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DAMPER SHAFT



New light weight hollow drive shaft with damper reduces vibration by approximately 20%.

DEBRIS GUARD

The redesigned debris guard provides exceptional working area visibility for all kinds of usages.

Heavy-duty blade features 2 screw mounts.

Ample room to dodge nylon line.



NEW

BCZ2460S TRIMMER

RedMax's line of heavy-duty, commercial grade trimmers can clear, trim or edge large properties with ease. Light-weight, Strato-Charged® engines provide greater power and durability without using a hot and heavy catalytic converter. Models range from 21.7cc - 29.5cc including 3 MaxTorque™ models which provide 44% more cutting torque and 20% faster acceleration.



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www.redmax.com

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MAINTENANCE: TRUCKS, TRAILERS & ACCESSORIES



Pack'em Trailer Accessories

Pack'em by Rack'em is an economically priced line of equipment-handling racks that are lockable. The PK-6 trimmer rack comes with four keyed-alike padlocks — three are for the trimmers and the fourth is for an

optional backpack blower rack. The blower rack is part of the PK-OP1, which also comes with a cooler rack and a trim line holder to be mounted on the trimmer rack. PackEmRacks.com



Little Wonder

The new trim and fit 14-hp Shredding TruckLoader is ideal for one-man operations and light-capacity trucks. Durable composite and polyethylene materials — up to 50% lighter than steel — lessen unit weight without sacrificing strength. The discharge chute is molded to cradle a special rubber compound liner, while the rugged 12-gauge steel housing is lined with a hard-wearing, noise-absorbing conveyor belt material. The intake hose is made of translucent, flexible urethane that is abrasion- and tear-resistant, with a smooth interior for unrestricted material flow. It features a new tubular steel wide grip handle for operator comfort. Easy access features include a hinged housing cover that opens a full 180° for unrestricted access to the impeller and housing liner, common hardware so one tool opens both the housing and discharge chute, bolt-in liners that are easy to remove and replace, low-oil sensor, remote oil drain and dual-stage air cleaner. LittleWonder.com



Roush CleanTech

Roush CleanTech has developed liquid propane autogas injection fuel systems for 2009 and 2010 Ford F-250 and F-350 trucks, including the option of either an in-bed 55-gal tank (450 miles) or under-bed 23-gal. tank (225 miles). Propane autogas refueling stations for vehicles are located in every state, increasing convenience for landscape contractors. There are more than 200 in Texas and California each; 100 or more each in Arizona, Florida, Michigan, Missouri and Pennsylvania; and there are more to come. With thousands of refueling stations available in the United States, contractors who rely on drivers to refuel trucks at the end of the day can still take that approach. RoushCleanTech.com



Step n Tow Systems

The Step n Tow swing-out step allows easy access to the bed or roof rack of your pickup truck or sports utility vehicle. It features a galvanized, powdercoated finish and an 18-in., 90° swing-out non-skid rubber step that's rated at 350 lbs. in the open or closed position. Add the universal mount, and Step n Tow will accept any tool that normally fits into a standard 2x2 receiver, such as a mounted vice or an electric winch. StepNTow.com

Super Lawn Technologies

The SLT Eco Series allows landscape professionals to neatly organize, store and transport tools, power equipment and mowers in a professional-looking "warehouse on wheels." Ideal for a growing landscape business, the enclosed body style protects tools and provides billboard-sized advertising. On-board fuel tanks improve productivity, while locking toolboxes and tool storage provide effective security and protection. SuperLawnTrucks.com



“CUSTOMERS WANT A SUPERIOR GRUB PRODUCT DESIGNED WITH THE ENVIRONMENT IN MIND. AND THAT’S EXACTLY WHAT I DELIVER.”

—Chris Paisley
*Mariani Landscape
Lake Bluff, IL*



Make a statement with DuPont™ Acelepryn® insecticide.

Evolve your business with DuPont™ Acelepryn®, the latest advancement in grub control. One application provides unparalleled performance against every turf-damaging white grub species as well as key surface feeders. The Acelepryn® Application Advantage delivers timing that fits every grub preventative treatment program. Acelepryn® also provides effective control of key insect pests infesting landscape ornamentals. And, Acelepryn® is the first and only grub control product to be granted reduced-risk status by the U.S. EPA for application to turfgrass. Customers will appreciate the excellent environmental profile and the exceptional performance of Acelepryn®, while you'll benefit from a reduced number of costly callbacks. **DuPont™ Acelepryn®. Start an evolution.**

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LESSONS LEARNED THE HARD WAY » BY CASEY PAYTON



A business owner who wore too many hats finds putting his marketing campaign in the hands of outside experts pays off.



The TreeTech team working in their element.

OWNER: Andy Felix

COMPANY: Tree Tech Inc.

HEADQUARTERS: Foxboro, MA

2010 REVENUE: \$7.7 million

2011 REVENUE (EXPECTED): \$8.4 million

EMPLOYEES: 80

SERVICES: tree preservation, tree trimming, tree removal, land clearing, tree and shrub fertilizing and insect and disease control

CLIENT MIX: 60% commercial, 40% residential

WEB: www.treetechinc.net

BEST ADVICE: Consult outside experts in marketing — you never know what ideas they might offer to help grow your business.

ANDY FELIX HAS always done it all. Tree Tech Inc., the company he founded in 1986, started with a work crew of just two men, one truck and a chipper. Felix loved trees, worked hard and accomplished his goals. Today, his business has more than 80 employees offering customers in Massachusetts and Rhode Island tree preservation, tree trimming, tree removal, land clearing, tree and shrub fertilizing and insect and disease control services.

Running and growing Tree Tech meant Felix learned to wear a lot of hats — one of those being marketing. But the 5% increase in growth in 2010 was all a result of doing something different on this front, something Felix realizes he should have done a long time ago: hiring a professional marketing firm after 24 years of do-it-yourself marketing.

"As I got older and wiser, I realized I'm not an expert in putting together a viable

marketing campaign," Felix says. So he started exploring the options offered to him by local marketing firms, settling on a firm owned by an old college acquaintance.

"We established some needs and goals, and she came back with a wide array of ideas that were really creative," he says. "In fact, I actually am afraid if we do implement all of her ideas that we wouldn't be able to fulfill the demand we get back — so we're implementing some of them, slowly."

Though Felix has just begun to execute some of these new marketing concepts, he believes it's already made a difference. "We'll have the same net profit from 2009 despite the economy and the fact that we had some contracts expire this year," says Felix, who brought in about \$7.7 million in 2010 and is projecting \$8.4 million for 2011. "So I feel the marketing effort has helped replace some of the work we lost. And because of the marketing effort, I also think we'll be able to grow, even in a difficult time."

One of the marketing ideas suggested to him was a hammock giveaway with the tagged slogan "Rest easy because we'll take care of your trees." Any new customer who called to inquire about the business would get a hammock. Felix says the key to giveaways is to come up with desirable products that would

encourage new customers to call, but are still affordable to buy in bulk. This was one of the ideas Felix decided to hold off on. "Our goals are not for rapid growth and tons of new clients," admits Felix. "We just want to gain enough new business each year that we can replace lost accounts and grow slowly and steadily. I'm happy with where we're at and am hoping our marketing efforts will help maintain that."

Cost-wise, Felix says investing in an outside marketing expert was worth it. "You definitely get what you pay for with a smart marketing approach," he says. "In fact, I'd say it could actually save you money. I've learned certain marketing decisions I made in the past have been a mistake. We put a lot of money into some cable television commercials that didn't generate any new business. And we've done some radio ads that were just not effective. But when you hire a good marketing person, they really get solid aim at the target and make your dollars count."

Though business owners often feel the burden of trying to do everything, Felix says they shouldn't be ashamed to admit they can't do it all by themselves. "You may be an excellent businessperson and run your business successfully, but you still may not be good at marketing," he says. "If you really want to grow your business, it's a good idea to find someone who is an expert in marketing."

Payton is a freelance writer with six years of experience covering landscaping.

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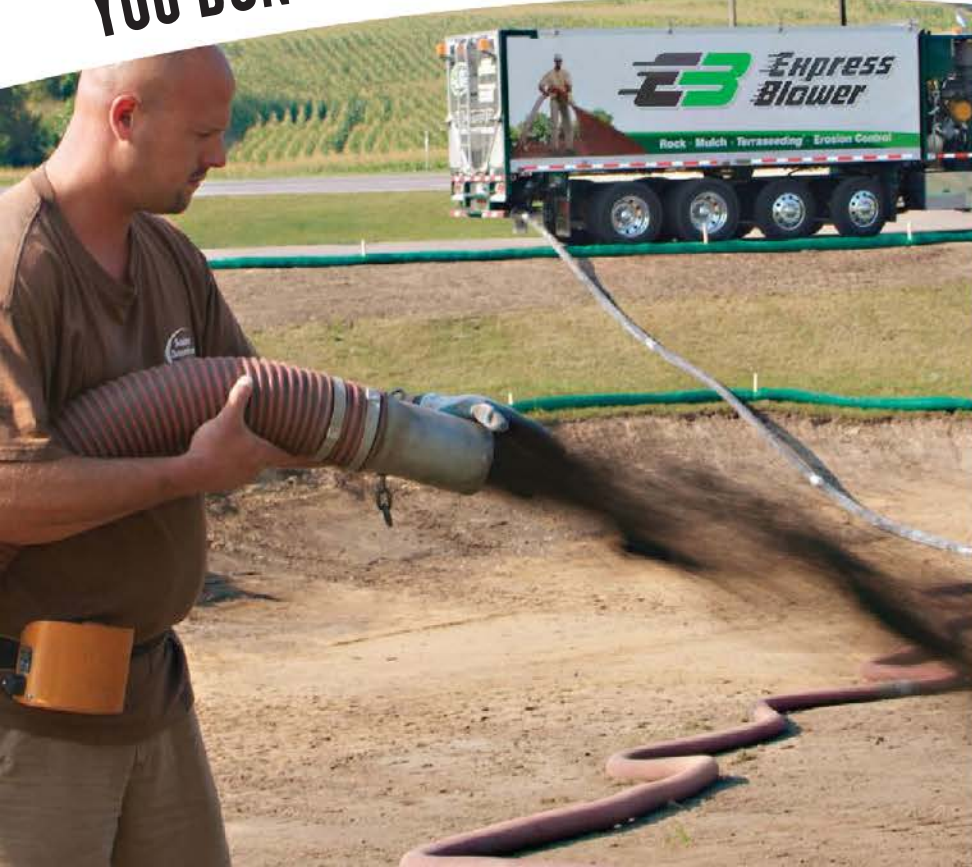
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