

# THE INNOVATOR



Cub Cadet Expands  
PRO SERIES with  
Two New Models



World's First V12 Outboard



New Partnership with Beneteau



Boots Made for Walking Adventures

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**SEGWAY®**





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## Cub Cadet expands PRO SERIES with the introduction of two new models

**The Cub Cadet zero-turn PRO SERIES has everything and more that you would expect from a quality professional machine range. Ultimate performance, comfort and durability that delivers a fast, premium cut time and time again.**

### Designed for every challenge - XZ7 L152i

The award-winning design of the new XZ7 L152i from Cub Cadet redefines the zero-turn mowing experience - with enhanced strength, exceptional comfort and a best-in-class cut. The latest steering lever lap bar technology combined with the extremely robust construction of heavy-duty components and high-performance engines is the ideal professional machine for large lawn maintenance.

The open continuous tubular lightweight steel frame is designed for strength and durability. The hinged/removable floor pan allows quick and easy access to the welded, all-round reinforced AeroForce Max™ mowing deck and engine for ease of maintenance.

A powerful Kohler EFI V-Twin dual cylinder engine gives the machine the power to mow up to 15,000 m<sup>2</sup>h.

With a large cutting width of 60"/152cm, the machine puts owner/operator comfort at the forefront of its design with a premium high-back seat with armrests and adjustable suspension for fatigue-free working.

The XZ7 L152i offers outstanding stability on slopes, and around obstacles, with its effortless manoeuvrability. Even on the most difficult lawns, the spring-mounted suspension on the front wheels ensures a smooth ride with less vibration.

### Made for every slope - Z9 183id

The new top of the range Cub Cadet Z9 183id zero-turn is proven by landscape professionals and designed to satisfy all commercial requirements.

With extremely wide double wheels, the Z9 has been developed to effortlessly tackle even the steepest slopes up to 25° / 46%.

The ability to control all four wheels with a steering wheel and steerable front wheels, an exclusive offering by Cub Cadet in the commercial sector, minimises the turf being churned up by the wheels as it would on a lap bar zero-turn. The patented SyncroSteer technology means that even the less experienced operators can benefit from the ease of use and amazing manoeuvrability of this machine.

The Z9 reduces mowing time by up to 10% compared to lap bar mowers, provides greater hillside stability, enhances traction on uneven terrain as well as mowing in straighter lines. It powers through the thickest grass in one pass at maximum speeds of up to 12mph getting the job done quicker. The high lift Marbain blades with a blade tip speed up to 18,500 fpm and the 3" total blade overlap will a tight consistent cut. The frame and axle on the Z9 floats as the machine moves, allowing the multi-reinforced steel deck to follow the shape of the terrain and avoid scalping. The cutting deck can be adjusted at the touch of a button.

The Kawasaki EFI engine provides the consistent power needed to get the job done reducing downtime which could cost you both time and money. The petrol engine benefits from having lower emissions and reduced fuel usage.

Comfort is at the forefront of this machine's design. Operators can experience a smooth ride all day long thanks to the exclusive air-cushioned seat and isolated dampening system on the Z9 – meaning they are working in vibration-controlled comfort, with reduced downtime. Angled back adjustments, padded armrest and lumbar support give added protection.



XZ7 L152i



Z9 183id





# Flashing lights and funky designs for Town & Country's kid's range

Town & Country not only have a great choice of gloves and boot ranges for adults, but the little one's versions have grown too.

Encouraging children to step away from screens, celebrate nature and get outside should be embraced, and what better way to make it even more fun than with funky patterns and light up footwear?

Town & Country has an array of protective yet fun gifts for kids, whether they enjoy pottering and playing in the garden, jumping in puddles, or simply enjoying the great outdoors!

## Protection for young hands

The Kid's Light-Duty bug patterned gloves keep little hands protected when helping out mum, dad, or grandparents in the garden. A comfortable wrist helps to keep dirt out and the soft lining protects young hands. These cotton gloves are machine washable at low temperatures and have a bright, cheerful design.

The Town & Country Kids Rigger gloves offer protection for even the most boisterous of young gardeners. With suede on the palms, fingers and knuckle strap, and a canvas back, these gloves provide excellent protection when the little ones are helping out around the garden and are a great match for the grown-up version! They also feature a snug knitted wrist to help keep the dirt out!

The Kid's light and bright gardening gloves offer great protection for budding young growers. These flexible gloves are comfortable, with an excellent fit providing all-round protection and great grip for little hands.



*Kids Light-Up Wellies*

## Fun footwear

How do you make getting outside even more exciting for children? Add flashing lights of course! Brighten rainy days and winter walks with a range of light up footwear from Town & Country.



*Kids Light-Up Cloggies*

Cool, comfortable and practical, Cloggies make the perfect shoes for children, whether they are playing or walking, as they are easy to slip on, light to wear, and durable. Now, with added flashing, coloured LED lights, the new Light-up Cloggies help to brighten up the duller of play days and bring smiles to winter walks.

Also in the range are the Kids Light-up Wellies that are available in bright blue and vibrant red, and have inbuilt LEDs that light up upon impact as children run and play. The pull on-straps helps the little ones pull up their boots themselves, whilst high-quality design and materials provide protection, durability and comfort. These boots give peace of mind for parents, as they'll easily spot their child in a crowd, whilst providing maximum fun for kids.

The new cosy and colourful Kids Light-weight Boots are available in zingy green and cheerful yellow, and are ideal if the temperatures drop, as they will keep little feet warm and cosy even if the temperature gets to -30C! Made from durable and lightweight EVA, these boots won't weigh little legs down, so they're perfect for walks and outdoor play throughout the winter. With a removable, washable liner to ensure the boots stay fresh, even after the muddiest of walks!





# Warmth and comfort on walking adventures

Town & Country has developed a range of boots that offer style, quality, performance - but most importantly, warmth – ideal for lots of outdoor activities including dog walking, leisure walking, hiking or simply battling the school run!



**Burford boot**

The Burford boot in the deluxe range features a new fleece lining to keep feet warm through any conditions. Comfort is guaranteed from the offset with the lightweight PVC material. These contemporary and practical wellingtons come with a high grip tread to guarantee there are no unexpected slips and always provides underfoot security. A contoured design enables ease when putting the boots on and off, and the modern tan trim and decorative buckle offer the perfect combination of practicability and style.

## Keeping feet dry and warm

Another member of the deluxe range, The Curbridge boot, has a rubber shell that is 100% waterproof, providing protection with the rigid exterior but also keeping feet dry through all walking conditions.

Fully fleece lining keeps feet warm and the cushioned insoles, which are odour resistant and hypoallergenic, provide comfort and durability. The boots are perfect for walking, specifically in the winter months, as they can cope with slush, mud and puddles with ease!

Developed with professional podiatrists, the new Town & Country Memory Foam Insoles offer enhanced comfort during extended use and can help relieve pressure by moulding to feet. Suitable for most types of footwear, these provide comfort step after step. Available in two sizes, you simply just cut the insoles to fit the shoes based on the template provided.



**Curbridge boot**

## Protection, comfort and style with new Town & Country gloves

**The new deluxe Lux-fit women's gloves are designed to make the hardest of tasks that bit easier.**

Available in pink and blue with stylish new patterns, they offer ultimate protection. The faux leather with extra padding across palms and the knuckles, pushing extra safeguarding material on the thumb and forefinger will withstand any job in hand. The naturally stretchy shape allows free movement, with an elasticated hook and eye fastening to provide extra comfort and maximum wrist flexibility.

The Premium All-Purpose gloves are extremely comfortable, have a tailored fit with an elasticated wrist and provide excellent protection with extra padding on the palms and knuckles. Protection and comfort are perfectly combined.

The Flexi-riggers are plush, durable work gloves ensuring protection and comfort when tackling heavy-duty tasks around the garden. The Spandex back is breathable, and the leather offers excellent protection and longevity.



**Lux-Fit**

**Flexi-Rigger**

**Premium All-Purpose**

## Town & Country launch new point of sale concepts to enhance and engage shoppers

In support of our garden centre and independent garden retailers, we have designed several bespoke sales support stands to display the Town & Country, Wilkinson Sword and WOLF-Garten ranges in-store. With eye-catching designs, helpful graphics and packaging, these stands ensure customers can easily identify the brands and make informed product choices.



## Spice up your gardening

Even the most passionate of gardeners can find themselves lacking inspiration from time to time, looking for ways to add interest to their planting schemes. This year, Town & Country wants to encourage people to 'spice up their gardening', inspired by the launch of the brand's new, chilli patterned gloves.



The gloves feature a chilli pattern in three different colourways; green, red, and yellow – perfect for spicing up your gardening! The comfort and flexibility of these vibrant flexigrip gloves make them perfect for carrying out light work, especially where dexterity is key. The latex coated palm and fingers provide added protection and grip for all gardening tasks. They are soft, stretchy, bright and breathable, and the tailored fit means that no dirt can get onto hands, perfect for planting and weeding.



# New compact digging tools from Wilkinson Sword prove great things come in small packages



Spades and forks are essential tools in a gardener's armoury, being used for a variety of tasks from digging to slicing plants and lifting soil, to edging and general gardening tasks. They are a part of any gardener's life, but it's important to choose the best one for the job, and the gardener.

For those with smaller gardens, or perhaps even just raised beds, traditionally sized tools may prove to be too large to manoeuvre comfortably and effectively. Similarly, full-sized tools may prove too heavy or unwieldy for some. Wilkinson Sword has the solution with a range of compact-sized tools that are small, but perfectly formed, and will get the job done as well as, if not better than, their larger counterparts.

## Compact Stainless Steel Spade and Fork

This diminutive duo makes it easy to get the garden ready for summer. The Stainless-Steel Compact Spade and Fork both benefit from a smaller, ergonomically designed weather-proofed wooden ash handle and have a double riveted strapped socket for extra strength and practicality in smaller green spaces. The tool heads are made from mirror-polished rust-resistant stainless steel, ensuring that they will remain in peak condition for years. Thanks to their compact size, they are ideal for working in smaller, more confined areas, such as digging flower beds, removing weeds and planting shrubs.

## Gardening in tight spaces

This new Planting Spade from Wilkinson Sword features a narrow head which makes it ideal for planting and working on fence posts, as it can easily negotiate tight spaces. The tool has a double riveted strapped socket providing extra strength and the wooden ash handle is weatherproof so gardeners can work through the elements if desired! With a petite shaft length of just 102cm, the compactness of the tool makes it perfect for working in small spaces.

## Splitting and planting perennials

The Perennial Spade has been specifically designed for use in confined areas and for specific tasks, making splitting and planting perennials significantly easier with improved control resulting in healthier replanting. It is ideally suited for perennials but also makes working in and around borders or confined areas easier, as gardeners can easily operate it from a kneeling position.

## Town & Country take planting to the next level

Town & Country has launched a Tiered Planter range to make it easier for everyone to feel the benefits of nurturing and growing plants, even those with small balconies or courtyards.

Sold as individual planters, they come in two sizes, a small 6-litre version (40cm x 40cm x 15cm) and a larger 17-litre (54cm x 54cm x 20cm) planter. Both sizes can be stacked to create attractive, dynamic planting schemes, ideal for planting up tumbling displays of edibles such as strawberries, nasturtiums and tomatoes, and even entire herb gardens.

### Space saving displays

They provide a great way for people to mix and match plants for dramatic, or complementary effects within the separate tiers, meaning gardeners with any size outdoor space can essentially create an entire garden in a small area, simply by planting up.

The UK-made, 100% recyclable planters benefit from integrated drainage holes to ensure plants don't sit in water-logged soil following heavy rain or an over-enthusiastic watering session.

Ian Seager, Marketing Manager of the Garden Tools and Accessories Division commented, "We're excited to be able to launch these planters and enter a new sector of the gardening world, having long been established in the footwear and gloves division. We recognise the importance of making gardening accessible to all, as more people embrace the benefits and joys of it, and we see these planters as a great way to help do that."





*The Barrus Garden Tools Team at Glee 2022*

## Barrus takes new market segments by storm

**Barrus unveiled plans to further progress its market share with the introduction of over 60 new and exciting products under brands Town & Country, Wilkinson Sword, WOLF-Garten, and Velcro® at this year's Glee.**

At a time of uncertainty, with post-Covid implications being felt across the industry, this reiterates Barrus' resilience and confidence in its products. New market segments, product innovation and development continue across the brands, and Barrus enters new areas of the industry with engaging customer solutions.

### Growing ranges

The Town & Country portfolio, famed for its ever-growing shoe and boot ranges, is expanding into new categories. The introduction of a propagation collection, supporting the ongoing movement towards sustainable living, with Grow Bag & Utility Trays, Potting Trays, a Garden Sieve and Electric Greenhouse Heaters are now available – a first for the brand. Also new for Town & Country is a range of brooms, brushes, and indoor and outdoor mats, as well as an innovative grab rake that helps to clear and collect with one tool for ease and efficiency.

Glee 2022 also allowed Barrus to get another award under its belt. To add to the award-winning Wilkinson Sword Ultralight Digging Spade and Town & Country Buckingham Boots, Barrus celebrated a win at the coveted Glee New Product Showcase with the newly launched Tiered Planter range winning in the Garden Growing Containers category.

Mark Hewett, Divisional Sales Manager for Garden Tools and Accessories, commented, "We're excited about our innovations and developments for the Barrus brands and are looking forward to further exploring these new sectors of the gardening world with Town & Country, having long been established in the footwear and gloves segment. We had some fantastic feedback and responses at the show and are excited for the coming months."



*Award-winning Town & Country Tiered Planter Range*





Award winning



# LET'S DO SOME PERFECT PLANTING...

...WITH TIERED PLANTERS

Create that height and interest with our twist and stack interlocking design planters. A great addition to any garden space and the perfect piece for those keen growers allowing several seeds to be planted and nurtured effectively.



Find your local stockists at [www.townandco.com](http://www.townandco.com)



# Town & Country connects with Velcro



**Town & Country has added VELCRO Brand ONE-WRAP Garden Ties and VELCRO Brand HANGables Removable Wall Fasteners to its wide-ranging gardening portfolio.**

VELCRO® Brand ONE-WRAP® Garden Ties are a simple and easy way to stake, train and nurture plants, stems and vines in the garden. Simply cut to length and wrap the VELCRO Brand Garden Tie onto itself for a secure hold around the plant and post, stake, tomato cage or trellis.

“Garden Ties are essential to ensuring the health, vitality and longevity of plants and are indispensable for gardeners,” said Roberto Travella, Chief Commercial Officer – EMEA/APAC, Velcro Companies. “Our VELCRO Brand ONE-WRAP Garden Ties offer the strength and reliability to plants in the spring and the versatility to be quickly adjusted and repositioned as the garden grows and flourishes as well as reused year after year.”

### Recycled and reuseable

Because VELCRO Brand ONE-WRAP Garden Ties wrap onto themselves for a secure hold, they can quickly and easily be repositioned with no cutting. At the end of the garden season, VELCRO Brand ONE-WRAP Garden Ties can be wrapped onto themselves and quickly and safely stored for reuse next season.

More importantly, they are made from 65% post-consumer recycled plastic. Milk bottles that may have been otherwise thrown into landfills are now recycled to make VELCRO Brand ONE-WRAP Garden Ties.

Mark Hewett, Divisional Sales Manager for Garden Tools & Accessories at Barrus said, “We are pleased to announce our partnership with the VELCRO® Brand as we continue to support our retailers with exciting new revenue opportunities. The addition of VELCRO Brand ONE-WRAP Garden Ties and VELCRO® Brand HANGables® Removable Wall Fasteners expand the variety of gardening products available through Barrus.”





# Gardening specialist WOLF-Garten celebrates 100 years of trading



**WOLF-Garten, which specialises in garden tools for lawn care, soil and cultivation, tree and shrub care and general garden maintenance, is celebrating its 100th anniversary this year.**

The innovative company has gone from strength to strength since its launch back in 1922, winning multiple awards for providing inventive gardening tools and machinery of premium quality to help make gardening easier and more enjoyable.

The numerous quality awards and excellent results document why the trust of novice, as well as professional gardeners throughout Europe, is justified.



## **Innovative Draw Hoe**

It all began with minor inventions that first put the WOLF-Garten company on the map. One of the very first achievements for the business was the draw hoe, a tool designed to make agricultural work easier. Developed by Gregor Wolf in 1927 in the ironware factory that his father August Wolf had founded with his two sons, Gregor and Otto in 1922. This innovation was followed by many others, and over the years the company has developed a clear and distinctive profile in the green area. In 1953, WOLF-Garten was the first company in Europe to offer lawnmowers with rotating blades. The development of innovative seed and fertiliser products, as well as the extension of its lawnmower range also demonstrated the strength and diversity of the company.



One of its most successful inventions is the multi-change® system that has guaranteed top quality for more than 35 years, launching back in 1982. The lightweight interchangeable gardening tool offers a handle and a tool to suit all gardening needs, and while the tool heads have evolved with changing trends, the initial design of the multi-change® tool has remained the same.

As an innovative company, WOLF-Garten is now looking ahead to the next 100 years of business and everything that may bring with it - watch this space!

# Barrus appointed UK Distributor for the new Segway Navimow Robotic Mowers



**Segway, known to many for the range of personal transporters of the same name and its e-scooters, has developed an innovative product range for the garden, the “Navimow” robotic mowers.**

Unlike most commercially available devices, Navimow does not require the installation of boundary wires in the garden. Navimow uses a technical innovation called EFLS (Exact Fusion Locating System), using a Real-Time Kinematic (RTK) positioning system to significantly improve the positioning accuracy, through a combination of a gyroscope, odometer, accelerometer, magnetic compass to give centimetre level accuracy.\*

The locating module on the mower communicates simultaneously with the satellites and the antenna to form a stable triangular locating system to precisely position the robot and utilising the GNSS system which uses multiple satellite-based systems, such as GPS, BeiDou, GLONASS, Galileo, means that it can maximise the number of satellites that the robot is talking to, compared to just using GPS.

“At the core of this technology is the use of GNSS satellite signals to achieve centimetre-level outdoor positioning accuracy through real-time kinematics,” explained George Ren, General Manager at Segway BU.

## Intelligent navigation

The centimetre-precise positioning and systematic mowing patterns increase efficiency and contribute to perfectly manicured lawns. Thanks to built-in sensors and a wealth of information, the robot can operate stably even when the satellite signal is temporarily weak. A map in the app can be used to set precise zones and boundaries defining where Navimow should work, where the boundaries are, and which zones in the garden it should avoid when cutting. “Once the

working area in the garden has been defined, Navimow does not criss-cross but rather determines a systematic mowing path thanks to its intelligent navigation algorithm and follows it,” Ren points out.

The range consists of four models with cutting performance from 500m<sup>2</sup> to 3,000m<sup>2</sup> and are the quietest robotic mowers on the market at only 54dB. The cutting height is easily controlled from the app through seven positions from 60mm to 30mm in 5mm increments and can be set without having to be that close to the machine.

The offset blades allow cutting as close as possible to edges and corners. The robotic mower also features an IPX6 water resistance rating, meaning it can withstand rainfall and be washed off with a hose pipe. Also “With its five-centimetre-thick rubber all-terrain wheels, Navimow will easily master inclines of 45 percent, Ren said.

Phil Noble, Divisional Sales Manager for the Lawn & Garden Division of Barrus said, “I am pleased that we have been able to secure the distributorship of these exciting new products. I have been extremely impressed with the quality of the components and the support we are receiving from this technology giant, which has brought its knowledge of building technically advanced products to the Robotic mower segment. I do believe this is a game changer in the Robotic mower market and it’s come at the right time as we have seen this market steadily rising in the UK in recent years”

The addition of the Segway Navimow robot mowers, adds to the extensive range of leading lawn & gardening brands, including Cub Cadet, Lawnflite PRO, GTM, Mantis, Little Wonder, Classen & Robomow, all available from Barrus.

\*4G Not applicable to model H500E ...





## The chequered flag for **Cub Cadet**

**Cub Cadet dealer George Bedford rode to victory with two motorcycle EMRA Championship wins in the 126-450cc Class and Open 500cc Class.**

George Bedford, the owner of Cub Cadet dealership Tutbury Garden Machinery based near Burton-On-Trent, used to ride in the 125cc British Championships, his last outing in 1997.

After helping a friend prepare for his second year of racing, George had the urge to get back out racing and now finds himself with two EMRA Championship wins this season.

He rides a 5-year-old Honda NSF 250 R Moto 3 GP bike, which George sprayed in Cub Cadet yellow with the Cub Cadet logo. Mallory Park is about high corner speed and late braking, ideally suited to this type of bike. The bike takes around 30 hours to prepare for one meeting as races are won in the garage and not on the track. The slick tyres last for only one meeting, and each meeting without crash or engine issues costs around £800 to £1000.

George had a few minor crashes this year, scrapping a £500 helmet in one race, with a bad headache for a few days, and getting hit on the start line from behind on another race as his clutch broke when the lights went green. He was fortunate not to have ended up on a stretcher.

As George said, "I'm now 52 years old and should know better, but bikes have always been my passion, and I'm enjoying it while I can. I hope to do the NG racing championship next year, something to aim for."

"George is dedicated in everything he does", said Edward Staniland, Area Sales Manager for Cub Cadet. "He has been a very successful Cub Cadet dealer for 13 years, and we are proud of all his achievements within his business and on the track."



## Colin Furze Converts a Cub Cadet

**For anyone who doesn't know him Colin Furze is a YouTuber with 11.4million people following his "crazy inventions and brilliant world records". Here is the story of how one of our Cub Cadet dealers, Hayes Machinery, helped Colin out with his latest video, as told by their Managing Director James Hayes...**

"We have our own YouTube channel 'HayesMachinery'. Through YouTube as well as other platforms, I consistently network throughout several different communities, one of which is a collective of makers and inventors. These are the guys and girls who create some pretty amazing things from tools and crafts.

Through this network one of these fantastic people called me asking if I would be able to supply a pretty major channel with a ride on mower. Let's just say, my ears pricked up and my answer was "yes of course" at this point I had no idea who it was for, as this community is huge. They said they would put my name forward and they may be in contact.

### The call comes in

Within the hour my phone went. I answered and a familiar voice says "Hi James, it's Colin Furze" I was like "no way" being that Colin is part of regular family viewing in our house; this was a big thing for me. While trying to contain my excitement and be professional... we started discussing his needs for a ride on mower for his next project; which had several boxes to tick not only for his own requests but also that of his sponsor.

The hardest request was that it needed to be narrow, as it had to fit through his garden gate to get into his "shed" but, and I quote "it can't be one of those disability scooter looking ones" bearing in mind he had broken a world record with the world's fastest mobility scooter a few years previous. So, a lawn tractor type was required. I said "leave it with me, I've got this"....

This is where the tape measure came out and I trotted off to our machine storage building where we generally have 30/40 ride on mowers in for service. It was at this point I soon realised 88cm is a big ask for a tractor, let alone finding one in stock. I ploughed on and grabbed all our product brochures to find something that would fit. The smallest was the Cub Cadet LT1 although the wheels would have to come off to get through the gate. I called our Area Manager Lee Rayson who gave me great news that they had stock.

Colin was happy with my selection and a deal was done on the condition I could deliver it personally and get a tour of his underground bunker (the small details matter!!)

Lincolnshire is a little bit further than we normally deliver, some 200 miles further than we normally deliver to be precise, but off I set one morning to collect the mower from Barrus at Bicester and drive to where we Devon folk call "up north"...."

To continue the story you can watch James deliver the Cub Cadet lawn tractor on their YouTube channel [youtube.com/HayesMachinery](https://www.youtube.com/HayesMachinery)

You can also watch the finished video that Colin Furze posted at [youtube.com/colinfurze](https://www.youtube.com/colinfurze) where he creates an EV powered ride-on mower and a bespoke solar-powered shed made from recycled crates – so you never run out of power to cut grass. Check out Future Rider: the new Shell Eco-marathon challenge that calls on the best STEM students to create the next CAR OF THE FUTURE inspired by Ki.I.T.T. from NBC's Knight Rider <https://makethefuture.shell/FutureRider>

For more information on Cub Cadet go to [www.cubcadet.co.uk](http://www.cubcadet.co.uk)



# Cub Cadet reaches new heights at leading equestrian events



**Cub Cadet was delighted to support and loan equipment to three leading equestrian events this year; Badminton, Burghley and Blenheim.**

The Cub Cadet XZ3 zero-turn was loaned to the Operations Teams at both Badminton and Burghley Horse Trials for mowing and preparing areas ready for the events.

The XZ3 is a workhorse when it comes to mowing tough terrain and steep hills, with the added versatility to mow around fences and trees. The easy-to-see centrally mounted deck maximises mowing accuracy in corners and under low obstacles. A low centre of gravity and wide wheelbase allow the machine to glide over uneven ground and still cut in a completely straight line across hills and slopes.

## **Best-in-class cut**

At Blenheim Horse Trials, Barrus's local event, Cub Cadet once again sponsored one of the cross-country fences. The fence had Cub Cadet's most popular machines on display, the XT2 QR106 lawn tractor and the award-winning XZ5 L137 zero-turn.

Powerful performance, agility and market-leading innovations have made the XT range one of the best lawn tractor ranges in the market. Designed for expert gardeners, these machines boast the tightest turning circle on the market, at just 17cm, for unbeatable efficiency even in confined spaces. With a market-leading cutting, collecting and mulching 3-in-1 system, these machines allow customers to finish their work faster and with better results.

The XZ5 range redefines the zero-turn mowing experience - with enhanced strength, reimagined comfort, a best-in-class cut and an award-winning design. The latest steering-lever lap bar technology combined with the extremely robust construction of heavy-duty components and the high-

performance engine makes the XZ5 L137 the ideal professional machine for large lawn maintenance.

Cub Cadet is also proud to be a long-standing sponsor of William Fox-Pitt MBE, one of the most successful three-day event riders ever, who uses the Cub Cadet range to keep his Dorset yard well groomed. Fox-Pitt has been world number one four times and is eleven-times British number one.

'We are pleased to be involved with these high-profile equestrian events and grateful to William for his continued endorsement of the Cub Cadet brand,' commented Tara Glen, Chairman of Barrus, Cub Cadet's UK distributor. 'The Cub Cadet XZ machines are ideally suited for mowing large areas of grass, getting the job done faster, which is important for the Operations Teams as they prepare for the events.'

For more information and to find your local dealer go to [www.cubcadet.co.uk](http://www.cubcadet.co.uk)





## #GoElectric now – an exciting new range of electric UTVs from HiSun

**Barrus has introduced the all-new HiSun lithium-ion powered electric UTVs into the UK, a range of four innovative models designed to raise the bar.**

The four power options are the HiSun 5 kW, 7.5 kW, 15 kW and a 4-seater 15 kW. All are designed to work just as hard, if not harder, than traditional fuel-powered machines.

The top of the range Sector 15 kW is a real everyday work-horse with more power and torque to tackle the most challenging of terrains. With the ability to climb steep slopes, the Sector 15 easily handles 30 degrees plus inclines in forward and reverse.

The 4-seater version of the 15 kW UTV can transport up to four passengers, carry machinery and equipment and tow heavy loads with ease. The lithium-ion technology batteries that power both models are designed for longer run times and a single charge will keep the UTV working for a full day. The versatility of this vehicle makes it ideal for multiple uses in agricultural applications, on large estates, local authorities, sport and recreation and by conservationists.

Like its bigger brother, the Sector 7.5 kW is a reliable, everyday machine with the capability to tackle a multitude of tasks whatever the weather. The open cargo bed will carry up to 280 kg/ 67 lbs ideal for carrying everything from logs, bales of hay, tools and equipment.

The smallest of the lithium-ion powered models, the 5 kW UTV still has the power and torque to climb slopes over 30 degrees. The longer run times of the lithium-ion batteries will keep this reliable worker going for up to 44\* miles on a single charge.

### **Versatility built-in**

All models have the option of the DFK fully enclosed cab kit that includes a glass windscreen with wash/wipe, rear screen,

metal roof, and lockable doors so the UTVs can be customised depending on the customer's requirements.

HiSun UTVs are true multi-functional vehicles. Featuring a winch, tow hitch and cargo bed they have the versatility to recover, carry equipment and tow powered machinery.

### **No compromise on power**

The move to electric UTVs offers many benefits over petrol powered machines. There is no compromise on power with these latest lithium-ion UTVs providing all the power needed for use in challenging off-road conditions. They are free from harmful carbon emissions which supports the shift to a virtually zero-carbon economy in the drive to tackle climate change and reduce global warming.

Choosing electric power offers huge savings in fuel costs with an overnight charge costing around £1\*. There is also the bonus of no road tax as electric UTVs can be used both on and off-road. With no engine and fewer parts to service, electric UTVs are usually cheaper to service and maintain.

The quiet electric motor is a key attribute making it ideal for driving near to animals or in areas where noise needs to be kept to a minimum. An electric UTV has no gearbox which means that acceleration is smoother making for a more comfortable ride.

Roger Suckling, Sales Manager for the Vehicle Division at Barrus explains, "In response to the growth in demand for our HiSun electric vehicles and to offer the very best service and support to our HiSun dealers, Barrus has expanded its engineering and production facilities with the introduction of a brand new UTV and ATV assembly centre at their head office in Bicester, Oxfordshire. Vehicles are fully assembled in the new facility and delivered by Barrus Transport to the dealer ready for final checks before registering and handing over to the customer."

\*Figures quoted are intended as a guide only. Cost/mileage would be dependent on usage and conditions.





*HiSun Sector 15kW Lithium-ion 4-Seater*



*HiSun Sector 15kW Lithium-ion easily handles 45-degree inclines*



*Winch, tow hitch and cargo bed*



*Tip-out windshield for optimum airflow*



# HiSun UTVs in action

HiSun electric UTVs provide the everyday working vehicle solution in numerous sectors including agricultural, estate management, professional, sports, recreational, events, utility and military. Here are just a few examples of HiSun electric UTVs in action.



## Willow Grove Farm, Lakenheath, Suffolk

A family-owned farm purchased in 2021, Willow Grove offers grazing for resting racehorses, grazing of sheep and cutting for hay. In response to a growing demand for staycations, they introduced a glamping sanctuary. They purchased a HiSun Vector E1 to help with numerous tasks around the farm

“Electric Trev is how our HiSun is better known on the farm. He has become an integral part of the team. He is used for

everything from feeding horses and changing their rugs to moving the goats. The mud hasn't posed a challenge and the animals have become as fond of him as we all have. It's so easy to just charge and go and quiet to have around the animals and campers alike,” explained Michelle Hugo, Willow Grove Farm.



*Good Running Events / Epic Action Imagery*

## Good Running Events Ltd

Organised by Good Running Events Ltd, Run Sandringham is a major annual charity event series in East Anglia that includes a Half Marathon, 5K or Community Mile with a start and finish within the grounds of the Royal Sandringham Estate. The organisers hired two HiSun Vector E1s from HiSun authorised dealer Electric Wheels for the 2021 events.

“We loved having the HiSun electric 4x4 vehicles at our events in 2021,” explained Aaron Murrell, Director, Good Running Events Ltd. “They were a fantastic addition to ensure all our event logistics ran as smoothly as possible. We are hoping to be in a position to purchase a machine later this year.”





### **Wessex Fire & Rescue Service, Ashmore, Salisbury**

For the past 30 years, Wessex Fire & Rescue Service has been at the forefront of fire safety and awareness operating at events and supporting companies around the UK with their fire safety needs. Before the pandemic, they bought a HiSun Vector E1 which has been customised for use as a first response vehicle for large scale events.

Keith Allgood, Fire Officer for Wessex Fire & Rescue Service explained why they chose to invest in an electric UTV, “We considered if an electric vehicle would suit our needs in terms of carrying equipment including fire extinguishers, beaters,

water rescue gear and first aid kits whilst providing sufficient green power to get around on-site during event days. We work closely with the Shambala Music Festival organisers satisfying their requirement for an effective, environmentally-friendly fire response vehicle. With just one overnight charge the HiSun ran for the four-day duration of the show. The vehicle was ideal for navigating through crowds and congested difficult to access areas on-site. We definitely made the right decision to go electric!”



### **The Game Fair, Ragley Hall, Warwickshire**

Barrus loaned a HiSun Sector lithium-ion powered electric UTV to the organisers of The Game Fair to use during the build-up, show days and breakdown of this year’s event. The UTV was

used in the campsite and glamping area guiding visitors to their pitches, carrying marker posts for over 400 exhibitor stands and ferrying equipment and personnel around the site.



## Beneteau and Barrus Make Waves with New Partnership

**Barrus is pleased to announce a new distribution agreement with the long-established boatbuilder BENETEAU.**

Founded by the Beneteau family in France in 1884, the company is immersed in history, offering 137 years of expertise.

Under the new agreement, Barrus will become the main UK dealer for the Flyer Range which has been totally renewed and the bestselling Antares Range of outboard boats.

The Flyer Range comprises a number of outboard boats ranging from 5 to 10 metres and is ideal for people keen on water sports and day trips. Flyer range is available in 2 versions, SPACEdeck & SUNdeck for immediate pleasure on the water.

The Antares Range includes outboard power boats ranging from 5.7 to 11 metres long. Safe and easy to handle, the Antares range is ideal for fishing, day trips and short cruises and highly popular with a wide range of boaters.

### The perfect partner

Ben Allen, General Manager of the Marine Division at Barrus commented, "We are delighted to be commencing this exciting new partnership with Beneteau. This will enable us to provide our dealer network with a range of elegant and easy-to-handle motorboats from 5 to 11 metres powered by either Mercury or Mariner outboard options."

Ben continued, "Beneteau complements Barrus's extensive marine offering perfectly, and we look forward to working alongside this impressive brand."

"Our ambitions on the day boating segment are quite high in the UK, and Barrus is the perfect partner to achieve our goals, said Yann Masselot, General Manager of Beneteau. "We are looking forward to developing our business with them in the UK."

The new agreement commenced on 1st September 2022.





# Barrus Marine Equipment continues to grow with exciting new partnerships



## Seaflo

**Barrus has an exclusive distribution agreement with Marine and RV product manufacturer, SEAFLO.**

Since 2012, SEAFLO has specialised in the research, design and manufacture of water system and ventilation products including freshwater pressure pumps, bilge, submersible and inline pumps, and an extensive range of wastewater and sanitation equipment, to provide a complete offering for the Marine and RV markets.

SEAFLO has production space and warehousing covering over 160,000 square metres, from which their annual sales exceed 4 million items shipped to more than 700 customers in over 100 countries.

Barrus will represent the full SEAFLO range as featured in the new 2022 Marine Equipment catalogue and will supply UK customers from an extensive stock holding at their Bicester distribution centre.

“Having had huge success in the US this is a very exciting opportunity to introduce the full range of SEAFLO into the UK market,” commented Mark Hart, Marine Equipment Sales Manager.

SEAFLO has over 160 patents and their products meet all necessary regulatory requirements, including the new UKCA, ROHS, and ISO8846/49 certifications. They are passionate about continued development and innovation and introduce an average of 10 new products each year. All products come with an industry-leading 4-year limited warranty.

Mike Hall, Product Manager at Barrus commented, “We’re delighted to add SEAFLO to our portfolio and it was very well received by our Marine and RV customers at Southampton Boat Show. It’s very apparent that SEAFLO take tremendous pride in producing a high-quality product and we’re certain that they will very quickly become an established brand in the UK”.

The SEAFLO range will be available to order from Barrus from September 2022.





## Guidi

**Italian manufacturer, Guidi has appointed Barrus as their exclusive national distributor in the UK. Established in 1968, Guidi is one of the leading names in the marine equipment sector for both leisure and commercial craft, and the brand is synonymous with quality and product and process innovation.**

With over 50 years of experience in the production of bronze, brass, chrome and nickel-plated accessories including non-stick valves, seacocks, thru-hulls, water strainers and hydraulic fittings, Guidi has pushed the boundaries achieving thirteen patents. The primary material used is bronze, of which Guidi was a pioneer.

### **Guidi has multiple applications**

Ben Allen, General Manager for the Marine Division at Barrus commented, "Guidi is a key brand addition to our marine

equipment line-up. We are delighted to be associated with such a forward-thinking and progressive manufacturer who are committed to maintaining high-quality standards. The Guidi brand not only presents us with opportunities in the marine sector but there are applications for these products across other sectors of the Barrus Business."

Bruno Guidi, the founder of Guidi Srl, commented, "My sons and I are proud to become part of the Barrus family. Joining our efforts we will be able to keep innovating and supplying our products to the UK market, not only satisfying requests coming from leisure and professional nautical businesses, but also from other fields in which Barrus operates."



*Gianluca Ferrari, Sales Manager at Guidi (left) and Ben Allen, General Manager for the Marine Division at Barrus*





*From left to right: Ben Allen, Agnieszka Borysiuk (Barrus) Jesper Kristensen, Franco Poletti (CMP) Mark Hart, Mike Hall (Barrus), Marco Piacenza (CMP)*

## CMP Group

**Barrus has been appointed as the exclusive UK distributor for CMP Europe’s market-leading brands, including Rocna and Vulcan anchors, Titan Marine, Dock Edge+ and Panther Marine Products.**

Designed in New Zealand, Rocna and Vulcan anchors are renowned for their exceptional holding power and when coupled with Titan hardware, offer a first-class anchoring solution for serious boaters. Dock Edge+ is a comprehensive range of dockside product, designed to fully protect your vessel when coming alongside. Panther Marine provide a selection of high-quality accessories for outboard-powered craft, with a contemporary look and feel to suit the very latest styling in the market.

### Shared values

Mark Hart, Sales Manager for the Marine Equipment Division commented, “We offer the most powerful brands in the marketplace, providing a strong and diverse portfolio that caters for every area of a boat, from small day boats to superyachts. These exciting CMP brands strengthen the offering further and we are delighted to be associated with such a dynamic and progressive manufacturer.”

Jesper Kristensen, CMP Sales Director - EMEA said, “CMP Europe is very pleased to start this new agreement with Barrus. The choice to partner with Barrus has been very easy, as we share similar values, and focus on bringing the best products to the market. We are looking forward to growing together and developing a long-lasting partnership.”





## Navico

**Navico, the parent company to the Lowrance®, Simrad Yachting, B&G® and C-MAP® brands has signed a renewed partnership agreement with Barrus.**

Navico and Barrus have been working together for several years, but under the terms of the new agreement, Barrus is now the preferred wholesaler for Navico's marine electronics brand Simrad®.

Navico has a unique go-to-market strategy within the marine electronics space, offering specialised premium brands, dedicated to the fishing, sailing, and powerboating segments. This renewed partnership aligns well with Navico's growth strategy, as they look to capitalise on the increased demand for marine electronics within powerboating in the UK.

### Perfect partnership

"We are pleased to renew our agreement with Barrus," said Simon Claxton, Sales Director UK, Eire and Independent Distributors at Navico. "Our companies have been working together for several years. By enhancing our partnership to a

preferred wholesaler agreement we hope it will give renewed focus for the Simrad® brand within the Barrus portfolio, but also importantly across the UK market. With a division dedicated to premium marine products that are complementary to ours, Barrus shares our passion for marine and with specialised teams committed to ensuring that customers and dealers receive the best levels of customer service, we are looking forward to continuing our successful business relationship."

"This renewed partnership agreement signifies an increased level of commitment between Barrus and Navico as we look to grow our business together," said Ben Allen, General Manager for the Marine Division at Barrus. "We offer the most powerful brands in the marketplace providing a strong and diverse portfolio that caters for every area of a boat, from small day boats to superyachts. Simrad® and C-MAP® complement our range and represent an important part of our marine equipment division portfolio and strategy. As we look ahead we are excited about our continued partnership with Navico and achieving profitable business growth together."



# Scanstrut



**Barrus has entered into a new agreement with Scanstrut, an international leader in the design and manufacture of outdoor and marine equipment.**

Barrus will represent the global outdoor technologies brand in the UK, supplying the full range of products to its UK dealer base and carrying out the installation of Scanstrut products as standard on Zodiac RIBs.

## **The complete package**

The Scanstrut product portfolio is a perfect match for Barrus' newly acquired marine electronics portfolio from Navico.

"Supplying Scanstrut marine mounts, ScanPods and cable seals with Simrad® electronics, allows the customer to have everything they need in one box to complete a full electronics package installation from one supplier in one delivery," commented Ben Allen, General Manager of the Marine Leisure Division at Barrus.

Ryan Sams, Scanstrut Distribution Sales Manager commented, "Working alongside Barrus' renowned technical and sales teams, Scanstrut is proud to have partnered with a distributor who has such a great reputation for customer care and product knowledge."





## Barrus to distribute WhisperPower's green energy systems

**WhisperPower has appointed Barrus as their exclusive national distributor in the UK.**

Based in the Netherlands and established in 2007, WhisperPower has years of experience in the field of combined generator and electronic systems and power management, with extensive knowledge of applications in the commercial and recreational marine and mobile and commercial vehicle markets.

WhisperPower develops, manufactures and supplies smart electrical systems providing ultra-quiet, vibration-free, cost-effective off-grid electrical power from 500 watts to 100 kW. This extensive portfolio includes generators, inverters, battery chargers and hybrid-style power systems.

Ben Allen, General Manager for the Marine Leisure Division at Barrus, commented, "The introduction of the WhisperPower range expands our electrical systems portfolio enabling our boat builders, dealers and retailers to offer innovative, non-polluting, sustainable energy systems for all types of vessels."

### **OctoPower's all-in-one system**

WhisperPower's CEO and Founder Roel J ter Heide is excited about the newly established partnership. "I consider Barrus to be the right partner to sell WhisperPower's products and systems to all the relevant markets in the UK; both recreational and professional marine and mobile-off-grid markets. The recently launched OctoPower systems, which are based on a hybrid principle similar to technology used in the e-mobility markets, will become an important activity."

"Barrus is supporting our ultimate goal to provide usable energy without the need to burn fossil fuels. However, practicality means that we need to transition away from the traditional setup of a large generator on board. OctoPower's use of an all-in-one system is accelerating this transition by using minimal amounts of fuel, only when necessary and in a super-quiet and reliable way. The sales figures and key customers show that this system is finding new outlets across many sectors of leisure and industry and we will continue to build on this success."



# A new Division and **dedicated Sales Manager**

Following the appointment as the exclusive national distributor for WhisperPower in the UK Barrus announces the next steps in the development and focus of this business within the company's multi-divisional infrastructure.

A new, Power Products Sales Division has been created to support the growth of the WhisperPower brand and the appointment of a dedicated Sales Manager, Lance Lewis.

With a career spanning 35-years in the power industry, Lance has experience in sales and technical solutions for OEMs, dealers and end-users for engines, generators and battery-based power supplies and energy storage both in the UK and export markets.

## WhisperPower Power Centres

In this new role, Lance will be working with existing WhisperPower dealers and signing up new Power Centres across the UK in the Marine, Mobile and Off-grid sectors. "I am excited to take up the challenge of establishing the new Power Products Division and selling the WhisperPower product range for off-grid power into the Mobile, Marine and Industrial markets," explained Lance. "Barrus has established a healthy

stock holding in the UK, enabling us to offer fast delivery times despite the current supply chain shortages. This, in conjunction with an all-in-one marine portfolio puts us in a strong position as we continue to grow the Whisper Power brand in the UK."

"The WhisperPower product is innovative, and market-leading in hybrid and zero-emission energy systems, and I am looking forward to introducing low carbon emission solutions to help our customers reach their net-zero carbon goals," continued Lance.

"The WhisperPower brand enables us to embrace the move towards emission-free power solutions and provides us with applications across our existing marine and industrial sectors and opportunities in new markets," commented Ben Allen, General Manager of the Marine Leisure Division at Barrus. "The many years of experience Lance brings from his previous roles in the power industry will enable us to accelerate our activity in this area of the business."

The marine connection also extends to Lance's leisure time. "I like nothing better than cruising on the inland waterways and canals, so even on holiday, I am never too far away from an engine, generator, battery or inverter!"





Zodiac OPEN 3.1

## Get on the water with Zodiac

Zodiac's iconic Open inflatables range now offers a wider choice with three new compact models under 4.2 metres.

The Open 3.1, 3.4, 4.2 and 4.8 join the existing models making a total of seven boats in the Open series.

Zodiac identified a gap in the range as there were only a few models under 4.2 metres excluding tenders. Fanny Revert, Head of Marketing at Zodiac explained, "We aimed to offer small, affordable inflatables starting from 3 metres that would appeal to younger customers. These well-equipped boats have many features and benefits, but if we only had one word to describe them, it would be easy!"

- *Easy to drive*
- *Easy to launch*
- *Easy to store*
- *Easy to tow*
- *Easy to handle*
- *Easy to clean*



**These models may be smaller, but they still have an impressive range of features fitted as standard:**

- Up to 6 seats (on the 4.8)
- Console with windshield and handrail (+ console seat on both the 4.2 and 4.8)
- Storage under the console (the tank can be added)
- Bench seat with tilting backrest
- Storage under the bench
- Bow cushion
- Tube with lashings, grips and anti-skid patches
- Polyester davit with fairleads
- Navigation lights
- Anti-slip deck
- Available in 8 different configurations

If you are looking for something a little larger then the new Zodiac Open Gulfstream Limited Edition 5.5 and 6.5 models offer space for up to 12 and 15 passengers respectively.

These models are built to explore. Their chic and elegant styling blends perfectly with the sporty and adventurous DNA that is synonymous with the Open range.

The deep V-hull design provides excellent sea-keeping performance and the fully optimised deck layout makes movement around the boat easy and safe. Whether you have a passion for fishing, water skiing, wakeboarding, sunbathing or just enjoying time on the water with family and friends, the Gulfstreams have the high-quality specification and versatility to satisfy every need.



*"We aimed to offer small, affordable inflatables starting from 3 metres that would appeal to younger customers. These well-equipped boats have many features and benefits, but if we only had one word to describe them, it would be easy!" - Fanny Revert, Head of Marketing, Zodiac*





*"With boats continuing to grow bigger and performance expectations continuing to rise, boaters have been asking for a better, more capable high horsepower solution to meet their needs. The V12 Verado outboard is Mercury's answer. Using our advanced engineering and design capabilities, we completely redefined outboard performance. The V12 Verado outboard delivers boaters unrivalled freedom, luxury and power to pursue their passions on the water. This is a remarkable engine that will change the future of boating."*

*Chris Drees, Mercury Marine President.*



# The Mercury V12 600hp Verado engine redefining outboard performance

**Mercury continues to transform the high-horsepower outboard market with the introduction of the new 7.6 litre V12 600hp Verado® outboard engine. It's most powerful and capable outboard yet, it includes several industry-first features for a wide variety of applications.**

## Groundbreaking product innovations include the following:

- The world's first V12 outboard, the 600hp Verado engine features a naturally aspirated, large displacement, a quad-cam powerhead that generates impressive torque to get heavy boats out of the hole and on plane quickly and to accelerate up to rated speed rapidly.
- The industry's first two-speed automatic transmission for an outboard optimises engine rpm according to workload, facilitating powerful acceleration and highly efficient performance at cruise.
- The industry's first steerable gearcase on an outboard pivots independently underwater while the engine's powerhead remains in a space-saving fixed position. This provides more room for multi-engine configurations and a wider steering angle for agile handling. With help from contra-rotating propellers, it also has a better "bite" in the water for docking and other close-quarters manoeuvres.
- Several enhanced Mercury technologies work in conjunction to enable the V12 Verado outboard to deliver exceptional fuel economy and range.

## Go further - stay on the water longer

"The V12 Verado outboard delivers everything boaters want and more in a high-horsepower outboard. This engine makes boats easy to manoeuvre near the dock and provides superior handling at all speeds. It's incredibly fuel-efficient, so boaters can go further and stay out on the water longer. It's so smooth and quiet that you can have a conversation while the engines are running. It's durable, reliable and easy to maintain. There's nothing else like the V12 Verado in the marketplace today," Drees said.

The development of the V12 Verado outboard is a product of Mercury's continued commitment to investing in R&D and manufacturing expansion, which includes more than \$1.5 billion of investment since 2008.

"We've dedicated substantial investments and years of effort toward enhancing our ability to turn highly creative ideas into

practical, functional and dependable solutions," said Tim Reid, Mercury Marine Vice President of Development and Engineering. "That work has positioned us well to anticipate and respond to shifts in the marketplace. We listened carefully to boaters' needs and wishes, and we created new product capabilities aimed at exceeding their highest expectations."

"Mercury innovation pushes the boundaries yet again with an outboard that is a real game-changer," said Ben Allen, General Manager of the Marine Division at Barrus, Mercury Marine's exclusive distributor in the UK and Ireland. "The engine was impressive on display at the Southampton Boat Show and caused considerable interest amongst the visitors."

## Innovation award

Mercury Marine was named a 2022 Consumer Electronics Show (CES) honouree in the Vehicle & Transportation category for the V12 600hp Verado outboard engine.

This is the second consecutive CES Innovation Award for Mercury. In 2021, Mercury's 1st Mate Marine System technology won in two categories, earning the Best of Innovation designation in the In-Vehicle Entertainment & Safety category and the CES Innovation Award honour in the Vehicle Intelligence & Transportation category.

The CES Innovation Awards program, owned and produced by the Consumer Technology Association (CTA)®, is an annual competition honouring outstanding design and engineering in consumer technology products across 28 categories. An elite panel of industry expert judges, including members of the media, designers, engineers and more, reviewed submissions based on innovation, engineering and functionality, aesthetic, and design.





## Mercury's Joystick Piloting solutions

**Mercury Marine now offers Joystick Piloting on all V-6 3.4L outboards with Digital Throttle and Shift.**

Mercury and Dometic have collaborated and worked together to provide a fully validated joystick package for installation on all Mercury's 175, 200 and 225hp FourStroke outboard engines. This offering brings Mercury's Joystick Piloting to a broader audience. Boaters who are interested in boat packages fitted with dual 175hp, 200hp or 225hp outboards now have access to joystick controls.

In addition to joystick docking and manoeuvring, the system allows the driver to hold a boat in position, hold its heading, or hold its position and heading simultaneously.

In 2013, Mercury introduced Joystick Piloting for Outboards, the first of its kind in the marine marketplace. It remains the most precise system on the market and the only system from helm to stern designed to work with a Mercury engine.

*"JPO continues to evolve, offering boaters even greater control and customisation for their preferred vessels. For large boats powered with multiple Verado outboards and equipped with JPO and a bow thruster, controlling both JPO and the thruster has traditionally required the user to manage these systems independently. This innovation enhances vessel manoeuvrability and authority by integrating bow thrusters into the JPO control system."*  
**Rob Hackbarth, Mercury Product Category Director.**





Mercury Marine has also introduced Joystick Piloting for Outboards (JPO) with Bow Thruster, the industry's first outboard joystick system with full and seamless integration of a bow thruster.

With Mercury outboards now being used on very large boats, this innovative, integrated new system provides the ability to precisely manoeuvre those large vessels with the same authority and intuitiveness as smaller joystick-controlled boats. The system is also an enabler for future implementation of more automated vessel control as part of Brunswick's ACES (Autonomy, Connectivity, Electrification and Shared access) strategy. Joystick Piloting for Outboards (JPO) with Bow Thruster offers a single joystick control for simultaneously operating both Mercury's JPO and a compatible bow thruster from Sleipner® or Vetus®.

### Simplifying boating

This is the second innovative joystick technology that Mercury has put into the market this year following the successful launch of Mercury's Joystick Piloting for Single-Engine Pontoon in January. Both innovations advance Mercury's position as the provider of the most advanced and integrated propulsion systems, simplifying boating and making the experience more intuitive for all boaters.



“With the integration of bow thrusters into JPO, all the user has to do is point the joystick where they want to go,” said Tyler Mehrl, Mercury Category Manager for controls and rigging. “The system will automatically and simultaneously apply the thruster power and outboard throttle, shift and steering to move the boat in the proper direction. For certain situations that might warrant independent control of the bow thruster, the user may operate only the bow thruster using the thruster manufacturer's control.”

The system is ideal for use on large vessels equipped with two or more Mercury Verado outboards and Joystick Piloting. It's easy to install, with no changes to existing Mercury joystick hardware needed.



## Mercury Marine – going boldly into the future with Avator™

**Mercury Marine has announced a bold new vision with its Avator™ electric outboard concept; Mercury's next step in marine innovation, advanced technology, and engineering.**

The electric outboard concept was displayed for the first time during the 2022 Miami International Boat Show and is progressing the company toward the formal release of electric outboard products later in 2023.

Avator creates a new boating experience for Mercury's global customers combining an investment in electrification with more than 80 years of expertise in the marine industry.

Leveraging Mercury's leadership and reputation for hydrodynamics, corrosion resistance, reliability, and industrial design, the Avator concept will deliver a superior user experience for a wide range of vessels and activities.

### A new power

Avator advances Mercury's commitment to sustainability by offering the prospect of boating with zero direct emissions. Mercury is also using electrification to make boating more accessible with features such as swappable batteries and enhanced portability.

"Mercury has the industry's strongest and most robust technology and design teams who are shaping a new power for marine that expands the brand into new applications," said Tim Reid, Mercury Marine Vice President of Product Development & Engineering. "We believe features like easily changeable batteries and quiet operation hold great appeal for current and prospective boaters. We expect our breadth of electric offerings to expand over time, and we will continue to listen to consumer feedback and monitor adoption trends." "Our team is taking everything we know about how consumers use our products and incorporating it into Avator, creating an electric propulsion system that will set a new benchmark for the marine industry," said Drees.



*"We are excited to formally announce this bold new phase of our vision for the future that only Mercury Marine can deliver. Electrification is strategically important to us, and this concept provides a first look at how we intend to deliver on our commitment to being the industry leader in both internal combustion products and electric propulsion. We are taking efficiency to a new level, opening up new ways to enjoy the boating experience."*

*Chris Drees, Mercury Marine President.*





## Simrad's Next Generation of Boating Electronics

**Simrad Yachting's newest multifunction display (MFD) – Simrad® NSX™ – offers the latest evolution in chart plotters and fishfinders for powerboaters as a new mid-range product in the Simrad® line.**

The Simrad® NSX is available in 7", 9" and 12" display sizes and is based on a new Operating System built from the ground up to redefine boating experiences. NSX™ features an innovative and modern interface with a new, intuitive touch screen experience with crystal clear views. Charts include powerful C-MAP® navigation capabilities and compatibility with sonar, radar and autopilot systems. Simple Setup Wizards guide users through each step during device setup, and Simrad® app integration makes connectivity from your smartphone easier than ever.

"The electronics for boating navigation have evolved so much over the decades, but with this particular product we've really focused on making boating adventures and navigation both easier and more accessible than ever," said Mike Fargo, EVP of Simrad® Yachting. "I love that about this product. With the NSX, our development team re-imagined and re-defined what a chartplotter and fishfinder can be for consumers, simplifying the experience from the moment you take NSX out of the box all the way to the furthest open water adventures. The NSX is designed towards adventurers of the water lifestyle... weekend cruising, family fishing, diving, watersports, getting to the sandbar and back – the NSX works great for all that."



## Mercury University's distance learning ensures continuity of knowledge

Effective training is a vital part of Barrus's business, and the company offers a comprehensive programme of courses for marine engineers and technicians that are available to all authorised dealers and specialist partners. Mercury University's LEARN, Learning, Education (Online) and Registration Now, combines electronic learning with Barrus's programme of practical courses and allows the user the opportunity to access their learning history 24 hours a day, seven days a week.

### Distance learning

During the pandemic, Barrus's yearly face to face training programmes were temporarily suspended but engineers were still able to take part in distance learning to ensure that they maintained their certifications.

"The system enables us to deliver updates to our dealers almost immediately, and they can have access at any time with no limitations to business hours," commented Tim Bennett, Service Manager of the Marine Leisure Division at Barrus.

Both outboard and inboard engines are covered in the courses. The Recertification course includes the latest Mariner and Mercury outboard and MerCruiser Petrol and Mercury Diesel product updates and is mandatory every year towards

maintaining an engineer's certifications. Over 400 engineers complete multiple courses.

"Technology is moving so quickly and utilising the Mercury University system enables our partner engineers and our sales and service personnel to be familiar and up-to-date with current product developments, commented Ben Allen, General Manager of the Marine Leisure Division at Barrus. "This is essential to ensuring that Barrus and our dealers offer the highest levels of support available to our customers," Ben concluded.

Face to face training programmes have now resumed for the 2022/2023 season.



**MARINER** **MERCURY**  
**MERCURY MerCruiser** **MERCURY Diesel**

2022 Dealer Recertification Course  
**Distance Learning**



# Sea Angling Classic



**The largest sea fishing event to be held in UK waters demands the backing of high-profile brands, and Mercury was proud to be a key partner.**

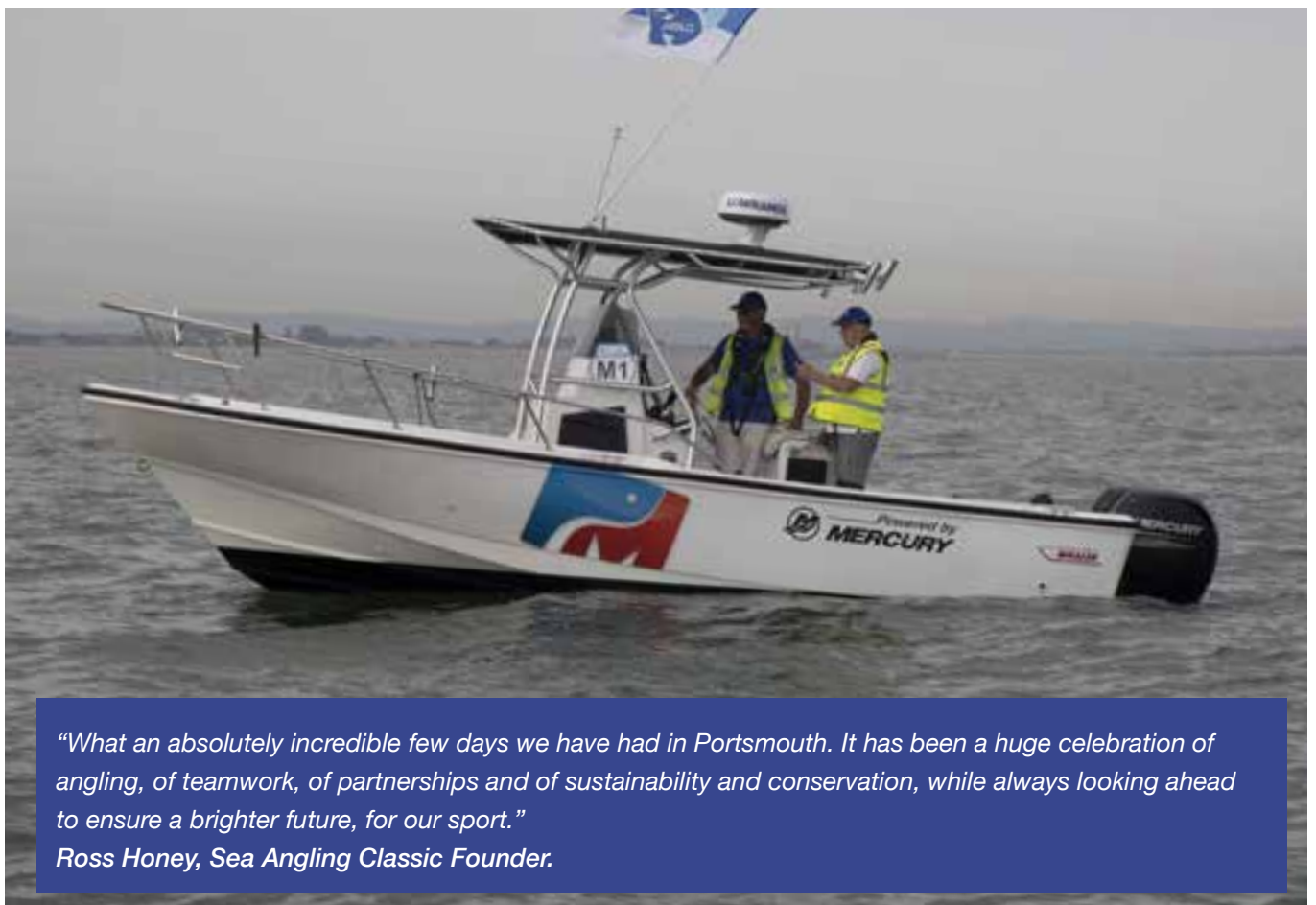
The Sea Angling Classic, the inspiration of the event founder, Ross Honey of Angling Spirit reeled in around 300 anglers and up to 80 boats in this unique angling competition.

Hosted from Portsmouth and using the fishing grounds of the Solent, the Sea Angling Classic ties together a fishing competition, environmental clean-ups, education, newcomer taster sessions, conservation, business and vital scientific research.

## Huge prize

Joining Mercury as key partners were Extreme Boats and Lowrance. The competition offered a huge prize table supplied by some of the leading brands across the angling world. A fully rigged Extreme 745 Game King, powered by a Mercury 4.6 litre, V8 250 ProXS supplied by Barrus was the prize for the overall winner.

Ben Allen, General Manager for the Marine Leisure Division at Barrus, commented, "The Sea Angling Classic offered us the chance to showcase Mercury's innovative outboards providing anglers with a competitive edge and to be associated with the events environmental awareness projects, and initiatives involving the next generation of anglers. It was our first angling partnership venture in the UK, however, Mercury Marine has a huge involvement in bass fishing in the USA as a premier sponsor and is also involved in conservation and youth and grass-roots level angling."



*"What an absolutely incredible few days we have had in Portsmouth. It has been a huge celebration of angling, of teamwork, of partnerships and of sustainability and conservation, while always looking ahead to ensure a brighter future, for our sport."*  
**Ross Honey, Sea Angling Classic Founder.**

## It's all black and white for Glomex



**As demand for black boats continues to soar, Glomex has risen to the challenge by launching a new line of black marine antennas and accessories.**

The new Black Glomex Line includes the popular Talitha, Nashira, Mizar and Avior TV antennas, as well as the revolutionary Glomeasy fast fitting and Classic antennas ranging from 25 cm up to 2.4 m. In addition, the weBBoat Lite EVO and weBBoat Lite High-Speed Wi-Fi antennas are now also available in black. The weBBoat range is an innovative 'Coastal Internet' system that provides internet access up to 20 miles offshore.

### Keeping you connected

Glomex has been producing the widest, and most reliable range of marine communication and entertainment antennas for boat builders and owners for over 35 years. All Glomex

products are produced using the highest quality materials and undergo rigorous testing for U.V. exposure, mechanical, electrical and electronic operation. Glomex is so confident about the quality and reliability of their products, that they are the only company in the marine industry to offer a lifetime warranty on their VHF, Omnidirectional TV, AM/FM and AIS antennas and accessories.

"Glomex is a great example of a forward-thinking company who are quick to respond to the market, yet always keep efficiency and the highest of standards at the heart of every product they develop," commented Mike Hall, Product Manager for the Marine Equipment Division at Barrus. "The launch of the black versions of their existing market-leading products is perfectly timed to capture this emerging trend."





# ZODIAC MEDLINE 9



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*The Power  
Behind The Brands*



## The new Oyster 495 powered by Yanmar

**Yanmar is pleased to announce its partnership with Oyster Yachts and its involvement in Oyster's newest addition to the Oyster Yachts family, the Oyster 495.**

Joining an iconic line-up of blue water sailboats up to 120ft, the Oyster 495 may be the smallest in the range at 50ft but it retains all the core values that have made Oyster Yachts so special. The perfect yacht for small families, the Oyster 495 offers comfort and style, and being effortless to handle is fun to sail and live on board.

Working with Barrus's Marine Diesel Division, Yanmar Marine's UK distributor, Oyster has selected the Yanmar 4JH110 Common Rail, 4-cylinder, direct injection marine diesel inboard engine as a standard fit on the Oyster 495. Specifically produced for the marine environment, the Yanmar 4JH110 surpasses strict global standards for virtually odour and smoke-free operation as well as keeping fuel consumption to a minimum and optimising performance with precise, digitally controlled fuel injection.

### **VC20 Vessel Control System gives complete control**

The Yanmar 4JH110 is coupled to the new Yanmar SD15 saildrive solution providing the boat owner with the experience of low vibration and noise on-board, low drag, improved propulsion efficiency and fuel consumption with excellent hydrodynamic efficiency.

Another new Yanmar technology to be included in the specification of the Oyster 495 is the VC20 Vessel Control System. The new system offers dedicated control modes for all Yanmar control system functions putting the user in complete control and providing several benefits that will make a real difference for boat owners, and boat builders.

A Mastervolt compact 28/110 amp secondary alternator supporting the Alpha Pro alternator has been fitted to ensure that the ever-changing specification of power-efficient yachts and the onboard battery management system on the Oyster 495 are met. This fully optimised set-up delivers continuous high power output for charging the Oyster 495's lithium-ion batteries.

### **Oyster goes on tour**

"We are delighted to partner with Yanmar on the Oyster 495 – their 4JH110 engine meets the same high standards we hold ourselves to and will provide owners with excellent performance and fuel efficiency," commented Richard Hadida, CEO and Owner of Oyster Yachts.

Commenting on the new partnership with Oyster Yachts, Mike Forman, Sales Manager of the Marine Diesel Division at Barrus said, "There is great synergy between Yanmar and Oyster Yachts, and we look forward to working with them on future projects. As a leading supplier of innovative engines and technology-driven marine propulsion systems, Yanmar is constantly developing to meet changing trends and the requirement for increased functionality offering an enhanced experience for boaters."

The Oyster 495 embarked on a World Premiere tour with the journey starting in St Katherine Docks in April and visiting Oslo, Gothenburg, Copenhagen, Hamburg, Southampton, Barcelona, Cannes, Palma, Miami and Sydney.

Oyster has recently announced that they have chosen the Yanmar 4LV 150 Common Rail, 4-cylinder, direct injection marine diesel inboard engine as a standard fit on two new 60 ft sailboats, the Oyster 595 and 565.







## Triple Yanmar power for Redbay's Stormforce 1450

**The new Stormforce 1450 from Redbay Boats, is one of the first production boats in the UK to be powered by triple Yanmar 8LV370 inboard diesel engines with ZT370 drives.**

Redbay Boats, a family-run company based in County Antrim, has over 40 years of experience in building RIBs for both leisure and commercial clients in the UK and internationally.

Originally designed to be a twin-engine POD drive boat Redbay considered the options and decided to change the hull design to fit the Yanmar engine package. The sterndrive propulsion option allows the boat to operate in shallow waters, a key requirement of Redbay customers.

### Successful sea trials

The Stormforce 1450 is Redbay's most innovative, complex boat they have built to date. Like all Stormforce models, the

1450 features the same 'Hardnose' design and downward hull chine angles. With a focus on space and comfort for six people, the three kingsize cabins with full standing height have been fully moulded in a single piece to give them a modern, clean appearance. The boat's interior is trimmed out with a mix of oak timber and stainless steel fittings with teak and holly flooring.

Scott Henderson, Area Sales Manager for the Marine Diesel Division at Barrus explained, "During the sea trial, the triple Yanmar 370hp engines pushed the boat to a top speed of 37 knots with a cruising speed of 22 knots and a total fuel burn of 120 L/Hr. This gives the Stormforce 1450 a range of 380 nautical miles with its three 670 litre fuel tanks. Fitted with the latest Yanmar VC20 control system with Joystick technology the 1450 can be manoeuvred out of any tight berth with ease using the joystick along with the powerful bow thruster.





# Hercules and Samson – strength is in the name



**Yanmar engines have been chosen to power two identical catamaran 9-metre Hercules Tugs named Hercules and Samson.**

The tugs are another successful collaboration between Aluminium Marine Consultants (AMC) and Naval Architect John Kecsmar, CEO of Ad Hoc Marine Designs Ltd. AMC has an enviable reputation for delivering first-class vessels, finished to the highest standards to customers around the world. Built-in East Cowes, these tugs pack a big punch for their size.

Twin Yanmar commercial high-speed 6CHE-HTE light-duty engines, 140 kW @ 2600 rpm are fitted to Hercules and Samson, coupled with ZF-W325 commercially rated gearboxes.

“I have been installing Yanmar engines for years, starting in the 1980s with some small patrol boats,” commented John Kecsmar. “I look for power-to-weight ratio, price and local support agents which is a particularly important factor when dealing with more remote locations.”

## **Yanmar – the complete package**

Rob Stewart is the Commercial Director at AMC and he added, “Local service agents in Guyana was one of the factors

in specifying the engine, also we look for reliability, low-emissions and cost as well as spares and service support. AMC has fitted Yanmar products before on several projects, and on this one, we worked closely to deliver these custom vessels with support from Ad Hoc Naval Architects, Kort Propulsion and Barrus the Yanmar UK distributor.”

Daniel Shepard, Area Sales Manager for the Marine Diesel Division at Barrus commented, “We were very pleased to work on this project with AMC and Ad Hoc, both of whom have an outstanding background in the design and production of aluminium boats in the commercial sector. The Yanmar 6CH engine produces high torque, smooth running and outstanding fuel consumption across the RPM range. Coupled with the ZF gearbox and working with the Kort propulsion system they are a great fit for the tugs. The commissioning and bollard pull produced exactly the performance we expected. We hope to work with AMC and Ad Hoc again in the future.”

The tugs provide outstanding performance across the board from impressive stopping in less than a boat length, to manoeuvrability, turning in its own length, topped off by the impressive bollard pull which exceeds 5 tonnes.





## Rustler Yacht's first motor yacht **will be powered by Yanmar**

After eight years of planning, Rustler Yachts has launched the Rustler 41 motor yacht, a boat with the same blend of world-class craftsmanship, seakeeping, performance and elegance as the world-renowned sailing yachts they have been building for over 50 years.

"We have been asked many times if we would build a motorboat by both existing Rustler customers, and those who simply understand our philosophy towards building boats," explained Adrian Jones, Director of Rustler Yachts. "Our sailing

boats are loved for their design, build quality, and craftsmanship; all traits which are carried over to the new motor yacht." The Rustler 41 will be fitted with twin Yanmar 8LV engines as standard with the new Yanmar VC20 vessel control system, a dedicated control mode for all system functions.

"We chose Yanmar because of the brand's reputation and the service we have received from Barrus when dealing with the first couple of engines fitted to our range of sailing yachts," commented Adrian Jones, Director of Rustler Yachts.



## The power of Mercury Racing 300R outboards for the **ultimate adventure craft**

Mercury Racing 300R outboards have been chosen to power Twisted Marine's all-new T300S, an offshore luxury adventure craft based on the Axopar 25 platform.

The bespoke Axopar craft combines the skill set of the long-established, handcrafted Twisted Automotive adventure brand, known for building expedition and performance Land Rovers and the award-winning Nordic boat builder, Axopar boats, known for spearheading adventure boating around the world.

The Mercury Racing 300R is the perfect match for this high-performance boat. Tuned with Mercury Racing

components to deliver blistering speed, the V8 4.6L 300R outboard delivers crisp throttle response, thrilling top-end power and confident control.

The Twisted T300S features LandRover Bahama Gold Paint, bespoke Twisted tailored upholstery, fully integrated suspension seating, heated seats, a digital command helm unit, and two Simrad NSX 12" Multi-Function Displays.

The T300S was revealed to the world at this year's Southampton International Boat Show.





# Multi-functional RIB is a first

**Barrus is proud to have been chosen as a partner in Ring Powercraft's collaboration project 'Vampire' - a Rapid Deployment Transporter on a fully modular RIB platform.**

The innovative British performance boat builder has teamed with top tier marine companies to deliver a high-performance transport platform with the ability to meet multiple operational requirements. The open aft deck with a quick-release track mounting system facilitates deployment and recovery of everything from Drones to Quad Bikes.

Barrus has supplied the twin-turbo Yanmar 8LV370 compact power plant that has an outstanding power-to-weight ratio. An exceptional power range of 550 to 3,800 rpm enables easy manoeuvring and high top-end speed.

## Ground-breaking project

The first variant on the water is the VT-1050, the smaller of 2 model sizes, boasting a twin jet ski system, with the larger VT-1250 having a capacity for 4 skis plus crew. This blended COTS product will offer a variety of standard track mounted modules and Ring's design team will also offer a bespoke service to facilitate specific equipment/loading requirements.

David Jackson, CEO for Ring Powercraft explained, "Vampire is a groundbreaking project in pursuing our vision for modular boating across our ranges. Applications for commercial and tactical functions were a key driver, however, the multi-functional aspect also appeals to the leisure and Superyacht sectors and you will see this theme continue in our future product launches including the Arksen 45. The ability to easily transform the boat's function in a matter of minutes has cost and operational benefits for all types of professional users,

individuals and families who want the freedom to be able to enjoy a wide range of activities.

We chose a collaborative approach to optimise the design by working with top industry experts in their various fields relating to the craft and its' operation. I would like to thank all of our partners who have shown outstanding support from the supply, technical and resource perspectives. Our thanks also go to the many end users who have kindly assisted with their invaluable feedback. Our ambition to be the partner of choice for innovative marine projects remains core to our strategy."

For more information on Vampire and the Ring Powercraft range of Sports Boats and RIBs please visit [www.ringpowercraft.co.uk](http://www.ringpowercraft.co.uk) or contact [enquiries@ringpowercraft.co.uk](mailto:enquiries@ringpowercraft.co.uk)





## Industry-leading **five-year engine warranty** from Yanmar

**Yanmar Europe has launched a five-year extended warranty covering the TN-Series engines in a move that offers customers added value with even greater, problem-free and cost-efficient ownership for customers.**

By extending the warranty from two to five years from the purchase date (or up to 5,000 total engine operation hours - whichever comes first), TN-Series customers in the UK and Europe can enjoy enhanced operational security, higher resale values of equipment and peace of mind.

To take advantage of this industry-leading offer, customers only need to register their engines before the first scheduled maintenance and contact an authorised Yanmar engine dealer or distributor within 30 days in the unlikely event of a problem.

### **A sound investment**

“Quality and reliability are the hallmarks of Yanmar engines, that is why we have the confidence to offer this long, extended

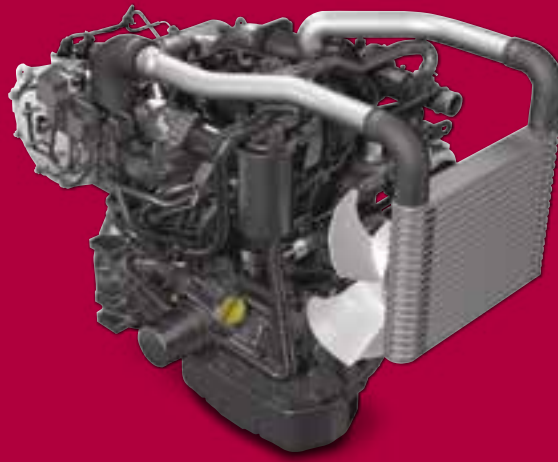
warranty,” said Carlo Giudici, Sales and Marketing Director at Yanmar Europe.

John Day, General Manager for the Industrial Engines Division at Barrus, Yanmar’s exclusive UK distributor commented, “The new 5-Year warranty reinforces Yanmar’s quality and commitment to the TN engines and provides the customer with the reassurance and confidence of a sound investment.”

The TN-Series of water-cooled diesel engines is used in a variety of applications including construction, agriculture, landscaping, material handling and industrial.

The warranty covers engines sold by Yanmar Europe directly or through Yanmar’s Industrial Engine distribution network.





# Yanmar develops new high-powered industrial diesel engines

**Yanmar has developed two high-powered industrial diesel engine models (3TN86CHT/4TN86CHT) that comply with EU Stage V and U.S. EPA/CARB Tier 4 emission regulations.**

The newly developed engine achieves even higher power density by integrating the latest diesel engine technology born from Yanmar's extensive engine development experience. In addition to complying with strict emission regulations, the new engine is compact, allowing it to be easily fitted to customers' machinery and has lower fuel consumption and noise.

Yanmar has added the clean, high-powered new models to its current popular line-up of vertical water-cooled diesel engines for industrial use and will continue to provide power sources for industrial machinery that meet customers' requirements.

## **High power density**

To increase power output, a new matching turbocharger design has been fitted, along with higher strength in various

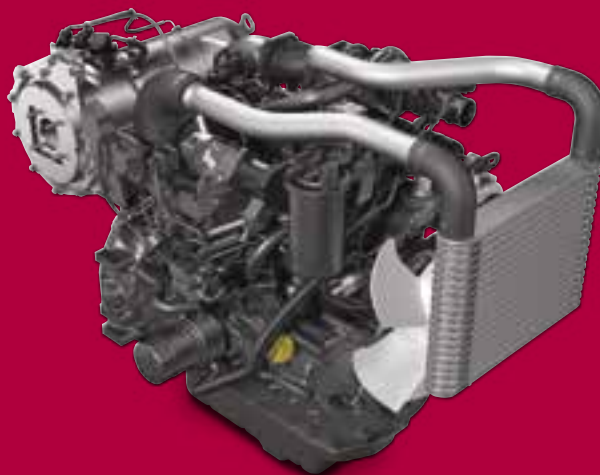
engine parts. As a result, 3TN86CHT and 4TN86CHT have 20% and 14% more power output, respectively, than TNV models of the same displacement with inter-cooled turbo in the current line-up.

## **Compact engine configuration**

The compact outline of the engine was designed taking into account engine bay dimensions, making it easier for customers to install it on their equipment. Also, increasing the output of the exhaust gas after-treatment system without making it larger contributes to improved operator visibility and comfort.

## **Proprietary exhaust gas after-treatment system to offer seamless working in the field**

The new engine is equipped with Yanmar's proprietary DPF system for capturing particulate matter. This system, which has been well received in the market, keeps you working at high altitudes and low temperature, and under all work conditions, from light to heavy loads. In addition, the DPF cleaning service has a long interval of 6000 hours.





## Barrus achieves top 50 customer status for Loncin

**Loncin Industries has recognised Barrus’s success in the UK with the Loncin brand of small petrol engines, generators and pumps by including them in their top 50 customers worldwide.**

During a decade of experience as the exclusive distributor in the UK, Barrus has introduced the Loncin brand into numerous industry sectors and established itself as a leading player in the industrial, construction, grounds care and consumer markets.

Established in 1993, Loncin Industries has grown to become the number three engine producer in the world with an output of 2.7 million general-purpose engines, 1.5 million motorcycle engines and 2 million generator sets and pumps every year. Providing products and services to more than 80 countries, Loncin’s global customers include Atlas Copco, BMW, Cummins, Husqvarna, Stiga, Stihl, Wacker Neuson and Toro.

### Loncin continued growth

John Day, General Manager for the Industrial Division commented, “This is a milestone moment for the Loncin brand in the UK and we are delighted to receive this accolade. Our strategy has been to extend our product portfolio into the industrial, horticultural, agricultural and consumer markets, develop and build on our existing sales and service dealer network and grow the number of new and existing OEM manufacturers who specify Loncin for their equipment.”

“I am extremely proud of the Barrus Industrial team,” commented Sunny Jiang of Roya Industries, Liaison Officer in China for Barrus. “Loncin’s top 50 customers are regarded as their most important and valuable customers, not only in terms of sales volume but also brand loyalty.”

John Day concluded, “The Industrial team at Barrus responsible for the Loncin brand has done a fantastic job in getting the Loncin business to where it is today, particularly with the challenges presented over the last couple of years, and we are looking forward to our continued success.”

### Loncin powered equipment

Turfmech Machinery Ltd was the first UK OEM to specify Loncin engines to power their Allett Kensington range of lawnmowers. Other key OEMs include Altrad Belle, Maxflow, Dual Pumps, Dirt Driver, Demon Pressure Washers, Greenmech, and the Addex Group.





Here are some typical examples of Loncin engines powering equipment for the plant and tool hire sector.

**Altrad Belle** is an established manufacturer of light equipment for the building and construction markets with an extensive product range which they supply to rental companies and construction equipment retailers. The number of Belle machines fitted with Loncin engines has grown with applications including cement mixers, compactors, power poker units, water pumps and generator sets.



**Loncin powered equipment on the Altrad Belle stand, Executive Hire Show 2022**

PCX 13/40 – Heavyweight forward plant compactor powered by Loncin H135. High-performance compaction machine designed with a shorter baseplate to offer improved compaction, manoeuvrability and finish.



Minimix 150 – Compact tip up professional mixer powered by Loncin H135. Built for site durability, these are quality, portable mixers for all small to medium building projects

Power Poker Unit powered by Loncin H135 – A portable, robust and compact drive system designed for heavy site and rental use, providing effective air removal from concrete from a portable independent power source.

WSX 750 Semi-Trash Water Pump powered by Loncin G200. Durable and powerful for sandy and muddy water and debris up to an inch.



GPX 340 Generator set powered by Loncin G200. The GPX Range of petrol, open set generators are built to provide reliable power in the harshest conditions

Bulldog Hydraulic Power Pack powered by Loncin G270. Effective, portable onsite power source.



**Demon International Ltd** is the only UK manufacturer to offer a full range of in-house manufactured industrial pressure washers. The new Tornado Maxi Bowser is a larger version of their popular Tornado Mini-Bowser both powered by Loncin.

Hayley Walke, Marketing Manager for Demon International explained, "We carried out rigorous testing here at Demon and the Loncin G200 and G390 engines proved to be an excellent fit for our engine driven pressure washers and a viable option for our customers to choose when purchasing their industrial pressure washer. Loncin engines fit perfectly with our brand as they provide the professional quality that we pride ourselves on here at Demon International. We have received great feedback from our customers who have purchased a Demon pressure washer powered by Loncin, and we look forward to continued work with this brand."

## Proven, trusted, reliable pump technology **powered by Yanmar**



**SPP Pumps have been powered by Yanmar's 4TNV88-DS Stage IIIA engines for more than 7 years. Now, customers can choose an SPP Pumps Solution powered by a Yanmar 4TNV88-C Stage V engine, making dewatering cleaner and greener than ever before.**

With Stage V compliant engines, Autoprime helps clients to minimise their carbon footprint and remain emission compliant within the UK, US and Europe.

With over 140 years of designing and creating Autoprime dewatering pumps, SPP Pumps has developed vacuum-assisted self-priming pumps for an extensive list of clients. Customers including Sunbelt Rentals, Fitt Resources in Australia, and the RSPB rely on SPP's proven and reliable pump technology to carry out critical operations.

### **The best engine power**

SPP Pumps' Product Sales Manager, Phil Delaney, said, "When it comes to engines to power our pumps, we want the

very best. With Yanmar, we have confidence in the outstanding quality, unrivalled reliability and exceptional support every time".

SPP Pumps has quickly become the pump of choice for a wide selection of clients in mining and quarrying, energy, municipalities, industry, civil works, flood control, wellpoint, construction and rental companies around the world.

SPP Pumps' care for the environment is reflected within their product development with integrated features such as Smart Prime to minimise the amount of fuel or energy used. Smart Prime switches the vacuum system off automatically once the pump has been primed, only switching it back on to reprime if needed.

John Day, General Manager for the Industrial Engines Division at Barrus, commented, "With a combined experience of over 240 years, our two companies are fully aligned providing high-quality products that keep on running and a committed approach to customer service."







## Yanmar engines keep Post Drivers driving

**The new tracked post driver from Protech Machinery is powered by the latest emission compliant Yanmar 4TNV88C vertical cylinder, water-cooled diesel engine.**

A manufacturer of an innovative, award-winning range of post drivers, Protech's EVO220B is a new remote controlled tracked post driver. The 4.5-ton machine is fitted with a 450 kg drive weight post driver which can be operated from both sides of the machine (220-degree slew) and includes a powerful auger drilling system. The extra-long track base enables lower ground impact and stability.

Nic Jameron, at Protech Machinery, explained, "The main benefit of this machine is the addition of a remote-controlled loader at the front enabling contractors to save on the double handling of fencing materials. They can pick and move a pack of posts directly to where the fencing is being carried out."

### Yanmar 5-year warranty

Typical users of Protech's tracked post drivers are fencing contractors both in the UK and worldwide for applications including stock fencing, deer and estate fencing and large industrial building projects such as HS2.

"All our machines are powered by Yanmar engines," continued Nic, "The new Stage V Yanmar engines with the DPF (Diesel Particulate Filter) are virtually maintenance-free. They are compact, reliable in operation and the Yanmar 5-year warranty provides total peace of mind and keeps our customers' machines running ensuring optimum uptime."

"The EVO220B has recently completed successful field testing which has resulted in 100% orders placed. Several orders have been placed by our customers in the USA ahead of it going out there for further testing."





*Barrus Industrial Team at Hillhead 2022*

## Powerlink count on John Deere – confidence built-in

**John Deere PowerTech™ generator drive engines operate efficiently all day and work reliably for many years which makes them the power of choice for generator-set applications.**

The wide range of engine configurations and accessories from John Deere ensures the right generator drive engine can be specified that best suits the application.

PowerLink, a world leader in the engine-driven energy equipment industry for more than 20 years has put its trust in John Deere specifying EPA Final Tier 4 engines and now the latest UK/EU Stage V engine series. PowerLink's mid-range certified generator sets have a power output from 53 kVA to 505 kVA. Designed to comply with rental power emission regulations, they are renowned for their durability, high fuel efficiency, reduced sound levels and ease of operation with a user-friendly interface.

### The John Deere confidence

PowerLink's generator sets are powered by a combination of John Deere's PowerTech™ generator drive 2.9L and 6.8L engines which are dual EPA Final Tier 4 and EU Stage V and the 4.5L models EPA Final Tier 4 only. Both series are designed to comply with the UK/EU and North American emission regulations for their respective markets and can be used in a wide variety of rental applications including, but not limited to construction sites, festivals and events, leisure facilities and emergency backup.

Jack Zhu, Sales Account Manager for PowerLink explained why they have chosen John Deere, "The John Deere brand is very well recognised and respected in the market and we fully understand the high level of quality built into their products. Initially, we specified John Deere for our Final Tier 4 generator set series and this success gave us the confidence to continue to use John Deere engines in our Stage V series for the UK/EU. This range of engines is also ideally suited to meet the designed power output of the generators within the series."

John Day, General Manager for the Industrial Engines Division at Barrus commented, "John Deere engines fulfil Powerlink's requirement for efficient, reliable power with low diesel consumption, and we are delighted that PowerLink is continuing to specify the latest UK/EU Stage V John Deere engines for their mid-range generator sets."



*Sophie Ha, Deputy General Manager, PowerLink UK (centre)  
John Day (right) and Andy Collins (left) from Barrus*



# #GoElectric



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*The Power  
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## Service drives introduction of new Barrus Boat Rigging and UTV Assembly Centre

**Barrus has expanded its engineering and production facilities with the introduction of a brand new boat rigging and UTV assembly centre.**

Located at the company's head office in Bicester, Oxfordshire, Barrus is offering its authorised marine dealers a rigging service for Zodiac and Bombard boats installing and configuring Mariner and Mercury outboard engines and equipment.

### **Bespoke service**

Barrus's skilled marine engineers build and set up each boat to customer's exact specifications preparing it for its intended use whether, fishing, pleasure or commercial. As well as setting up the engine, there is the option to fit additional equipment and controls from Mercury's suite of SmartCraft integrated technologies including VesselView on-board management system and Simrad's navigation and safety systems. The new facility is fully equipped with specialist equipment and can handle boats up to five tonnes.

On completion, boats are delivered to the dealer ready for final checks before registering and handing over to the customer.

Ben Allen, General Manager of the Marine Leisure Division at Barrus explained, "This new venture is part of the second phase of realigning our boat business as we continue our strategy of partnering with premium brands. We will expand the service into other brands and longer-term we aim to offer a third party boat rigging service."

### **Busy schedule**

The joint production and engineering facility is shared with HiSun, Barrus's range of all-terrain UTVs and ATVs. Gaining considerable momentum since the brand's introduction in 2018, there is now a busy assembly and production schedule, particularly with the electric-powered HiSun models which are proving popular in this growing segment of the market.

"Service has always been a primary focus for Barrus and this new initiative further strengthens our commitment to providing the very best service available to our dealers, which in turn enables them to offer the same to boat and UTV owners," commented Tim Hart, Sales and Marketing Director for Barrus.





# First-ever project to address 940 million tonnes of CO2 contributed by the marine sector each year

**Barrus has partnered with Bramble Energy to deliver a hydrogen-powered fuel/cell battery hybrid narrowboat and use it as a test vessel to probe the commercialisation of hydrogen technologies in the marine sector.**

Bramble Energy - a hydrogen fuel cell technology startup, secured just under £ 1 million (£994,050) in government funding from BEIS (Department for Business, Energy & Industrial Strategy) Energy Entrepreneurs Fund.

Vidal Bharath at Bramble Energy, Chief Operating Officer commented, "Achieving net-zero is contingent not only on decarbonising the UK's roads, rails and air space, but also the inland and coastal waterways too. Fuel cells are one of the most promising technologies for decarbonising the maritime sector as they provide not only a range extender to pure battery systems, but also remove the reliance on a charging base. We are honoured to be partnering with a worldwide leading custom-engine builder, Barrus."

solution for inland waterways vessels and to advance the knowledge of safe integration and hydrogen fuel cells' operation in marine environments. We are delighted to partner with Bramble Energy to decarbonise our inland waterways in this game-changing project."

Barrus is leveraging its WhisperPower sustainable energy storage systems and smart power electronics to provide a fully integrated power system in the test vessel. As well as providing a mechanism to collaborate with the key players within the world of hydrogen power.

The vessel will be driven by an experimental 15 kW motor which will hopefully become a part of the company's Shire engine range. It will be powered by a hydrogen-electric series hybrid powertrain consisting of a 22 kWh battery system (WhisperPower) and a 10 kW hydrogen fuel cell (Bramble). Charging for the system will also be subsidised by 12 solar panels on the vessel's roof.



Finesse Narrow Boats has developed an impressive electric motor for the inland waterways. Barrus has contracted them as consultants to advise on how best it can integrate with the WhisperPower Battery System and the Fuel Cell. Testing will be carried out at Finesse's Marina in Sheffield and it is planned that the motor is to become part of Barrus's Shire Canal Boat range.

## Game-changing project

Robert Muir, Managing Director at Barrus, added, "For over 100 years, Barrus has been championing innovations within the marine industry, including developing electric and diesel-electric hybrid power plants for the inland waterways market. We are incredibly proud to be the first to create a medium-sized range zero-emission, commercially viable



Barrus has worked closely with L&J boats to meet the system requirements of hydrogen power whilst still retaining the traditional look that is so popular among narrow boaters. The vessel makes use of a Tipton-style cabin just behind the bow to house a complete hydrogen package including thermal recovery. This is completely isolated from the rest of the boat in the interest of safety. Production-ready designs would be far more compact. It is anticipated that the build will be completed towards the end of this year.



*Rachael O'Mara is working in the Dyno Test Cell*



*Kieran Churchill is supporting the Special Products Division, getting hands-on with inboard engine rebuilds*



*Thomas Montgomery is supporting the Special Products division, working on outboard engines*



*Thomas Stallworthy is working in the Machine Shop*

## Barrus supports young engineers of the future

**Barrus has partnered with The Engineering Trust Training Ltd (ETT) and is delighted to be a funding partner of their dedicated training facility, The Engineering Skills Academy (TESA), based in Bicester, Oxfordshire.**

The Engineering Trust Training Ltd (ETT) is a subsidiary company of The Engineering Trust and has been delivering work-based apprenticeships in Oxfordshire and surrounding counties for over 25 years. Their mission is to unlock the potential of people wanting a career in engineering and to be

the catalyst for businesses seeking to fill skill gaps through the employment of apprentices. They promote and deliver high quality apprenticeships and training on behalf of partner businesses.

Over the last few months, Barrus has welcomed four new apprentices to the Production Team at Barrus. Each apprentice currently works 1 day a week at TESA to complete their 3-year apprenticeship with regular on-site progress reviews.



*The launch event for TESA was attended by Tara Glen (Barrus Chair, right), Keryn Clarke (Barrus Operations Director, left) and Amanda Walden (Barrus HR Manager, centre right), pictured with Mark Vingoe (The Engineering Trust)*

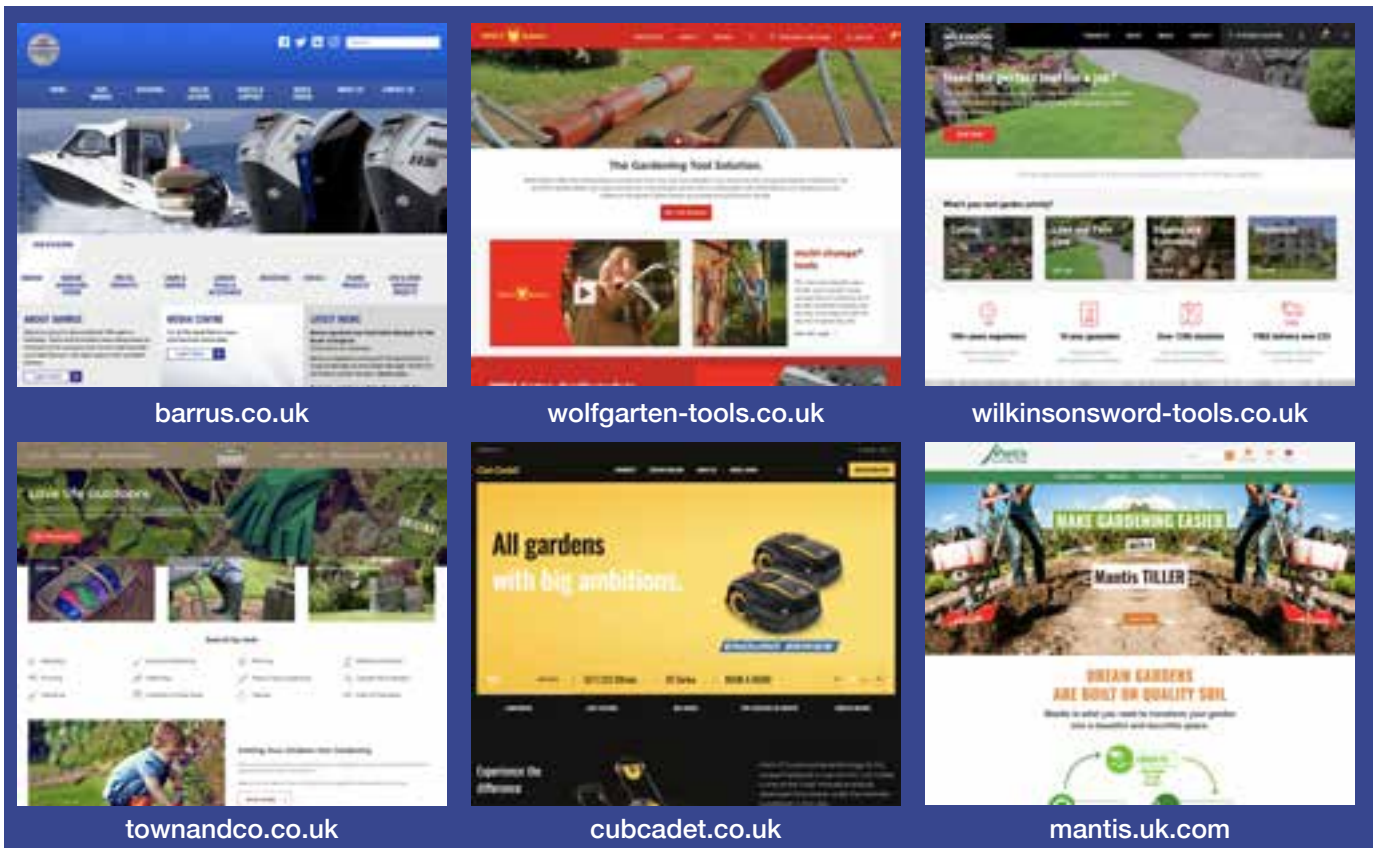


# Shows

See Barrus brands on show at Marine, Garden, Industrial and Vehicle Exhibitions and Events. [barrus.co.uk/about-us/events-shows](http://barrus.co.uk/about-us/events-shows)

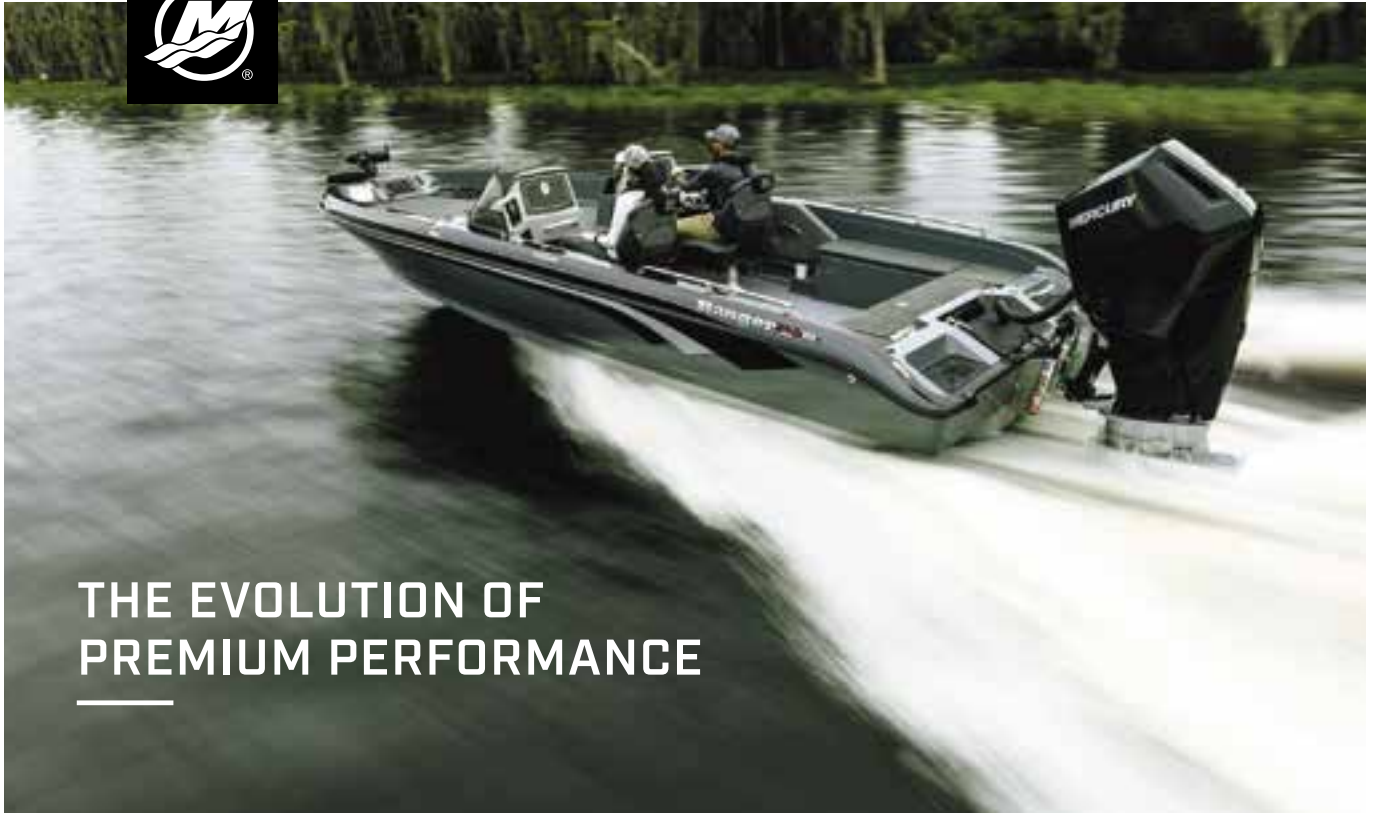


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Should you require further information on any of the items featured in this issue of The Innovator, please contact Karen Clarke: [karen.clarke@barrus.co.uk](mailto:karen.clarke@barrus.co.uk)

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