



The Power Behind The Brands



MARINE



GARDEN

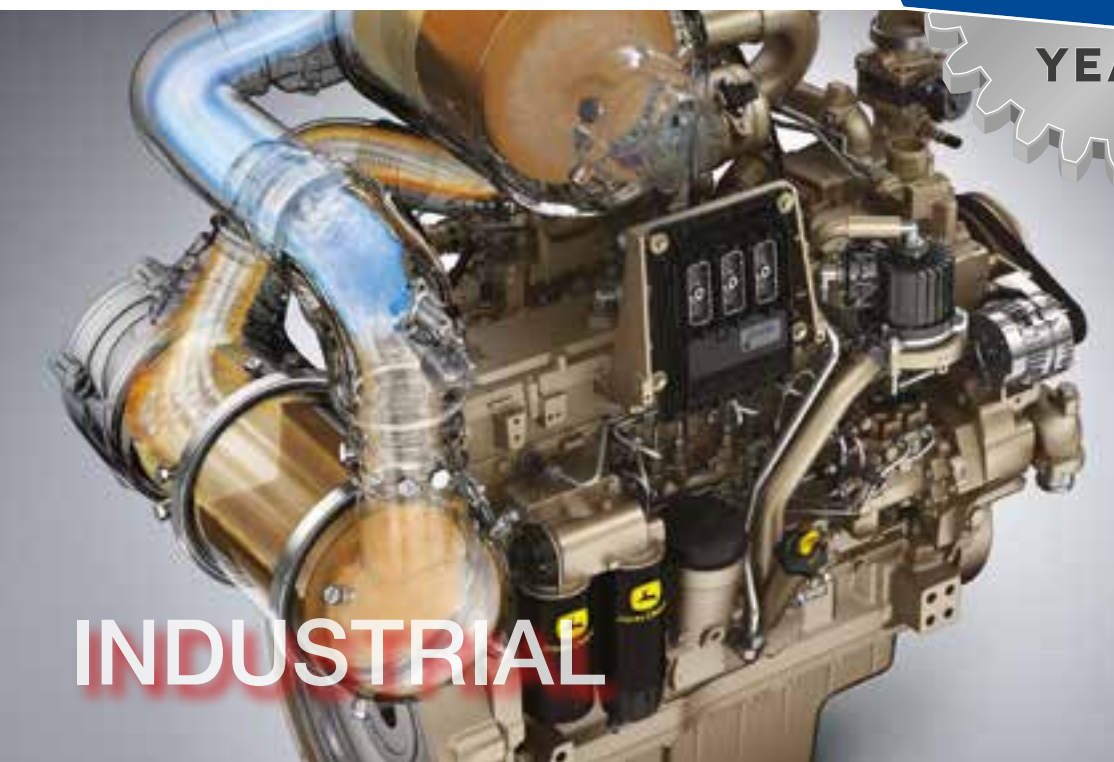


100

BARRUS

YEARS

INDUSTRIAL



VEHICLE



The Power Behind The Brands

A great British company founded in 1917, Barrus is proud to have achieved over 100 years in business. Barrus's rich history combined with the core values of innovation and creativity laid down by its founder, Ernest Prouty Barrus, has helped shape the company's continued success.

Barrus operates across four diverse market sectors Marine, Garden, Industrial and Vehicle, and is one of the UK's leading importers and distributors of engines, engine powered equipment, garden tools and accessories.

Partnering with leading global companies including MTD, Brunswick, Yanmar and John Deere representing over 40 brands, the company's approach has been and continues to be to source, develop and build a portfolio of innovative, premium brands to service the needs of its customers.

Each of the market sectors is serviced and supported by specialist internal and external teams. They deliver professional sales and technical after-sales back-up to over 3000 Barrus authorised dealers providing the highest quality products to the end user.

Barrus has a specialist design and engineering capability and is recognised worldwide as a leading custom-engine builder both in the marine and industrial sectors. The applications engineering teams supported by extensive research and development facilities, work as consultants on projects for the MoD, the RNLI, the emergency services, commercial organisations, and original equipment manufacturers. The demanding operating environments that these organisations encounter set the standards that Barrus apply across all their products and services.



Engineering Excellence





Exceeding expectations for the ultimate boating experience



The Marine Leisure Division has an enviable portfolio of market-leading brands offering the recreational boater and professional user an extensive choice of high-performance marine outboard engines, leisure and fishing boats.

Barrus has a long association with one of the world's leading manufacturers of marine engines and leisure craft, the Brunswick Corporation. Appointed sole UK & Eire distributors of the Mariner range of outboards in the 1970s, Barrus's continued success with the brand resulted in Brunswick awarding the company the UK distribution for Mercury outboards. Mariner and Mercury represent the very latest in outboard engine technology enabling Barrus to offer the most advanced and broadest range of outboards available.

The award-winning range of Quicksilver boats, another brand from the Brunswick Boat Group, who is one of the largest boat manufacturers in Europe, has been a significant development in the growth of the division. Distinctive style, innovative use of space and functionality are the trademarks of this range.

Inflatable boats complete the line-up of products from the Marine Leisure Division with the SunSport, Mercury and AB boat brands offering affordable starter packages right through to beautifully crafted, luxury models.





Advanced power on the water



The Marine Diesel Division supply high performance, marine propulsion systems to boat builders and fleet operators in both the leisure and commercial marine sectors. Barrus has long-standing partnerships with leading international companies including the Brunswick Corporation representing the Mercury MerCruiser petrol and Mercury diesel engine product ranges.

Barrus's relationship with Yanmar began in the 1960s which took the Japanese firm into a completely new sector of the marine diesel market and throughout the 1970s the two companies worked closely together on engine design and modification. Yanmar is now one of the world's leading marine engine manufacturers, producing and marinising their own engines as well as collaborating with Toyota to create a full range from 10hp to commercial marine engines up to 4500hp. The Dtorque 111 twin-cylinder 50hp diesel outboard engine

has also been added following Yanmar's agreement with German manufacturer Neander Shark for exclusive global distribution. The successful relationship with Yanmar has led to Barrus becoming one of the largest Yanmar distributors in Europe.

All brands offer the most technologically advanced marine inboard engines capable of powering a diverse range of craft including sailboats and luxury yachts, powerboats and family cruisers, commercial fishing boats and workboats.

Complementing the engine ranges are Mase marine generators powered by Yanmar diesel engines. Providing low noise and vibration levels, they offer a quiet and comfortable environment on-board.



YANMAR
10hp - 1800hp

MERCURY
MerCruiser
200hp - 1750hp

MERCURY
Diesel
115hp - 370hp

mase
GENERATORS

MARINE - Special Products



Specialist design and engineering solutions

The Special Products Division is a dedicated team set up to design and develop custom-built engines and accessories to meet the specific operational requirements of its professional customers. The team has a wealth of experience and knowledge capable of solving the exacting demands and applications of specialist organisations including the professional rescue services, the military and other government and commercial organisations.

Barrus has developed close relationships with many of its major customers working as consultants and suppliers of engines for diverse projects and applications including inflatable and rigid inflatable rescue craft, patrol boats, fishing and workboats and unmanned craft. These include organisations such as the RNLI, UK MoD, US DoD, H. M. Coastguard, Overseas Government Forces, Police and Fire Service Search and Rescue Units. Barrus has a contract with the UK MoD that covers the supply, overhaul and repair

of all outboard engines, inboard diesel engines, post design services and in-service support.

Barrus leads the field in the development of Post Immersion Restart Engines for use in rescue and military operations. The patented FAST PIRS® system enables an engine to be rapidly restarted after complete submersion. GEN 2 FAST PIRS®, is the latest two-stroke version and Capsize PIRS is a four-stroke adaptation.

John Deere's renowned marine diesel engines and Shire canal boat and workboat engines are part of this divisional line-up. The Shire canal boat range is continually being updated with innovative features and benefits to maintain its position as a leader in this market. A commercial range of Shire workboat and riverboat engines has been developed based on the Yanmar and John Deere marine diesel engine blocks, renowned for their rugged reliability and durability.



Credit: Atlas Elektronik UK



Proud suppliers to





The complete range of products for all boating needs

The Marine Equipment Division was set up in 2018 as a first step in establishing a portfolio of brands with the vision to become a leading distributor in the chandlery and aftermarket sector.

The line-up includes Talamex, owned by the leading Dutch distributor Lankhorst Taselaar, who was purchased by the Brunswick Corporation and offers one of the most comprehensive ranges of marine product in the industry. Carefully selected over the last 20 years, there is a mix of technical and non-technical products suitable for sailing boats, motor boats, and inflatables. Talamex creates a striking in-store presence through strong branding and creative packaging; the first and only brand in the UK to offer such a concept.

Other brands from Lankhorst Taselaar include Besto Lifesavers, a range of high-quality life-jackets and buoyancy aids for both the leisure and professional user. The G-Nautics award-winning collection of accessories including deck gear, winch and tender

covers, rope and storage bags, and Stazo high-performance boat safety and security systems with a choice of contemporary and traditionally designed steering wheels, ships decks, deck sheets and marine locking systems.

Barton Marine's extensive deck hardware range, and Blue Gee Supplies build and repair materials, expand the product range offering even further.

Barrus has joined forces with SailForce, the leading marine manufacturer's representative in the UK, to offer the industry a complete distribution solution with national sales coverage and SailForce's popular merchandising service.

Attwood, a division of the Brunswick Corporation, has been supplying quality boat parts and accessories in the marine industry for over 100 years.





The UK's leading range of garden machinery

The Lawn & Garden Division has a comprehensive range of premium quality lawn tractors, lawnmowers and powered garden equipment from leading brands for the domestic user.

Many of the brands including Cub Cadet and Lawnflite are supplied by the Modern Tool and Die Company, MTD Products Inc., co-owners of Barrus. MTD is one of the largest global manufacturers of outdoor powered equipment; a company that is committed to providing products that are built to the highest engineering standards delivering the best in performance and results. The product line-up has always been driven by innovation and the introduction of Cub Cadet's steering wheel zero-turn technology for lawn tractors has been a significant advancement within the industry. The latest Cub Cadet robotic mowers raise the bar for automated lawn mowing with all the power and performance for effortless, precise mowing.

Lawnflite is a popular range of garden machinery with a wide choice of equipment including lawnmowers, ride-on mowers, petrol brush cutters, rotavators and tillers.

Agri-Fab's high quality, durable lawn product accessories are the perfect complement to the lawn tractor ranges. The wide range of trailed and push equipment including trailers, spreaders, lawn rollers, sprayers, and sweepers can be towed behind a garden tractor or ATV.

Supplying specialist genuine spare parts for gardening and forestry equipment, Arnold is a division of MTD, offering the widest range of replacement parts for all major brands.

Barrus has one of the largest specialist dealer networks in the industry, offering professional advice and exceptional levels of after-sales and technical support.



Cub Cadet

MTD

LAWNFLITE

Tondeo

Agri-Fab

ARNOLD
BE PART OF IT



Tough, durable equipment for the demands of the professional

Barrus has developed a portfolio of leading brands aimed at the grounds care and landscaping market where high-performance, durability and reliability in operation are critical factors in the choice of machine by the professional user.

MTD has designed their commercial line-up of products from the ground up researching the specific requirements of the professional and putting machines through rigorous testing ensuring they can withstand demanding working environments. Cub Cadet PRO SERIES Zero-Turns provide the ultimate power delivering professional-quality results with maximum efficiency.

Built to professional specifications, the Lawnflite Pro range of shaft driven lawnmowers are ultra-efficient with high-torque performance for tough conditions. The Lawnflite Chore Performer range features models for the professional user including line trimmers and brush cutters, chainsaws and logsplitters.

Rover mowers are engineered to ensure an unsurpassed quality of cut and are ideal for maintaining large areas of turf, even in damp conditions.

Complementing the zero-turn machines and lawnmowers is a collection of professional, heavy-duty turf care equipment including Classen aerators and turf rakes, Little Wonder edger's, hydro brush cutters and blowers.

The CEuk range of cutting-edge outdoor products for the arboricultural and forestry industries are an innovative range of high-quality handsaws, polesaws and shovels designed for professional pruning and ground clearance.

The GTM Professional range of compact and powerful chippers are designed to offer a portable option for chipping branches and crops.



Cub Cadet

MTD

LAWNFLITE PRO

ROVER

GTM PROFESSIONAL

CLASSEN

LITTLE WONDER

CEUK



An inspiration in design and function

The Garden Tools Division offer an extensive range of garden hand tools and battery-powered products from the well-respected brands of WOLF-Garten and Wilkinson Sword.

Modern Tool and Die (MTD), acquired WOLF-Garten in 2009 and appointed Barrus as the distributor for the UK. MTD has continued to strengthen and develop the range of products throughout Europe, building a reputation as one of the most popular brands of garden tools.

Since the introduction of the ground-breaking draw hoe over 80 years ago, WOLF-Garten's philosophy has been to provide products of premium quality and performance that make gardening easier and more enjoyable. The innovative multi-change® garden tool system introduced in 1982 is a clear example of this with a range of tool heads and handles suitable for any type of gardening task.

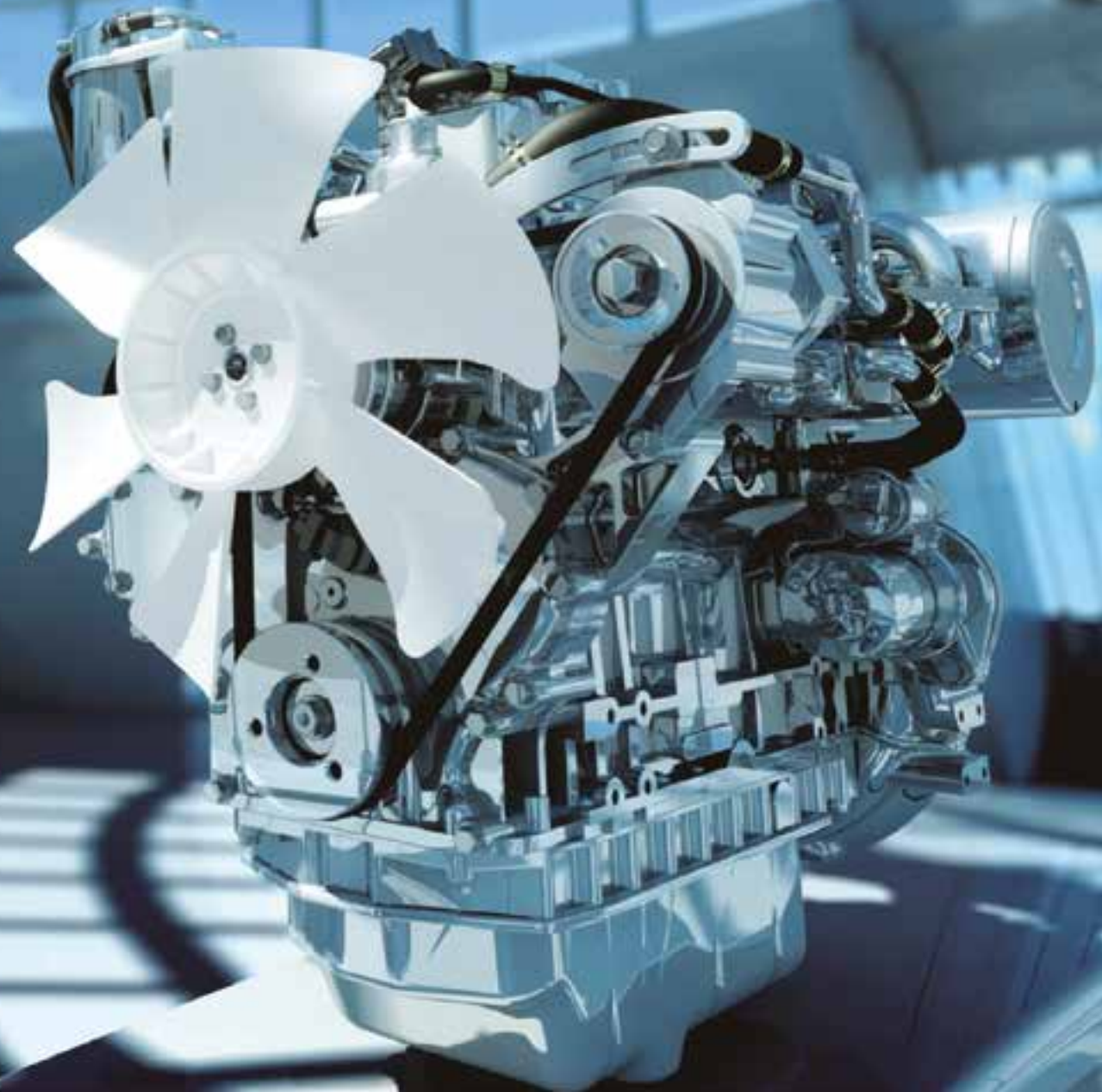
In 2010, Barrus secured a trademark licence agreement with Wilkinson Sword Ltd, (a wholly owned subsidiary of Edgewell Personal Care) to use this established and well-respected brand

name to sell and market a range of garden tools. This unique range has been designed to meet the expectations of the brands existing, loyal customer base and to appeal to gardeners looking for recognisable quality garden tools. The success with Wilkinson Sword subsequently led to a distribution arrangement with the Energizer Group Ltd., to supply the Energizer range of batteries.

Barrus expanded its presence in the garden sector in 2017 with the acquisition of the gardening gloves and footwear company, Town & Country. Town & Country has been at the forefront of developments in the gardening gloves and footwear markets and has been responsible for the design of the Master Gardener glove, the UK's best-selling gardening glove.

One of the best-known brands of multi-use penetrating oil spray and lubricants, WD-40 is now part of the line-up. Barrus is the sole distributor for the WD-40 garden range, an additional product offering to authorised garden centres.





Power and performance for demanding industrial applications

The Industrial Division offers a range of diesel, petrol and gas engines from some of the world's leading manufacturers including Yanmar, John Deere, Kawasaki and Toyota. Continued commitment and investment in product development and advanced emissions technology by these companies enable Barrus to meet the exacting demands of original equipment manufacturers for high quality, performance, durability and reliability.

The division has been highly successful in introducing these products into diverse market sectors with applications in construction, telecommunications, agriculture, forestry, military, railways and transport refrigeration.

A core competency of the division is its flexible approach to customer's needs, providing specialist engineering support for both one-off projects and volume production. Application testing is a vital part of the service, enabling the customer to have access to accurate

data to determine how an engine will perform throughout its life.

Toyota CNG, NG and LPG engines have opened up the range of power options available from Barrus. These engines are suitable for numerous applications including power generation, utility and access equipment.

Loncin engines, generators and pumps complete the line-up. Loncin GPE was established in 1993 as a motorcycle manufacturer becoming a collaborative partner of BMW and chosen by many original equipment manufacturers around the world. The Loncin range offers products for the professional user for applications in the plant hire, construction and grounds care markets, and, for the homeowner and DIY enthusiast looking for quality products at a competitive price. With many customers choosing to extend the operational life of equipment, Loncin engines have seen steady growth as a cost-effective option for the repower market.





Hard working, powerful heavy-duty performers for all-terrain

Barrus has re-entered the utility vehicle market and set-up the Vehicle Division to handle the distribution of the HiSun brand of all-terrain UTVs and ATVs.

HiSun Motors Group has the largest UTV manufacturing facility in China and has been supplying all-terrain vehicles to some of the best-known names in the industry. Through this private label production, it has grown into one of the largest global providers of UTVs and ATVs.

The HiSun range includes fully road legal petrol UTVs from 450cc to 1000cc, ATVs from 400cc to 750cc and an electric-powered UTV to cater for the requirement of a quiet, zero emissions vehicle. This unique and versatile line-up of high-performing machines features some of the best equipment packages in the industry.





Innovative, creative design and quality build

Barrus's commitment to research and development is reflected in the number of patented technologies that have been developed for a range of critical applications. The R&D Team work closely with users of equipment to understand their specific requirements and the demanding, and hostile conditions in which they operate.

The Production Team offer a flexible approach to meet the most demanding customers' requirements. The substantial investment made by Barrus has created one of the world's largest and most modern custom-engine building facilities, allowing the company to build products in single units to large volume productions runs. Comprehensive test facilities enable delivery of fully tested, run-in and first serviced engines. Barrus can also offer customers an engine overhaul facility, extending the life of significant capital assets.

Barrus's facilities include:

- Five dynamometers capable of testing diesel engines up to 600kW (820hp), with Europe's only non-captive sterndrive dyno, a variable down-angle dyno and the world's only Fabio Buzzi Trimax drive compatible dyno. The dynos can be pre-programmed and run automatically by computer control for 24/7 operation.
- An outboard test cell which can accommodate up to eight 350hp engines with transoms from 15" – 30".
- Two overhead mono-rail production lines capable of taking outboard engines up to 350hp and inboard engines up to 500hp.
- Extensive CAD capability and resource including 3D printing.
- Computer measuring machine (CMM) for inspection and design purposes.
- A machine shop and welding centre for prototype and low volume manufacture.
- A dedicated engine overhaul area.
- A spray booth with warm air ventilation for superior paint finish.





Efficient and reliable door-to-door **distribution service**

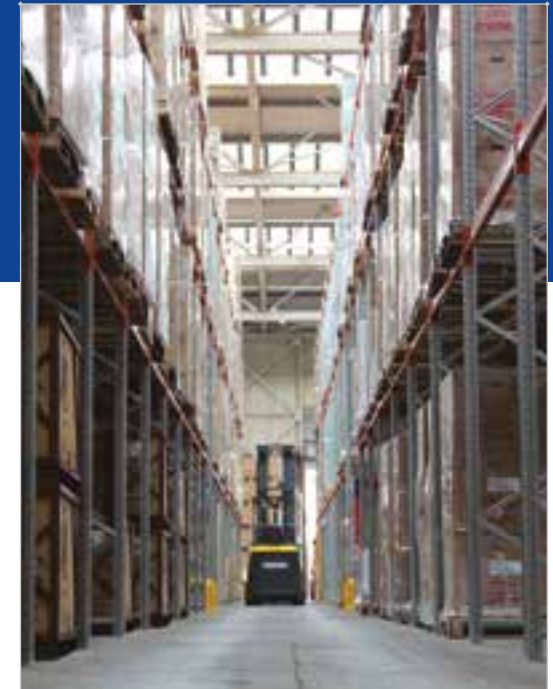
Barrus offer the widest range of spare parts and accessories ensuring customers have the availability to service an ever-growing range of brands and products. Highly efficient service and support systems have been put in place, and Barrus's own fleet of delivery trucks ensure that products are delivered with care and on time to ensure total customer satisfaction.

DIAL 247 (Dealer Immediate Access Link), Barrus's electronic parts ordering portal, is a state-of-the-art EDI system that is available to authorised dealers. DIAL is designed as a stock checking and ordering portal combined with an electronic parts catalogue with over 1,000,000 part numbers available through the system. It offers 'live' information including stock availability, order entry, back order status and order history. To manage the 70,000 lines spare parts inventory; the company has invested in the latest automated high bay industrial storage and handling systems from Kardex. Eight Kardex Shuttles can carry over 88,000 lines with a combined capacity of 17 tonnes. The Optimiza inventory management software is an invaluable tool for measuring projected availability, particularly during peak season,

enabling a high percentage of customer orders to be fulfilled from stock first time.

Customers' orders are processed within 20 minutes, and parts orders received by 4pm will be despatched on the same day for delivery the next day. For larger customers an overnight secure box system is in place, stretching the order deadline to 4.30 pm with delivery before 8 am the next day. Effective parts supply is a key feature of the Barrus operation with a dedicated Spare Parts Department supporting a 3000 strong dealer network across all divisions.

Located in Bicester, Oxfordshire, Barrus is ideally situated at the heart of the country's motorway system. Combine this with a warehouse facility of over 2 million cubic feet, and the company is able to provide an excellent distribution service to customers throughout the UK and Ireland. The Barrus transport fleet operated and driven by the company's own professional team is equipped with 'Yanmar powered' demountable forklifts that allow for a highly efficient, reliable, door-to-door, distribution service.





Committed to the highest standards of customer service



Training

Effective training is a vital part of Barrus's business philosophy to maintain high standards of service support across the dealer networks. The company offers a comprehensive range of courses for engineers and technicians which are available to all dealers and specialist partners. The purpose-built Training School at the Barrus headquarters in Bicester is supported by regional courses throughout the UK and Ireland. With technology improvements being introduced more frequently and particularly the level of electronics involved in engine management increasing rapidly, Barrus training courses are essential to ensure the highest levels of support for end users.

Marketing

Barrus has an in-house Marketing Services Department that handles literature design and production, advertising, promotional activity,

exhibitions and PR. In addition to the corporate website, Barrus has developed bespoke sites to support its numerous brands including a number of E-commerce sites. Marketing support is also available to the dealer networks offering practical advice and guidance for local marketing activities.

Quality

Barrus has achieved the highest quality standard in the commercial world, ISO 9001-2008. The quality systems are audited every six months by Bureau Veritas, the world's leading certification body to ensure the company is maintaining systems to the requirements of BS EN ISO 9001. This dedication to quality provides customers with consistently high levels of service and technical support.



Barrus Timeline



1917

Company was founded by Mr. E. P. Barrus in London.

1920s

The company became European distributor for numerous US manufacturers of precision hand and machine tools.

Following many racing successes Barrus entered the marine outboard market importing US built **Johnson & Lycoming** marine engines.

Late 1920s

Barrus entered the **automotive market** supplying garage tools and equipment including the first remote controlled electric garage doors plus an exclusive range of machine tools.

1940s

Barrus manufacture **portable hydraulic equipment** under the Blackhawk name as well as ARO pneumatic tools.

1950s

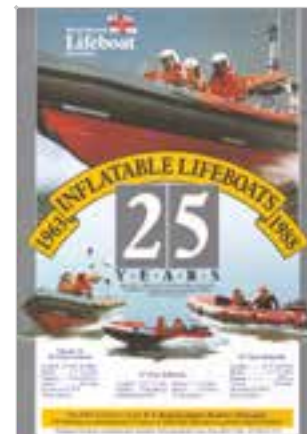
Barrus entered the **Lawn & Garden market** as distributors of the 'Lawnboy' rotary mowers.

1960s

Barrus **pioneered the early ride-on mower** and the innovative **grass collection system 'Direct collect'** manufactured and sold under the Barrus brand name of Mow Master.

Sole supplier of outboard engines to the Special Forces, Army, Navy, Royal Marines and Coastguard Services. Supplied half of the outboard engine requirement to the **RNLI** for 'D' Class lifeboats.

Barrus appointed exclusive UK distributor for Yanmar Marine diesel engines.





1930s

A unique **exhibition garage and training school** was set up on the Thames Embankment.



Late 1930s

Purpose-built works **opened in Acton** designed to withstand bombing raids.



1940s

Barrus became the essential life-line for Britain with the **supply of hand tools, cutting tools, military tools and marine engines** to the UK War Department and the Ministry of Supply.

1970s

Barrus became the **first export customer for the Modern Tool and Die Company (MTD)** based in Cleveland, Ohio distributing the Lawnflite brand of garden machinery.

The company **achieved AQAP 1** (Allied Quality Assurance Plan No 1) – the top military quality standard.

1975

The **Formula Johnson BBC “Grand-stand Trophy” races** held at Fairford, Gloucestershire was an innovative event organised by Robert Glen. The top ten under 1,000cc drivers competed in a series of ten lap races.

1977

Barrus **re-located to Bicester, Oxfordshire.**



Barrus Timeline



Late 1970s

Barrus's innovations included the **UK's first gas-fired garden barbecues**. Product introductions included Zodiac inflatable boats and life rafts, Oleo-Mac chainsaws and Hitachi electric power tools.

Barrus was appointed distributor of Mariner outboard engines. Barrus promoted Mariner outboard engines through powerboat racing with **Team Mariner** achieving an impressive series of national and international successes.

1980s

The Industrial Engine Division was established – **Barrus introduced Yanmar L-Series**, air-cooled, clean diesel engines – the first industrial engines to meet CARB regulations.

Barrus developed the **world's first diesel All-Terrain Vehicle, the D-BAT** – the Vehicle Division was established.

2010s

Barrus was appointed **distributor of WOLF-Garten** garden tools and machinery and secured a **Licence Agreement for Wilkinson Sword** garden tools.

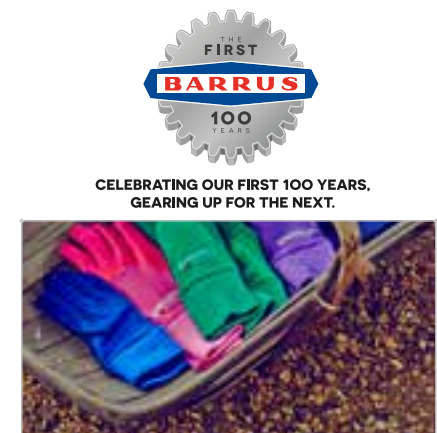
Barrus appointed **distributor for the Quicksilver** range of leisure and fishing boats and appointed **distributor for AB inflatable boats**.

Loncin petrol engines, generators and pumps were introduced into the newly formed Power Products Division. Barrus appointed **distributor of Toyota CNG, NG and LPG engines and Energizer batteries and torches**.

£2.5 million Bicester expansion with new building and upgrades to production and servicing facilities.

2017

Barrus celebrated its **100-year anniversary**. Expansion of the Garden Division with the acquisition of **Town & Country** gardening gloves and footwear.



CELEBRATING OUR FIRST 100 YEARS.
GEARING UP FOR THE NEXT.



1990s

The company achieved the **highest quality standard in the commercial world**, ISO 9001 (now ISO 9001-2008).

£1m investment to create the **world's largest custom engine building facilities**.

2000s

Barrus **awarded long term supply contract by the MoD** for the supply, overhaul and repair of all **outboard engines, inboard diesel engines**, post design services and in-service support.

Barrus designed and built trial **multi fuel outboard engines for the UK MoD**.

Barrus was appointed **distributor of MerCruiser inboard marine engines and Mercury outboard engines**.

Barrus announced relocation to a **new 17-acre site** in Bicester.

Yanmar engines chosen to power a new fleet of **workboats for the Royal Navy**.

20-years of Shire and the first engine built is still running.

2018

Barrus was appointed distributor for **HiSun all-terrain UTVs and ATVs**.

Next-generation PIRS engines launched - **GEN 2 FAST PIRS®** two-stroke and **Capsize PIRS** four-stroke. Barrus added **WD-40 Specialist® Lawn and Garden products** to its portfolio.

Barrus entered the chandlery distribution market with the introduction of **Talamex, Besto Lifesavers, G-Nautics and Stazo brands**.





*The Power
Behind The Brands*

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