

HOT TOPICS

Chippers, shredders to lead equipment market growth

EPA restrictions and more golf maintenance will drive equipment sales.

by James E. Guyette
Contributing Editor

CLEVELAND—An industry analyst predicts that you will be called upon to chip and shred more brush, adapt to using new models of electrically-powered equipment, and service more golf courses. Residential clients will be more plentiful, too.

Chippers and shredders are expected to be the highest growth category within the power equipment marketplace, according to a study here by The Freedonia Group.

An anticipated annual expansion rate of 16 percent through 1998 is largely based on increased environmental concerns among consumers and restrictions on yard waste being enforced by state and local governments, says analyst Kathleen O'Brien, who authored the 225-page study. It sells for \$2,800.

"Environmental regulations are also causing changes in manufacturing," she notes. "For instance, new EPA standards that will regulate the amount of air emissions are forcing manufacturers to redesign their products."

Expect electric tools to play a bigger role in the power equipment marketplace based on mandates from the EPA. O'Brien predicts that the total electric market will grow by close to 20 percent annually, and that it will account for 12 percent of all the U.S. lawn and garden equipment shipments by 1998.

She believes that advances in battery

Item	1983	1993	1998	% annual growth	
				83-93	93-98
Equipment shipments	2777	5458	6820	7.0	4.6
Residential	2510	4603	5710	6.3	4.4
Lawnmowers	1303	2528	3060	6.9	3.9
Other	1207	2075	2650	5.6	5.0
Commercial	267	855	1110	12.3	5.4

(figures in millions of dollars)

Source: The Freedonia Group, Inc.

technology along with more stringent emissions standards will result in greater use of electric motors in larger pieces of equipment such as lawn mowers.

The demand for outdoor power equipment in general is expected to grow at 4 percent annually through 1998, with the market reaching \$5.8 billion at manufacturers' prices. Commercial gear sales may see a 6 percent yearly increase based on the construction of more new golf courses, a strong replacement demand from municipalities and a rise in dual-income households that will create a bigger demand for professional landscaping services.

Exports are another equipment issue as manufacturers cope with a largely mature U.S. marketplace. "The commercial export market will be especially strong due to the fact that most other nations do not have established commercial lawn and garden equipment-producing firms," O'Brien forecasts, adding that "the explosive popularity of golf in certain areas creates an instant need for a wide variety of commercial maintenance equipment."

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Power blower ban is unconstitutional in New York village

SCARSDALE, N.Y.—Scarsdale Village Justice Virginia Knaplund found the June, 1993 seasonal ban on gasoline-powered leaf blowers unconstitutional last month.

The ban was contested by Trolio Landscaping of Mount Vernon, which was represented in court by Thomas Beirne of Cuddy & Feder of nearby White Plains.

Scarsdale is a community just north of Yonkers, very near New York City and within six miles of both Connecticut and New Jersey.

The decision found the Village of Scarsdale regulation "arbitrary, irrational and unduly oppressive." The statute must be found unconstitutional, wrote Judge Knaplund, "if an ordinance is unduly oppressive and a valid government objective can be accomplished by less restrictive means," according to an

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