

Cutting NEWS

ETESIA Dealer Newsletter

Issue 4

INTRODUCTION



Welcome to the latest issue of *Cutting News*. Firstly, a warm welcome to 2012! We all hope that 2012 brings even more joy than the previous year. The poor economic outlook across Europe sits heavily on all our minds, but a New Year brings new hope and renewed enthusiasm to start afresh. With this in mind we have a number of new announcements to make...

We have a new Southern Area Sales Manager. Jonathon (Jon) Welling replaces Phil Gibson and adds a wealth of machinery sales experience to our already successful team. Jon will be on hand to help everyone within his territory and will be making his way to see you soon. Following our announcement before Christmas that we would be re-launching our dealer of the year awards, you will find more details regarding categories and dates within this newsletter. As confirmed last year, we won't be attending IOG SALTEX this year, but will be back for 2013. We have a number of other shows to explore including APF. If you have any thoughts, please contact us with suggestions.

In March, we will be holding 4 road shows with an emphasis on all things Pellenc, but with Etesia products on show as well, and will be holding an open day here at Sherington in the summer over two days to display all product groups. We have also applied to

exhibit at the RHS Chelsea show and hope to be able to confirm the details shortly.

All Etesia and Pellenc dealer contracts should have been signed and handed back to us. Those dealers that have not completed the new season contracts are now on non stocking terms. If you wish to improve your dealer terms and get back to a 'stocking' status, please contact your area manager before your area is allocated to someone else.

Lastly, we are pleased to announce that the full range of ETMOWERS can be seen at our head office where we've installed them in a rather testing environment.

All in all, 2012 promises to be another busy year for us all. We wish a prosperous and happy New Year to you all.

*Patrick Vives,
Managing Director,
Etesia UK*

SPECIAL OFFERS in 2012

This year we will be running two promotional offers aimed at customers...

The first one is for existing Hydro 100 owners and will be named 'Old for New' and will run from **1st March – 30th April**. Customers who own a Hydro 100 and want to trade their old machine in for a new Hydro 124P will receive £2000 off. Dealers who wish to participate in this offer will receive a £500 credit note from Etesia and will be able to sell the trade in model. Based on current sales, we estimate that the minimum value of the old Hydro 100 would be £1500. For our part, Etesia will supply all promotional items and a database of all Hydro 100 customers for you to target. A minimum order of 2 Hydro 124P from each dealer will be required in order to participate.

The second offer will run from **1st April until 31st July**, and will offer customers the chance to buy a Bahia/H80 with no VAT (the equivalent of 20% discount). This offer is being introduced because of the electric Bahia launch. Etesia will announce via the press a price excluding VAT for clients wishing to buy a Bahia or a Hydro80.

Dealers who wish to participate must agree to the following conditions:

- The participating dealer commits themselves to order firmly and pre-seasonally a minimum of 75% of Bahia's/H 80 in comparison to their average purchases in 2009/2010 and 2010/2011 (delivery until April) with a minimum of 4 ride-on lawnmowers type Bahia/H80 for new dealers.
- Etesia will provide stores advertising material as well as the necessary adverts for daily regional newspapers and free of charge advertising display referring to mentioned offer to dealer.
- On presentation of sales invoices of Bahia/H80 which clearly show the VAT free offer, Etesia will reimburse 40% of corresponding discount to the dealer.
- If the dealer has more than one outlet, this offer will be applied to each outlet eg: two outlets = minimum 2 x 4 = 8 machines.

For further information on either of these special offers, or if you would like to sign up, please contact your Area Sales Manager.



Technical Training

We will be running an Etesia Technical Training session week commencing 5th March 2012. All courses are run by Rene Eberlin, After-Sales Manager from France, and Neal Barker, our in-house specialist. For anyone wishing to attend, please contact the office on 01295 680 120 or email technical@etesia.co.uk. Further training courses for both Etesia and Pellenc will be announced shortly.

Pellenc on the Road



Previous Roadshows we've held have been highly successful and extremely well attended. Commercial end users really take advantage of the opportunity to try the machines for themselves and gain first-hand knowledge.

They can gain advice from our experienced staff and, if required, arrange follow-up demonstrations.

We have planned four dates in March which will all have an emphasis on Pellenc products.

The dates have been confirmed as 13th & 15th and 27th & 29th March 2012.

The days will run from 10am until 3pm with full refreshments available to attendees.

The 13th will see us in Surrey, 15th in Bristol, 27th in the Midlands and 29th will be held in Manchester.

Venues will be confirmed shortly.

We want these days to be successful for you, the dealer, which is why we will be offering incentives for you to bring **new** customers along.

For every five new customers/potential customers you bring, you will receive a jacket. For the dealer who brings the highest number of new customers on each event, a further incentive will be offered.

For each event, customers will also be able to take advantage of a 'on the day special offer' which will see them receive a free Pellenc tool. It would be in your interest to bring as many new customers to the day as possible as the offer will only apply on these dates and will close thereafter.



Invitations will shortly be arriving with you containing the full details and registration card. Please return these cards as soon as possible with the names of those attending. As always there will a selection of Etesia machines on show so that interested parties can take advantage of both brands on the day.

For further information, please contact your Area Sales Manager.

Win a Trip to Pertuis!



Have you ever wanted to visit the rich farming country of the Durance valley? A sizable little town, Pertuis is similar in feeling to Aix-en-Provence, 20 km to the south. There are all the shops and services of a town, and the bustle of being at the crossroads of two busy highways. It's a traditional town, however, with lots of narrow streets, vaulted arches and many fountains, some dating from the 16th to 19th centuries.

Fourteen lucky winners will have the chance of visiting the Pellenc factory along with sight-seeing in Marseille. The trip will be 7th – 9th October 2012 and will include flights to Marseille, all transfers to and from the hotel, factory visit to Pellenc, exclusive demonstrations of new equipment, site seeing and all meals.

Categories will include:

- **Best overall Pellenc Dealer (based on tool only sales)**
- **Best New Dealer**
- **The Top Ten Pellenc Dealers (excluding above, based on tool only sales)**

To be eligible for entry, the minimum criteria are the purchase of fifteen tools more than the previous season (excluding blades and batteries). For new dealers, a minimum purchase of fifteen tools will be required (excluding demo kits).

The finish date for the purchase of tools is 31st July 2012.

Chelsea Flower Show

This year's Royal Horticultural Society Chelsea Flower Show will take place between 22nd and 26th May.

The event is the world's most famous Flower Show and is a celebration of the highest quality horticulture.

We have applied to exhibit at this year's show, and hope to receive confirmation soon.

Further details will be available shortly.





Back by popular demand will be our Dealer of the Year Awards.

The Awards will be held in November 2012.

At the moment, we have shortlisted 3 possible venues, all within 30 minutes of our headquarters.

The categories that have been decided include:

- **Etesia Dealer of the Year**
- **Pellenc Dealer of the Year**
- **New Dealer of the Year including Etesia & Pellenc**
- **Best Ride-on Mower Sales**
- **Best Pedestrian Mower Sales**
- **Best Attila Sales**
- **Best Marketing Initiative**

Every dealer will qualify for the awards providing the relevant 2011/12 Etesia and/or Pellenc contracts have been signed and returned to us.

The package will include a full day of activities, three course meal and evening entertainment along with a hotel room for the evening.

Tickets will be allocated based on the following criteria:

1 ticket for each dealership with a turn-over of up to £30,000

2 tickets for each dealership with a turn-over of £30,001 - £75,000

3 tickets for each dealership with a turn-over of £75,001 +

Further tickets will be available for purchase at a reduced rate for anyone wishing to attend.

An invitation along with full details will be sent out shortly.

For further information, please contact Christopher Bassett at Fusion Media on 01322 424 499 or email chris.bassett@fusion-media.eu



Contracts

The dealer newsletter will continue to be sent to you all including those dealers who are now on 'non-stocking' terms.

However, if you wish to improve your status and get back to 'stocking' terms, whilst your area is still available, please contact your Area Sales Manager as soon as possible.

The Area Managers have been instructed to fill these vacated trading areas as a matter of importance.

From 1st February, we will be actively seeking new dealers for any areas we have available, which could include your area if you have not yet fulfilled the new contract obligations.

NEW SALES APPOINTMENT STRENGTHENS ETESIA & PELLENC IN THE SOUTH

Etesia UK have announced the appointment of Jonathon (Jon) Welling as Southern Area Sales Manager for its range of Etesia & Pellenc products covering the South East and the South West areas with immediate effect.

Jon joins Etesia UK with over 20 years experience in the grasscare and amenity sector and has an enviable and extensive knowledge having previously worked at Sisis Equipment (Macclesfield) Ltd

and more recently Vitax.

Favoured by many of the UK's top councils as well as landscapers and groundsman, including National Trust gardens, both Etesia and Pellenc has gained a reputation for producing equipment that are highly reliable with low maintenance, making them the number one choice for many users.

Jon's responsibilities will include providing product advice, demonstrations and assistance to customers and dealers within his region, as well

as attending shows and exhibitions. He will also be responsible in the recruitment of new, approved dealers within his area.

Announcing the new appointment, Les Malin, Etesia UK's General Manager, commented: "I am delighted that Jon has joined our already successful sales team as he brings a wealth of experience from his time in the turfcare industry. We are actively looking to recruit new dealers for both Etesia & Pellenc and Jon's experience and industry expertise will be invaluable.



Jon can be contacted on 07792 894 273 or jwelling@etesia.co.uk

Colm Ruffley

DEALER PROFILE

Colm Ruffley Ltd is a family based company that specialises in supplying, servicing and repairing garden and ground-care machinery for the domestic and professional markets.

Started in 1984 by the present Manager Director, Colm and his wife Una, it has grown to a progressive business, with two other family members among the team of committed and competent staff. Colm still manages the busy Spare Parts Store, Colm (Junior) is Sales/Marketing Manager while Karl is responsible for the quality and output of the modern Workshop.

The company is dedicated to providing quality, value and service excellence in the certain knowledge that customers seek and appreciate such an approach, and that this in turn leads to repeat business and acts as a catalyst for new business.

The customer base is increasing, with the



volume of business being generated all over the island of Ireland – through the Website and Email.

The business premises is located in a rural setting near the village of Rathangan in County Kildare, and close to the racehorse breeding centre of The Curragh. Many of the Stud Farms involved are valued customers with widespread interest in Etesia and Pellenc products. Demand for these products also arises from the maintenance requirements of Home Gardens,

School Grounds; Farms, Sportsgrounds, Public Parks and grounds of Public Buildings, Public Authorities, Embassies, etc.

Colm (Junior) says, "Etesia offers an extensive range of top-class machines suited to customer requirements and capable of performing in all weather conditions. In our twelve years of dealing with them, a good relationship has prevailed, and the quality of service and technical back-up has been excellent."

Robots have a new home

We officially launched a range of three robot mowers at SALTEX in September last year, and as such, are actively looking to recruit dealers. Territories are subject to discussions with the area managers but we are open to negotiations from all interested parties both existing Etesia dealers and new customers.

For further details, please contact your Area Sales Manager or Les Malin at Head Office.

Dealers will be required to install a demonstration machine at their premises so that potential customers can see them in action.

We are pleased to announce that the full range of ETMOWERS can now be seen at our Sherington Head Office, where we have installed them in a rather testing environment. We are happy for you to bring any potential customers thinking of purchasing a robot mower along with you to see them in full working conditions.

For an appointment, please contact the office on 01295 680 120 or email: sales@etesia.co.uk



ETm44



ETm65



Scan this QR Code with your Smartphone to see a YouTube video demonstration of the Robot ETMOWERS.



ETm105

ETESIA

Seeing is believing

WE NEED YOUR HELP



We are always looking for new and interesting stories!

If you have any recent news, stories or even any suggestions which you would like to shout about, please contact Chris Bassett at Fusion Media,

our marketing agency, on 01322 424 499 or email: chris.bassett@fusion-media.eu