

# cuttingnews

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**ETESIA** **PELLENC**

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# Pellenc leaves the Premier League Champions blown away!

John Ledwidge, grounds manager for reigning Premier League champions Leicester City FC, believes that his new range of Pellenc battery powered equipment offers his staff a safer, healthier and higher performing alternative to petrol powered products.



Arguably, the key ingredient in that success was team-spirit and that applied to everyone at the club – from the manager and players through to the employees who do a magnificent job on a daily basis behind the scenes. It is safe to say that Leicester City FC is a tightly-knit family, so when the opportunity arose to provide a healthier and safety working environment for his grounds staff – John wasn't about to dismiss it.

"As a manager it is imperative that I consider health and safety as well as the comfortable use of machinery for my staff. For example, heavy vibrating tools can bring about White Finger (an industrial injury triggered by continuous use of vibrating hand-held machinery). Then of course if you've got a hand held product with the engine at the base - they are quite heavy and cumbersome and they take their toll on your arms. Then there are the petrol fumes to consider.

From a team that spent the majority of the 2014/15 season close to the bottom of the table and among the favourites for relegation for the 2015/16 season, a combination of hard work and talent saw them transform into Premier League champions.

In doing so, Leicester City FC captured the imaginations of football fans around the world with one of the most unlikely sporting triumphs ever seen.

*"The Pellenc equipment had been recommended to me on a few occasions so I felt that I needed to see them in action. To be honest, I was a little sceptical because I wasn't sure if you would get enough power out of battery products compared to a petrol engine. However, a full demonstration ensued and every one of us tried every product. We were all blown away and were exceptionally impressed with just how powerful they were. By our own admission I think we were a little ignorant as to just how far advanced battery powered products had become."*

With more than 100 experts including engineers and technicians specialised in research, computer modelling, prototyping, electronics, electrical engineering and mechanics, Pellenc works tirelessly to create the most innovative battery powered products which contribute to reducing the consumption of fossil fuels while increasing your productivity and cost effectiveness.

John went onto purchase a range of Pellenc equipment, including an Airion blower, a Helion hedge cutter, a Selion M12 chainsaw, a Selion polesaw and the Rasion Smart rotary mower – which are all used at the King Power

Stadium and its surrounding areas as well as at the club's training ground.

"We have been over the moon with all of the products but the one we use the most is the Airion blower. Not only do we use it for clearing leaves and debris but we also use it to 'blow off' our machinery. Everything that goes into our store has to be clean and dry so that we haven't got any water sitting on any of the products. For that reason we use the Airion blower on the highest setting, which knocks all the water out of the bearings or joints.

*"The engineering behind the Rasion mower is simply fantastic. The way it adjusts itself, the different speed settings, and the way it moves the deck up and down simply knocked our socks off - it was almost like someone landing a spaceship. Outside the stadium we have a nature reserve which is cut down to 70mm and a memorial garden which is cut to 25mm – to be able to press just two buttons to drop the deck according to the height of cut you require is fantastic."*

The products are all powered by Pellenc's ultra-lithium batteries which feature carrying harnesses to

effectively and evenly distribute the weight of the battery. This multi-purpose battery can be used to operate any tool from Pellenc's electric handheld range and they have been designed to last for up to a full day's work.

*"I'm really impressed with the battery life and how you can get a full day's work out of one charge. The versatility of simply plugging in a number of products to one battery is also extremely beneficial. Then of course there are the savings - your battery is in effect your fuel costs and electric is considerably cheaper than fuel. I think that just with the mower, we forecasted that we will save around £4,500 over the course of a few years."*

*"For me, ultimately it's always about the end product. Is it as powerful as a petrol engine? Yes. Does it do as good a job? Yes. If all that falls into place as well as having the added bonus of being environmentally friendly and being better for my staff to use – then it makes complete sense. I think more and more people are gaining confidence in battery powered equipment and they are right to do so."*



# Durability gives Etesia the edge in hire market

**Specialist hire company, Acacia Groundcare Equipment Rental, has praised the Etesia Attila ride-on brushcutter.**

The firm, based at Henfield, West Sussex says the ground care hire market is burgeoning because in these times of restraint some end users are reluctant to buy equipment used only seasonally or for one-off tasks, meaning that hiring machines for specific jobs or for specific periods of time can be more cost-effective.

Acacia has clients across the whole of the South East, from Dover to Reading. Ninety per cent of its business is with commercial users ranging from landscape contractors, to housing associations, schools and National Trust properties. The

remainder is with large property owners. Mowers and brush cutting machinery are an important part of the firm's wide range of machinery for hire. Seasonal demand is high and growing, and from the day Ritain Patel and his business partner Dale Hudson set the business up, each having had years of experience in the hire industry, Etesia was their manufacturer of choice for grass cutting machinery.

*"They are highly durable and don't let anybody down. Repairs are minimal, so our workshop costs are low. They last and are good earners. We get at least three years*

*of hard work out of our Etesia mowers,"* says Ritain.

Acacia has a tried and tested relationship with Matthew Clark, proprietor of South East Groundcare Machinery, from whom they will take advice on machine usage and maintenance. The company also has a very strict workshop system in place, whereby every machine gets a complete check when returned from hire. A full inspection, no ifs or buts, is how Ritain describes it.

*"Many of the contractors we supply use our services to fill a vital gap in their machinery needs as jobs come and go. They may have a*

*fleet of machines of their own, but there is always a need for others, often for additional tasks,"* he says.

*"Fixed monthly outlay for machine hire is attractive to school bursars for example, who need to control budgets tightly. Safeguards by way of servicing and instant replacement for repair tick boxes for many a client too.*

As well as the Attila brushcutters, other Etesia machines owned by Acacia for hire include Hydro 80 ride-on cut and collect mowers, a 124D ride-on mower and range of pedestrian mowers.



## Cleanion Battery-Powered Brush



**Pellenc has launched the Cleanion – a pedestrian battery-powered brush suitable for removing debris from natural and artificial grass and other hard surfaces.**

The Pellenc Cleanion is a revolutionary, self-driven brush which is powered by the ULiB battery seen on the rest of the company's range of tools. With a large working width and a long operating time of battery charge sufficient for demanding professional use, the Cleanion has a range of uses including:

- Remove debris from grass and hard surfaces.
- Effective snow broom for clearing streets and paths (with the attachment of a snow blade)
- Suitable for paths, drives, constructions sites and car parks.
- Effective on tarmac, block paving, concrete, grass and artificial surfaces.
- Brush untreated moss from areas such as tennis courts, car parks and terraces.
- Brushing artificial surfaces to keep the infill mobile, lift the pile and prevent algae accumulation and surface compaction
- Remove debris from golf course fairways.
- Brush tennis courts, pitches and playgrounds prior to line marking.

The Pellenc Cleanion powered brush has adjustable speed and direction, as well as variable speed control for forward and reverse. Brushing pressure is also reflected in the LCD screen. Optional attachments including a snow plough and can be changed conveniently using the quick release coupling and features a foldable handle for easy storage and transport between sites.

All Pellenc batteries and tools come complete with a three year commercial warranty as standard – the first manufacturer to offer this on battery-powered tools.

## Cut, collect and stripe with even more Etesia models

**Following the successful launch of the rear roller kit for their 41cm pedestrian rotary models last year, Etesia has announced that the kit is now also be available for 46cm models in their range.**

Etesia pedestrian mowers have become world renowned for cutting and collecting in all weather conditions – even the wet, but before last year were not available with a rear roller kit for that all important presentation.

With the launch of the rear roller kit for the

46cm cutting width models, which are Etesia's most popular models, users will be given much more choice in their cutting requirements – cut, collect, stripe and by fitting the mulching insert, mulch – making this particular range of rotary mowers a must in anyone's armoury.

No tools are required to fit the roller kits to an Etesia machine – just simply hang the free floating roller on two locating pins behind the grass box. The roller has been designed so that it will operate free-floating at any height the machine is mowing at – ensuring perfect striping no matter the weather or height of cut required.





# Award-Winning Volunteer Groundsman puts his trust in Etesia

Robin Taylor, a volunteer groundsman for Grendon Rangers, a FA Charter Standard Club, has sworn by his Etesia Hydro 100 for the last twenty-one years. In that time he has picked up five awards and believes it is down to his trusty ride-on mower. His pitch has played a large part in ensuring that the club meets the FA pyramid step 7 criteria.

Grendon Rangers FC boasts two senior teams and six youth teams from Under 7's upwards. It's a good, successful footballing organisation for all ages, but arguably the club's star performer is Robin – who dedicates up to 12 hours a week of his spare time to ensure that players have a good pitch to play on.

"My whole purpose in doing what I do is to have a nice level pitch that the players can play football on and it has to be safe pitch – no divots, no big cracks and nothing that can hurt a player.

"We all have pastimes and my pastime is football. I enjoy maintaining the pitches and I enjoy watching as well. My reward is looking at the presentation of the pitches and watching the game without anyone picking up an injury," said Robin.

Robin's admirable enthusiasm is of great advantage to grass roots sports – not only does he tend to the main pitch but also the whole of the recreation ground, the school sports field and a nearby children's park. It therefore seems fitting that he has picked up five awards in his time as groundsman – the most recent achievement being the runner-up Groundsman of the Year throughout the whole of Buckinghamshire and Berkshire. With over 500 clubs in these counties, it truly is a remarkable accomplishment.

However, Robin doesn't really have time to dwell on such feats; when he is not dedicating his spare time to maintaining the grounds for Grendon Rangers FC, he also finds time to work for RT Machinery, based in Aylesbury, Buckinghamshire.

Recently awarded the 2015 UK Dealer of the Year Award in the Service Dealer Awards, this successful family run business offers a wide range of equipment in serving the professional ground care, sports, private estate and homeowner turfcare markets. One of the company's biggest selling brands is Etesia and Robin is certainly an advocate.

"I use the Etesia Hydro 100 ride-on mower which is what I call my right arm. It is so adaptable and I can do whatever I want as far as grass cutting goes. It's a work horse for me really and I use it for everything I do.

"The cut is excellent – it is clean, can cut to any length, and the clippings come out the back of the machine without any loss of suction and it leaves the pitches nice and tidy," said Robin.

As well as using the Hydro 100 to cut the pitch, he also adapts it for a number of other tasks. He uses it as a tractor unit to tow a slitter, roller, drag mat and he also uses it with a 'hopper' style basket on the back to transport top soil, sand and any other materials required.



"It sits on the back in place of the collection unit and it will hold almost two barrow loads of sand, so in the winter I can sand the pitch. In pre-season when I'm doing my renovation work, I can also put topsoil on with it and then for the rest of the year I can use it for a number of other odd jobs.

"I chose the Etesia Hydro 100 because if you are not careful you can end up with a machine that only does one job. The football club has not got a lot of money to throw around and one of the biggest things when you are maintaining pitches for a club such as this is to keep the overheads as low as possible. The club wouldn't be able to afford a compact tractor or an individual cylinder mower. Even if you had these you'd still need other implements so it would work out very expensive – even if they were second hand. The Etesia mower is very well priced and comes into a category that football clubs like Grendon can afford.

"I've had the machine for 21 years and it's still going strong – which says a lot about the quality of the build. The base of the machine never deteriorates – you've got the chassis which is strong, it has a robust front axle, there have never been any problems with the gear box and the engine is nice and smooth. Overall it has performed for 21 years in all weather and ground conditions – it's been brilliant."

The Etesia Hydro 100 was in fact the mower that helped Etesia make its entry into the world of green spaces. It was in 1989 and the concept was a revolutionary one – the first ride-on mower with direct ejection and integrated collection. This new concept made a strong impact on the mower market and rapidly became the standard-setter. Since then, the Hydro 100 has evolved and 2015 saw the launch of the Hydro 100 III. Capitalising on the strengths of the previous model, the new Hydro 100 goes beyond existing standards providing a powerful new Kawasaki engine, a larger 14-litre gas tank to give it more power and range, new steering for greater comfort and a new modern hydraulic drive transmission with differential lock for improved traction and drivability.

Although Robin is extremely happy with his current model, it appears that he already has one eye on the new Hydro 100 III and believes that it will be of great benefit to whoever he eventually passes the baton to.

"We are currently looking into grants because I would like a new Etesia mower. At my ripe old age someone else is going to have to do it one day so I hope the club manages to get one.

"But hopefully that's a long way off. I love what I do; it's just like doing the gardening I suppose, except I get more of a reward from this. The award is just the icing on the cake really."



Five years after the release of the first generation battery-powered hand-held blower Airion 1, Pellenc has launched the Airion 2.

The new generation hand-held blower is more powerful, more accurate and more comfortable, based on customer experience feedback.

## New generation hand-held blower

As with the older version, the Airion 2 can be used near noise-sensitive areas such as hospitals, hotels, schools, camp sites, town centres, etc. It is also perfectly suitable as a cleaning tool for roads alongside sweepers at any time of the day and works just as effectively as a replacement for the traditional sweeper in towns as it does in parks and gardens.

Weighing just 2.55kgs, the power of the Airion 2 has been enhanced by 30% compared to the first version and is the only battery-powered blower available on the market with a thrust of 17.5 newtons, while its low noise (79 decibels) can reduce the nuisance for the operator and their working environment. It is also waterproof to IP54 standards.

As with all other Pellenc products, the Airion 2 uses the ultra-high capacity technology of the Pellenc lithium battery and guarantees non-polluting, odourless operation with quick start-up and up to one day battery life.

The Pellenc ULB battery range is designed for professional tool use. Pellenc is the only professional tool manufacturer to offer a whole range of tools that operate with ultra-high capacity multi-purpose batteries.



# Etesia ensures quality for Creative Gardening Solutions

Creative Gardening Solutions, based in the West Midlands, is the proud new owner of two new Etesia ride-on mowers and directors Andrew Rossiter and Matthew Tromans couldn't be happier.

Great things are happening at Creative Gardening Solutions in Dudley, West Midlands. The family run business, which specialises in domestic and commercial grounds maintenance, has gone from strength to strength since father and son, Matthew and Chris Tromans, decided to create a grounds maintenance company with a difference.

The company now has a dedicated arboriculture team, a landscape team, a number of qualified horticulturists and a fully trained grounds maintenance team. One of their business objectives is to continue a local recruitment drive and over the last two years they have created an impressive sixteen new jobs. The company continues to expand and win new contracts and Matthew commented on the key ingredients behind the company's rapid growth.

*"All of our business has been achieved through word of mouth. It's been based on the work that we have done on other sites, and the fact that we want our sites to be the best that they can possibly be. In order to do that, we need to ensure that we have the best possible team and equipment in place."*

*"Every penny has been re-invested in staff training and machinery and because we have such high standards we insist on using only the best products - that's why we came to Etesia."*

Creative Gardening Solutions had its first taste of Etesia a few years ago when they purchased an Etesia Hydro 80 MKHP ride-on mower. From day one, Andrew - Matthew's brother in-law, knew that they were working with something special.

*"We were starting to win more sites and contracts so we decided that we needed to speed things up a little bit. The Hydro 80 was perfect - it wasn't too big, it could fit through small gates, it was quick and it could collect just as well as any pedestrian mower - better in some cases. Quite simply, it was out performing everything else that we had which included machines from some very well-known brands."*

So when the time came for Creative Gardening Solutions to further enhance its equipment, Matthew had a pretty good idea of which company to turn to. Nonetheless, ever the perfectionist, Matthew wasn't going to rush into a quick-fire decision - he needed to ensure that the new machine would live up to the exceptionally high

standards of the company.

*"I tested a whole host of machines which included pretty much every premium ride-on mower in the marketplace. I was willing to spend a large amount of money but it wasn't about the money - it was about the quality of cut. So I contacted Etesia and they came to give me a demonstration. In fact, I had tried another mower the day before the demonstration and I thought my mind was made up. I knew that the Hydro 124 DN would have to be at least twice as good for me to go for it."*

*"I trialled it and it was absolutely brilliant. I tried to break it and I tried to clog it - I've been doing this for a long time now and I know how to clog a mower but I just couldn't do it. I knew that this was one hell of a machine and that we just had to have one. I took the demo mower there and then and I even purchased another Hydro 80 machine as well."*

The Etesia Hydro 124 DN is the first mower that combines direct rear-ejection, integrated collection and high-lift emptying. Designed to mow up to 19,000 square metres per hour with a grass box capacity of 600 litres, the Hydro 124 DN is one of the most highly efficient machines on the market.

The Hydro 124 DN's best feature according to Andrew "is that you don't have to get off it and that is all



any company can want from their operators. That is how you hit your top speeds and how you hit your cutting times. Our other machines were just too slow - we had to keep getting off to unblock and change blades but everything is just so smooth with the Hydro 124. In my mind - this is money very well spent," he said.

So as Creative Gardening Solutions continues to spread its wings throughout the West Midlands, Worcestershire and Gloucestershire, it also takes another step towards achieving Matthew's goal of taking the company nationwide. It appears that everything is already taking shape; a new branch is due to be opened in Stafford, a highly experienced chairman has just come on board and one thing is for certain - the company will continue to use only the finest equipment.

*"I'm more than happy to move everything to Etesia if they keep cutting like this. As we continue to expand we need to always ensure that we keep the quality up - it's as simple as that. We need the best machinery that does the job as quickly as possible and to the best possible standard. That is why we bought Etesia and why we will continue to do so," said Matthew.*



## SALTEX 2016: Etesia launch brush attachment for safe weed removal

Etesia will be launching a new weeding brush attachment on Stand C050 at IOG SALTEX 2016, which is available for Etesia Hydro 124 models, for the safe removal of moss and weeds without the use of chemicals.

If you have **weeds, algae or moss** on your surface then prevention is preferable and regular sweeping will help to achieve this. The ten-brush MBR 124 gives users an environmentally-friendly alternative to using harmful chemicals.

Ideal for use on block paving and tarmac, the 500mm diameter brushes with a working width of 150mm can be simply adjusted to tackle the most stubborn infestation. The brush attachment is fully adjustable for height and angle to facilitate a wide variety of tasks and surfaces. It may also be used for maintaining surfaces to prevent the growth of moss.

Etesia has always been at the forefront of green innovation. That is why today, to better respond to new legislation on the safe use of chemicals, the company embarked on the development of an ecological accessory.

### Areas of use include:

**Driveways, car parks, paths and walkways, roads and industrial parks.**

The brush attachment is compatible with Etesia's Hydro 124 DN and Hydro 124 DX machines.



This accessory also gives more versatility of the machine by expanding its accessories range. The wire brush is assembled and disassembled easily at the front of the machine, without changes to be made in advance. Other accessories available include a mechanical spreader, sprayer, blower, sweepers, and side brush.



# Pellenc arrives in style on the Isle of Wight

Over the past two years Etesia UK, the exclusive UK distributor of Pellenc, has reported a dramatic increase in Pellenc sales with over 50 dealers now stocking the battery powered tools. The popularity of the Pellenc range continues to spread and Doug's new tools now signals the first of potentially many more sales on the Isle of Wight.

Doug purchased his Pellenc equipment through the island's Pellenc dealer, C&O Tractors, and his impressive range of products includes the telescopic Selion polesaw, the Selion M12 chainsaw, the Helion hedge cutter, the Excelion 2000 brushcutter and the Airion blower – which are all powered by his 1100 Ultra Lithium battery.

This revolutionary battery can be used to operate any tool from Pellenc's range of tools and not only can it allow the user to work for a full day on a single charge but it also provides ultimate comfort through the carrying harness which

effectively and evenly distributes the weight of the battery.

With his significantly lighter equipment, Doug has certainly noticed a difference.

*"I was getting repetitive strains in my right elbow and all the heavy work over the years had taken its toll – I needed to do something about this to prolong my ability to work. The Pellenc equipment is great for this because it is considerably lighter and you don't have to worry about starting engines all of the time. Pull-starting engines can be very temperamental and it is this pulling motion which has affected my arm over the years.*

*"Another benefit is that I can operate the equipment in a quiet area without making any noise which is something that my customers have noticed – I can now start work nice and early without waking anybody up! It's also so much easier when a customer may come and speak to me. I can leave the harness on and simply take my finger off the*



**Doug McGeoch, owner of McGeoch's Gardening Services, is the proud and first new owner of a range of Pellenc battery powered tools on the Isle of Wight.**

*trigger. There's no stopping and starting engines and when I have finished the conversation, I pull the trigger and off I go again. No fumes is a bonus too – there's nothing worse than having a cloud of blue smoke coming out of a two stroke engine and choking you.*

*"A big selling point for me is that one battery has a lifespan which is the equivalent of using 4,500 litres of petrol. So even though it was quite a bit of money upfront to buy the battery, it's still a lot cheaper than the amount of petrol I'd be using. It's definitely far more cost effective in the long run."*

So as it becomes more and more clear that we've perhaps reached a new age of outdoor power equipment, does Doug feel

that he has had to make any compromises in achieving smoother, lighter, noise-free operations which are better for the environment?

*"People say to me that batteries are not as powerful as the petrol ones. Well I'd say no that is not the case, this range of equipment is extremely powerful – if not more powerful.*

*"I think that green technology is the future and the idea is to stop using our hand held petrol equipment completely. Towards the end of the year I plan to purchase a battery-powered lawnmower and I know that Etesia or Pellenc will be the first place to look."*

# Pellenc impresses at Chelsea FC

**Reisse Griffin, assistant grounds manager for Chelsea FC, has reported excellent results after using a range of Pellenc battery powered equipment to maintain the landscape areas at the club's training ground in Cobham, Surrey.**

With pitches taking centre stage for footballing clubs, it is quite easy to overlook the fact that a lot of work also goes into maintaining many landscape areas at stadiums and training grounds. At Chelsea FC's illustrious training ground, the task of keeping on top of all the landscape areas throughout the 140 acre site is a full-time job in itself, according to Reisse.

*"We've got an abundance of landscape areas which includes a variety of plants and trees. Everyday someone tends to these areas – whether it be pruning, strimming, shaping or planting.*

*"Before we purchased the Pellenc equipment we were spending so much money on petrol in maintaining these areas and sometimes we'd spend up to £150 a week. It wasn't very economical and the noise of the loud machinery could often be off-putting for players and managers during training sessions.*

*It is for these reasons that we looked at alternatives."*

Reisse and the team arranged for a demonstration to be carried out at the training ground through Etesia UK – the exclusive UK distributor of Pellenc equipment. Impressed by what they saw during the demonstration, the club put in an order for a package which included Airion blowers, Helion hedge cutters, Selion chainsaws, Excelion 1200 grass trimmers and Pellenc's powerful Ultra Lithium batteries – which can be used to operate any of the Pellenc tools.

*"Aside from the products being extremely environmentally friendly, they also save you time and money," says Reisse. "I'm really surprised at just how long the batteries last. For example, with our previous petrol powered products, quite often you would be all the way down the other end of the site, run out of petrol and have to come all the way back to fill up. With the Pellenc equipment, just one fully charged battery*



*can easily give you a full day's work.*

*"They're so much more comfortable to use than the petrol equipment too. In fact, you don't even notice that you've got the battery on your back because the majority of the weight isn't on your arms and hands – all the products are really light.*

*"I also like how all of the equipment has different power settings, so on the Airion blower for example, you can blow gently on a low setting or select a higher setting to give you a powerful gust of wind."*

Light, odourless, noise-free, with no starting problems and no filling the fuel tank – it's no wonder more and more people are turning to the innovative technology of Pellenc, and Reisse revealed that the grounds team at the training ground are not the only ones to

be big admirers of the equipment.

*"Roman Abramovich (owner of Chelsea FC) wanted to use the Pellenc products at his house because he saw how good they are. He likes the fact that they are so quiet, so he can be in his house and be working without any disruption.*

*"The same goes for Kevin Fowler (assistant head groundsman) over at the Stamford Bridge stadium. I know that he uses them to clean up the track around the pitch which is especially useful when visitors are trying to hear the tour guides talk about the stadium."*

*"Overall I would definitely recommend Pellenc products – they are quiet, lightweight, easy to use and do an excellent job."*





# Keeping Calais beautiful since 1995

**Eric Bouton, director of parks for Calais, has praised Etesia for helping him to create a new vision of the port city in northern France.**

**Former handyman and soldier, Eric Bouton, had no idea where his career path would lead him. It was only until he met a particular person in the Loon-Plage town hall who ignited his passion for green space. The unnamed stranger spoke to him at length and in turn made Eric feel 'a need to touch the earth'. Since that day he has never looked back and he now finds himself in charge of all the green space areas in Calais.**

*"We want to present another image of Calais - different from the one that categorizes the city as a 'war zone,'" says Eric. "Calais is a historical city with several beautiful parks and gardens, and museums of fine arts.*

*"My desire is to surprise both locals and tourists - make them want to come back to Calais and so they discover what we have created for them."*

Eric is currently masterminding a number of improvements to the city which he claims will be "profitable to nature," and as the areas of green space increase so too does the number of grass cutting operations. For this, Eric relies only upon one brand.

*"We have had Etesia equipment since 1995. We bought 8 Hydro 100 MVEHH's which was our first ride-on mower. But we also have about 10 pedestrian mowers from Etesia."*

The city of Calais recently added to its collection of Etesia mowers after Eric decided to bring in a fleet of new Hydro 100 III ride-on mowers. Capitalizing on the strengths of its predecessor, the new Etesia Hydro 100 III ride-on mower is innovative, offering commercial users even greater efficiency and operator comfort.

It boasts a modern hydraulic drive transmission with differential lock for improved traction and drivability. Its 18 HP twin-cylinder Kawasaki engine and its larger 14-litre fuel tank give it more power and range. Derived from a unique concept to allow mowing and collection in all weather conditions; the Hydro 100 III is the perfect mower for professional users who demand the ultimate machine for extreme mowing and collection requirements.

*"The Hydro 100 III is essential for us because it is particularly versatile," says Eric. It is the first mower which has enabled us to collect leaves thanks to a very effective suction system, and it even has a snow blade for the winter.*

*"This Etesia machine also enables us to apply several kinds of mowing, either very short flush from the ground on the soccer fields for example, or mulching for the fields that are mowed often, higher cuttings with collecting or even with a deflector to cut tall grass without collecting.*

*"At the end of the day, green areas are part of the business and touristic value of a city or a region. Therefore we must use only the finest equipment to look after them."*

# Top Marks for Etesia from Solihull School

**Karl Brotherhood, head of grounds at the prestigious Solihull School, has claimed that his new Etesia Hydro 124 DN ride-on mower is 'perfect' for helping him fulfil a number maintenance tasks.**

Solihull School is a coeducational independent school situated near the centre of Solihull, West Midlands. Founded in 1560, it is the oldest school in the town and its outstanding academic results and first-class sporting facilities have made it one of the most respected schools in the UK.

The school is surrounded by a 50 acre site including a floodlit artificial pitch, five rugby pitches, four cricket pitches, and four junior school football pitches, which all play host to the school's successful sporting teams.

After ten years of using a zero-turn mower to keep the grounds intact, Karl felt that the time had come to invest in a new multi-purpose machine. He then proceeded to research a number of suitable replacements and also sought advice from Etesia dealer Midlands Grounds Machinery who recommended the Etesia Hydro 124 DN.

*"I'd seen the Etesia machine in a number of trade magazines and it had caught my interest. I had a chat with Dave Tullett from Midlands Grounds Machinery who brought the machine down to the school for a demonstration along with Ian Collington (southern area sales manager for Etesia) and it was obvious that this machine was perfect for what we wanted.*

*"I looked at another machine from a very well-known brand but I suspected that it would block up quite easily. On the other hand, Ian from Etesia knew everything about the machine and we were really pleased with his knowledge. A big factor in buying a new machine is the back-up you receive from not only the dealer but also the manufacturer and I could tell that*

*we would get a great service if we bought the Etesia machine."*

The Etesia Hydro 124 DN features a 1.24m cutting width with two counter-rotating blades which provide the ultimate mowing experience. A cutting deck with rear ejection guarantees a quality finish with excellent collection even in long and wet grass. This multi-functional machine, which can work to speeds of up to 16km/h, is also extremely versatile – something which Karl is particularly impressed with.

*"We use it to cut the cricket outfield and then with the minimal of adjustment; we can use it for the rugby pitches – it's that easy. We can also pick up leaves, twigs, acorns and other forms of debris - it picks everything up - even in wet conditions.*

*"In fact, the first thing I noticed was how much better it was compared to the zero turn that we had. With our other machine we had to have perfect conditions for it to do a good job otherwise it just wouldn't do it.*

*"I like the fact that the grass box tells you when it's full and the high lift is a massive help for us too because it saves us double moving everything."*

As a first time user of Etesia machinery, Karl believes that the Hydro 124 DN certainly won't be the last product he purchases from the company.

*"It will be used all year round because it is so versatile. You can tell that this a premium piece of kit and I've been genuinely impressed with it. Who knows, in a year or so I may just have another one – that would be nice."* he said.





# 25 years of Innovation

2016 marks 25 years of Etesia operating in the UK, and since its humble entry, the company has grown into one of the most innovative manufacturers in the groundscape industry.

25 years ago, Tania Wolf (Shareholder) and Patrick Vives (Etesia SAS President) came to the UK to investigate the market potential with what was a very limited product range – just one ride-on mower and one pedestrian walk-behind machine.

In 1990, after the company's first exhibition at GAFA in Cologne it was decided to present the Hydro 100 machine at SALTEx in 1991. At that time it was planned to distribute the products directly from France with the assistance of a local sales team.

This was tried for two years, making many demonstrations, but not achieving a single sale. Mr Vives then discussed the concept of having a UK operation with the Wolf family and told them that if Etesia wanted to succeed in the UK they would need to show more commitment and have a UK base. Luckily, the Wolf family could see the potential and followed the advice. It was established in the premises of Wolf Tools in Ross on Wye, Warwickshire. The owner, Roderich Wolf, is Tania Wolf's uncle. For three years, the Wolf facility was utilised, establishing a spare part warehouse and a machinery stock.

After the first signs of success being visible; it was then decided to run our operation in Warwick where they stayed for 16 years before moving to Sherington, just outside of Banbury, where we are located today. This facility holds offices, spare parts warehouse, training rooms, Pellenc warehouse and Etesia warehouses.

The past 25 years has seen Etesia UK grow its market share and become a major player in the professional market. There are very few local authorities that have not, or do not, run Etesia mowers with one in particular having the largest fleet of pedestrian mowers in Europe.

In that time Etesia UK has become the third largest export market for the parent company – Etesia SAS.

"In all other countries, except Germany and Benelux, we work directly with importers but in the UK we have our own team. It has been a great market for us and to show our commitment to this country we felt that this was the best solution to increase product awareness and it appears to have been the correct decision.

"The UK market is essential to Etesia, not only because it is our third largest, but also because succeeding in this country is essential in continuing to build a reputation in the green space sector," said Mr Vives.

Etesia's commitment to the UK market is perhaps most apparent in the relationships the company holds with its extensive network of dealers. Once a year, Etesia's UK dealers are invited on a two day trip to the company's headquarters in Wissembourg France, where they learn more about the company, receive a tour of the impressive, state-of-the-art factory and witness a glimpse of future products.

So without doubt, Etesia's 25 years of operating in the UK have been a resounding success – but what's next?

"Etesia's intention is to continue its growth in the UK market with additional products like the robotic mowers and the Pellenc range of battery-powered tools. All the new technologies are under the Etesia Green Technology™ banner which is where I think the future lies," said Mr Vives.

## A few notable milestones include:

- 1989** Launch of Hydro 100 – the world's first ride-on mower with integrated collection system.
- 1990** Begin to export to Germany and other European countries.
- 1991** Launch of Etesia UK.
- 1992** Launch of new Hydro 100 MVEHH with hydrostatic gearbox.
- 1994** First company in sector to be awarded with ISO 9002 Certification.
- 1995** Launch of Bahia ride-on mower.
- 1996** Launch of the Attila ride-on brushcutter.
- 1998** Launch of the self-propelled PRO51 pedestrian mower.
- 1999** Launch of the Hydro 124 – the world's first ride-on diesel mower with direct rear ejection and high-tip emptying system.
- 2001** Launch of the Biocut 53 mulching pedestrian mower.
- 2002** Awarded ISO 9001 Certification.
- 2003** Launch of the revolutionary Attila 180 ride-on brushcutter.
- 2005** Launch of the new PRO 51 pedestrian mower.
- 2006** Launch of the Hydro 100 ride-on diesel mower and PRO 53 pedestrian mower – the only pedestrian mower with hydrostatic motors.
- 2009** Awarded ISO 9001 2008 Certification.
- 2010** Launch of Pellenc in the UK and Ireland – a range of battery-powered tools for the maintenance of green space areas. Etesia UK move to larger premises just outside of Banbury.
- 2011** Launch of the ETMower range of robotic mowers for use up to 20,000sqm.
- 2012** Launch of the Bahia M2E – the world's first professional battery-powered ride-on mower with cut and collect facility.
- 2013** Announcement of partnership with Forest Green Rovers – the world's 'greenest' football club to supply range of pitch maintenance machinery.
- 2014** Etesia SAS celebrate 25th anniversary. Launch of the Duocut range of pedestrian mowers enabling users to cut (with or without collection) and mulch in all weather conditions.
- 2015** Etesia UK launch rear roller kit for pedestrian models enabling users to cut, collect, mulch or stripe for the very first time.
- 2016** Etesia UK celebrates 25th anniversary with a range which includes:
  - 18 pedestrian mower models
  - 16 ride-on mower models
  - 5 ride-on and 1 walk behind brushcutter
  - 4 robotic mower models
  - 15 Pellenc battery-powered tools and 5 battery options.



## New Finance Options

Etesia UK has announced affordable lease and hire purchase finance options to allow its customers flexibility when purchasing new Etesia and Pellenc machinery.

Designed to give buyers the power to enjoy their Etesia and/or Pellenc machinery straight away, the easy payment plans are designed to help customers buy or lease the most up-to-date machines that they want without compromising cash flow.

Through Etesia's finance partners, Timali Finance, they are now able to offer customers a range of finance products, allowing them to spread the capital outlay over three years or less.

Not only will they offer some of the most competitive rates around, but they will also tailor each package to suit your individual budget requirements.

All Etesia and Pellenc machines come with a commercial three year warranty ensuring that during the finance period, customers will have full peace of mind.

If a three year lease package was chosen, there are then four options available to customers after the three year period is over:

- Return** Return the products at no extra cost.
- Retain** Continue leasing the products.
- Renew** Start a new lease agreement with new products.
- Recycle** Purchase the products for a nominal fee.

To illustrate, a Pellenc Excelion 2000 'Cow-handle' Brushcutter (with tapcut head), Pellenc Airion Blower, Pellenc Helion Hedgecutter + 75cm cutting blade with a Pellenc ULB110 (1100 Battery) to power all of the tools leased over three years, would cost approx £32.44 per week which is less than most operators would spend on petrol in a week.

You could not only protect the environment by using battery-powered tools, but also protect your finances.

After the three year period, simply choose one of the **Return, Retain, Renew or Recycle** options.