these problems, in fact it enhances establishment, increases accuracy of flow when drilling and there is no residue. For example, using Apron "T" treatment with the Polymer Coating provides protection for the young seed for 6/8 weeks against fungal diseases, "fusearium", etc.

We already supply vigour proven seed attaining high germination levels and of a high purity standard. Add the new concept of Polymer Coating and you have available the most advanced seed in both quality and performance for the 90's.

Another first, Lindum have been awarded the exclusive contract to supply their quality seeded turf and to act as consultants for the next and final Garden Festival at Ebbw Vale, Wales, 1992.

We are looking forward to the 1990's with confidence and to supporting and serving the golf and leisure/landscaping sector.



**P**ICTURED in Munster about to leave the headquarters of Ransomes' German company following a tour of the offices and workshop, (left) the British Ambassador to West Germany, **Sir Christopher Mallaby**, with General Manager, **Gunther Zeiner**.

Commenting on the visit Gunther Zeiner said: "The Ambassador was clearly impressed by what he saw and it was a particular honour and pleasure for us to welcome him to Munster as this year Ransomes Deutschland GmbH celebrates its 25th anniversary."

Currently the largest overseas market for Ipswich-made grass machinery, the German company, which has four depots and fifty employees, is responsible for the distribution and servicing in the Federal Republic.

### TURFEX PROVIDES AN ANSWER TO DRY PATCH

**I**NTRODUCED last year as a major break-through in turf wetting, the concentrated wetting agent Turfex provides a cost-effective solution to the

problem of dry patch, particularly on golf courses and bowling greens, by enabling water to get to the roots of the turf and thus restoring healthy growth.

In laboratory tests conducted in 1988 by the Sports Turf Research Institute, Turfex increased the rate of infiltration into dry patch-affected turf by up to five times that of other wetting agents.

When the STRI went on to conduct a field trial in July last year on a dry patch-affected area, water with Turfex penetrated to a depth of more than 7cm, which was three times the depth penetrated by water alone. In the same trial on compacted soil, water with Turfex penetrated to a depth of nearly 9cm.

Turfex is readily absorbed onto soil particles and in this way provides a lasting action and build-up of effectiveness. It is mixed in cold water at the rate of 1/2 litre in 100 litres of water - an amount sufficient for 500 square metres of turf on the average golf green - and dissolves easily with minimal foaming, which quickly disappears.

Turfex has no adverse effects on turf. Even at double strength no phytotoxicity problems have been reported. And it can be applied by any conventional sprayer.

Its manufacturers, the Horticultural Division of Ser-

vice Chemicals Limited of Daventry, have just announced that there will be no price increase for 1990, which means that Turfex will continue to be sold at a cost of only £1.25 for a quantity sufficient to treat 100 square metres.

An all-British product, Turfex is available from specialist turf-care wholesale distributors. Selling agent is John McLauchlan Horticulture of 50a, Market Place, Thirsk, North Yorkshire YO7 1LH.

## HUXLEYS TO RATIONALISE FOLLOWING CUSHMAN TAKE-OVER

**F**ROM April 1, Huxley Grass Machinery will no longer be responsible for the administration of dealer sales of Cushman products throughout the United Kingdom and Ireland. The company's direct sales of Cushman products from its Egham and Alresford branches will also cease.

These moves follow Ransomes' purchase of Cushman and the decision to distribute Cushman equipment through the Ransomes existing dealer network.

As a result, the directors of Huxley Grass Machinery have reluctantly accepted it will no longer be viable to continue trading at its Egham branch. Therefore, as of May 1 all activities will be based at the company's manufacturing centre at The Dean, New Alresford, Hampshire.

Huxleys' directors stress the decision was reached after a careful appraisal of the situation. The company recognises the loyal and dedicated contribution made over the years by the Egham staff, and has taken every care to ensure the continued well-being of those members who cannot be retained.

Despite the forthcoming changes, the future of Huxley Grass Machinery within the professional turf and grounds care industry is very much assured. Huxleys will maintain and extend the design, development and manufacture of its own range of commercial grass maintenance machinery at Alresford. This range includes Huxleys implements for the Cushman Turf Truckster, and these fine attachments will continue to be supplied to Cushman dealers worldwide.

### BIGGA'S AGM

See page 5

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## ANOTHER FIRST FOR CHARTERHOUSE

**T**HERE are three keen new golfers in England - thanks to Charterhouse Turf Machinery.

Charterhouse held a prize draw at this year's Institute of Groundsmanship Exhibition at Windsor Racecourse, the entries coming from customers requesting demonstrations of equipment illustrated in the company's comprehensive new brochure.

The prizewinners were drawn on each of the three days of the show, and the top prizes - a set of golf clubs - were won by a trio representing a good mixture from the industry.

Mr Paul Davies, of Mordon Nurseries, Swindon, is an area supervisor with Thamesdown Contractors, a local authority contractor; Mr T.H. Heath of Staunton Harold, Leicestershire, is a ground maintenance contractor; and Mr P. Bloomfield of Ipswich, is a groundsmen for Ipswich School.

"None of the winners were golfers," said Philip Threadgold, Sales Director of Charterhouse Turf Machinery, who presented the prizes. "And Mr Heath was left-handed, so we had to find a special set of clubs. But they are all taking up the game as a result of the draw."

## NEIL AT CENTRAL SPARES

**A**S part of their continuing expansion programme, Central Spares have appointed an additional representative to their sales team.

Two existing sales areas have been reduced in size, and Neil McRitchie, who is based in Dorking, Surrey, will manage a new territory covering six counties in the South and South East of England.

Neil, aged 27, joins Central from the agricultural trade and lists his interest as sport, particularly badminton, amateur dramatics and Morris dancing. This latest appointment brings the number of sales representatives up to five, and the consequent re-organisation of sales areas means that South Wales will get representation for the first time, and trade customers in certain other areas can expect to see a representative more regularly.



Paul Davis

## RICHARD AITKENS NOW SERVING THE NORTH EAST

**A**ITKEN'S Superturf Ltd have expanded their business south of the Scottish border, with new premises at Tadcaster, North Yorkshire.

Norman Shedden and Peter Fell, both ex-Superturf reps, with extensive experience of the Amenity Industry, are the technical representatives who will be serving the area from the Borders to just south of Doncaster.

We would like to congratulate the company and wish them every success with their new venture.

## ALLETT ROTARY MOWERS

**A**LLETT Mowers Ltd have traditionally been associated with high class cylinder mowers which are in use at the majority of first class cricket clubs and the leading sports stadiums of Europe. However the business has increased substantially in the last few years and Allett's now offer three rotary mowers. The largest is the Parkstar. This is a tractor drawn mower which has two full width rollers to give a pleasing striped effect and is ideal for relatively flat fairways. The Parkstar has a very high work rate and is very economical to use and maintain.

Also of some interest to golf

clubs is the Vergestar. This machine is a pedestrian operated rotary mower with a 30" width of cut, and is also available with an interchangeable cylinder cutting attachment. Finally for those areas which require a small rotary there is the Allett AR18. As the name suggests, this is an 18" mower which has grass collecting facilities and is of a more robust construction than the majority of machines of this type.

## ALLEN POWER EQUIPMENT APPOINT PARKERS AS LONDON DISTRIBUTORS

**T**PARKER & Sons (Turf Management) Ltd of Worcester Park, Surrey, have been appointed the London Distributors of Allen Power Equipment of Didcot.

"We feel confident that this association will be of great benefit to both companies," said Mr Peter Jefferis, Managing Director of Allen, when he attended a recent teach-in at Worcester Park of the machines Parkers will be handling.

These were introduced and demonstrated to Parkers Sales Team by Mr Lance Bassett, Allen Sales and Marketing Managing, and Mr David Hyde, Allen Area Manager.

The Allen machines concerned are the National 68" and 84" Triple Mowers; Brushcutters including the Reciprocator, a revolutionary multi-purpose trimmer/brushcutter, edger, branch clipper and pruner which is exclusive to Allen and incorporates a new safety cutter; and Professional Hover Mowers which have the unique Allen 'Safeway' Mowing System, the first really safe blade.

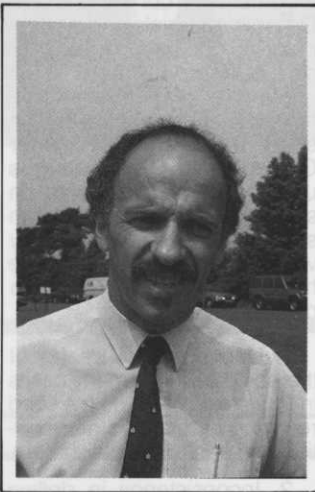
"We are delighted at our appointment," said Mr Peter Simpson, a Director of Parkers, "it further strengthens our position as the leading Turf Care Specialist in the South East of England."

## THE DANARM ROTARY MOWER RANGE

**T**HE Danarm Range starts with the ultra low priced (£123 + VAT) 40cc 13" King 35K model (previously sold by Danarm under the Speedy name), includes three Briggs and Stratton engined

Models (15", 16" and 18") and is completed by two 21" High Quality Professional Mowers powered by 4.5 HP. O.H.V. Kawasaki engines and manufactured for Danarm in Japan.

The Japanese machines marketed by Danarm under the Danarm Asuka name, have been so well received that Danarm will be adding an additional three of these 'top of the range' models including 19" and Electric start versions for the 1990 season.



David Siddon

## ICI APPOINT TWO NEW DISTRIBUTORS

**T**O strengthen their market leading position in the U.K. sports, amenity and landscape pesticide and fertiliser market ICI Professional Products have completed negotiations with two major companies to join their national network of distributors.

The appointment of T. Parker & Sons (Turf Management) Ltd of Worcester Park, Surrey provides a major platform for increased representation and sales in the South East.

An equally important arrangement takes place with the appointment of Sports Turf Services, Newbridge, Nr. Edinburgh who will cover sales in Scotland and Northern England.

David Siddon, Sales Manager for ICI Professional Products commented "The appointment of STS to our national network of distributors is part of our strategy of ensuring we have the best companies in the market distributing ICI Products to the end-customer."



# IN THE PICTURE

## ROYAL VISITOR DROPS IN

**T**HE highlight of Ransomes 200th anniversary celebrations was the arrival of a helicopter of the Queen's Flight at their Ipswich grass machinery factory with HRH The Princess Royal on board. Following luncheon with local dignitaries and directors she toured the works, where well over 50 per cent of the production is exported.

While being shown the latest in sophisticated equipment and techniques used in the manufacture of the company's grass machinery, The Princess Royal made a point of talking with as many people as she could, and over-ran the time allotted to her factory tour by fifteen minutes.

Before departing, Her Royal Highness unveiled an engraved plaque of Cumberland Slate, mounted on a wall in the office foyer, commemorating her visit, and was presented with a posy by Clare Jordan, one of the company's secretaries.

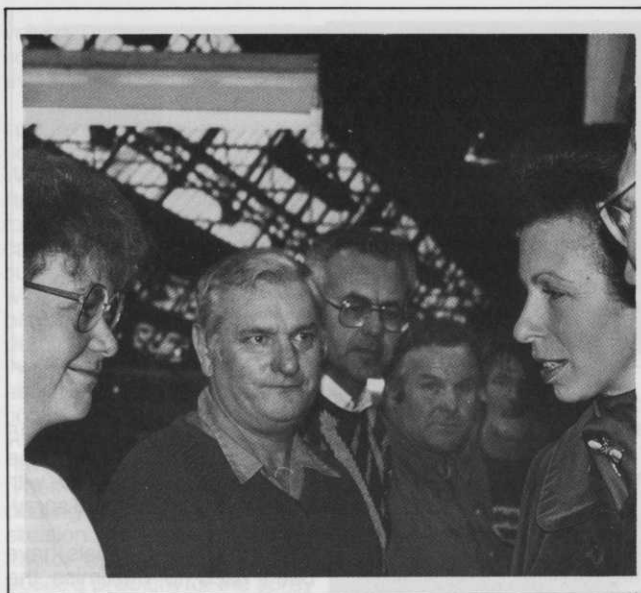
"Having the privilege and pleasure of welcoming HRH The Princess Royal to Ransomes in this the year of our 200th anniversary was a great honour for us", said Group Chief Executive, Bob Dodsworth. "The trouble she took to talk with so many of our employees contributed greatly to making it such a memorable occasion."

## YORKSHIRE MOWERS' LEEDS BRANCH FULLY OPEN FOR BUSINESS

**N**OVEMBER 1989 saw, for the first time, the doors of Yorkshire Mowers Ltd, Leeds branch wide open to professional customers.

The "open house" for existing and prospective users provided the visitors with a "behind-the-scenes" tour of the specialist services housed within the branch.

The event attracted 250 customers from North and West Yorkshire. Interest generated at the day produced a good number of requests for demonstrations of individual items of equipment on customers own grounds in the month following the event.



*Pictured during her tour of Ransomes grass machinery factory in Ipswich, HRH The Princess Royal with (right) Works Manager, Murdoch Matthew, talking to (left) Production Control Clerk, Sharon Page, while listening intently to what was being said are Production Control Section Leaders, Philip Turner and Roy Burton, and Machine Tool operator Mick Bloomfield.*

Yorkshire Mowers, Hull, Sheffield and now Leeds are a company devoted exclusively to the sale and service of grass and turf equipment for the professional and domestic owner's.

These include golf courses, local authorities, sports grounds and stadiums, contractors and public and private estates.

The company, which now proudly boasts of being the largest business of its kind in the county are concessionaires

in the Yorkshire region for Hayter/Beaver, Modust, Kubota, Toro and Gravely Professional Products.

## MONRO HORTICULTURE STRUCTURE COMMERCIAL ORGANISATION FOR THE 1990's

**W**ITH the new company headquarters fully operational at Tuxford, Nottinghamshire, Monro Horticulture has now centralised their purchasing and marketing functions.

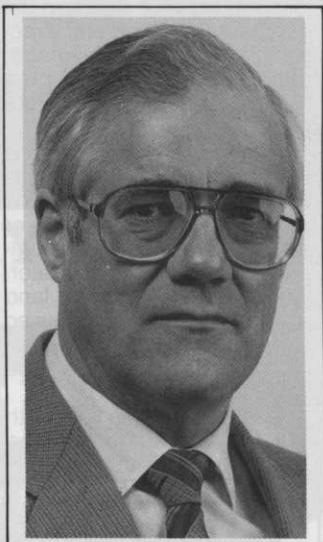
In outlining the strategy behind re-organisation, **Andrew Witcomb**, Managing Director said: "We are structuring the company to enable us to better meet the growers' needs in the 1990's. In particular, growers will be looking for increased technical support, and by having specialist managers covering key areas of the growers business, we can provide the products and services they require in a professional and efficient manner."

Commercial managers have been appointed for specific product groups, and Business and Sales Development Managers have been appointed for Capital Equipment.

All managers have many years experience in the horticultural industry, and will be well known to growers throughout the United Kingdom.

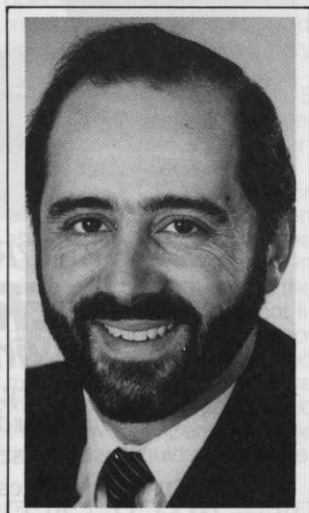
**Paul Whiting** takes on the role of Business Development Manager for Capital Equipment, and working with Paul as Sales Development Manager is **Roger Poole**.

**Mike Manly** is Commercial manager for Growing Media; Commercial Manager for Horticultural Plastics is **Mike Evans**, and an appointment will be made soon to cover the Crop Nutrition and Protection sectors.

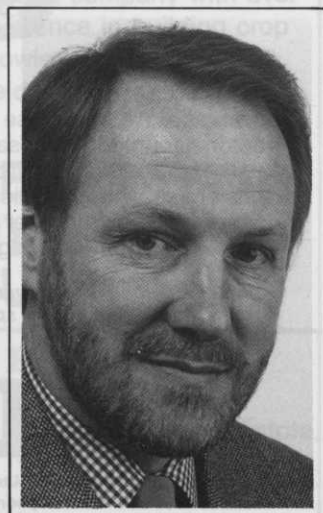


*Mike Manly*

All managers can be contacted through the company headquarters of Monro Horticulture Ltd., Lodge Lane, Tuxford, Newark, Nottinghamshire NG22 0NB. Telephone: (0777) 871727. Fax: (0777) 871799.



*Paul Whiting*



*Mike Evans*