

THE INNOVATOR CENTENARY EDITION

100 YEARS

100 YE



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100 YEARS

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100 YEARS

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

100 YEARS

100 YEARS



New Quicksilver 755 Cruiser



TrommALL Goes 100% Yanmar



Sea Training International with Mariner



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FIND THE RIGHT CUB CADET MODEL EVEN FASTER

With a new gardening season, comes a new look, new names and machinery for Cub Cadet as it strives to make product selection easier for consumers.

Three new series names have been introduced to distinguish more clearly between Cub Cadet's product categories. This has the benefit of enabling customers to quickly determine which products are the right ones to meet their specific needs. Cub Cadet has launched a brand new 2017 line up of products which sit within these new classifications, each of them reflecting the brand's values of extreme strength and efficiency.

FORCE SERIES ENTRY LEVEL

The Force Series is the 'entry level' range for those who have a medium to large garden looking for power, performance and durability. With lawnmowers, ride-on tractors and mini-riders within the series, there is something for everyone who appreciates a powerful machine at an affordable price.



Perfect cut and collection. (LM DR53es)



Modern, compact and agile. (LR1 NR76)

ENDURO SERIES™ EXPERT LEVEL

The Enduro Series™ is designed for the accomplished gardener who appreciates the very best in power and performance. Robust and durable, these machines are built to cope with the highest demands and work faster with better results. Products within the range cover all areas of lawncare and include lawnmowers, lawn tractors, zero-turn riders and a selection of chore performers.



Incredible strength and performance, recognised by BBC Gardeners' World Magazine for its powerful twin-cylinder engine and cruise control facility. (XT2 PS107)



Unbeatable manoeuvrability and unmatched climbing ability. (XZ1 107)

PRO SERIES PROFESSIONAL LEVEL

The Pro Series is a professional range for commercial use, providing the ultimate performance for landscape gardeners and contractors who place great value on premium performance, absolute reliability and demand a professional finish, time after time.



Unbelievable strength plus unbeatable comfort – the perfect combination for real professionals. (Z5 152)

IMPRESSIVE LINE-UP AT 2017 DEALER DAYS



The Lawn and Garden 2017 season new products launch events proved to be a huge success last September. Dealers had the opportunity to get hands on with new products and try them out first hand.

The all new Cub Cadet Enduro™ XT series of lawn tractors and the Pro Z range of Zero-Turns took centre stage with dealers impressed with the bold new styling, technological innovations and cutting performance, commenting:

“The XT2 was my favourite due to the superb turning circle and very good cutting finish” - Howell Jenkins Garden Machinery

“The quality of cut is excellent for high grass, there is lots of space on the deck and it is very comfortable to operate” - Mark Simpkins, J E Lawrence & Son Ltd

The dealer days were held across three days at the impressive Heythrop Park Estate and during the event, over 250 delegates attended from dealerships across the UK.

Nick Hills, General Manager for the Garden Division at Barrus commented, “We were delighted to welcome so many of our dealers over the 3 days and to show how Cub Cadet remains at the forefront of garden machinery innovation.”

NEW LOOK, NEW NAMES AND NOW A NEW WEBSITE FOR CUB CADET!

To complement the new look, new names and machinery for Cub Cadet, a brand new, fully responsive website providing the best user experience across all devices will be launched this summer.

The complete new 2017 line up is available on-line enabling customers to search quickly and easily by product range. The 2017 product classifications are also mirrored in this newly designed site, this means customers can quickly determine which products are the right ones to meet their specific needs. The product categories have been divided into the Force Series, the Enduro Series™ and the Pro Series.

The redesigned product pages offer product descriptions and detailed specifications with a handy product comparison function where users can see products side by side to determine which products are suited to their needs.

The site has a dealer locator option listing all the Cub Cadet garden machinery specialists so product demos and access to more information can be easily arranged.



BARRUS



BARRUS STAYS IN BICESTER THANKS TO GRAVEN HILL DEVELOPMENT CO.

After a seven-year search, E. P. Barrus Ltd has found a new site enabling the company to consolidate its operations under one roof and remain in Bicester.

The company will be relocating to a 16-acre site which forms part of commercial space allocated on the edge of the unique Graven Hill Development to the south of Bicester, formerly owned by the MoD.

Moving from London to Bicester in 1977, Barrus chose Bicester for its ideal geographical position being at the centre of communications in Roman Britain. This is just as important today as the company looks forward to the next phase in its 100-year history. "We are delighted to announce our exciting relocation plans in this, our centennial year," commented Robert Muir, Managing Director, E. P. Barrus Ltd. "Our growth plans have been constrained by the size of our premises here in Launton Road, and it has always been our intention to expand, if possible, our business within the Oxfordshire area."

Robert Muir explains, "Only through the efforts and support of a number of key people have we been successful in finding a suitable, affordable site to enable us to remain in Bicester. I would personally like to thank Karen Curtin and Adrian Unitt, Managing Director and Operations Director, Graven Hill Village Development Company, Cherwell District Council and Bicester Town Councillors Michael Waine, Richard Mould and Rose and Lawrie Stratford, amongst others."

Karen Curtin, Managing Director of Graven Hill Village Development Company said: "We are delighted to welcome Barrus as the lead occupier

for the Graven Hill site. Whilst retaining jobs in the town is vitally important, attracting a business with an enviable reputation for quality products is a coup and endorses our belief that Graven Hill is an ideal location for businesses due to its excellent central location and ease of access to both the national road and rail networks not to mention a fabulous place to choose to live!"

As a major employer in the town, Barrus has maintained a commitment to recruiting local people and has developed long-term relationships with Oxfordshire schools, colleges and universities offering work experience placements and apprenticeships to young engineering students. Many of these students have taken up a career in engineering and have become long-standing Barrus employees.

"We are looking forward to the beginning of a new and exciting chapter for Barrus, and integrating into the new village community within the innovative, Graven Hill Development," Robert Muir continues. "In addition to securing the future of our existing, loyal workforce, I am confident that we will be creating more job opportunities over the next few years in support of our long-term, strategic business growth. As our centennial strapline states, **'We are celebrating our first 100 years, gearing up for the next.'**"

It is anticipated that Barrus will occupy the new site in 2019 when the Phase 2 land transfer from MoD to Graven Hill is due to complete. Barrus is working with Graven Hill Village Development Company to see if it is possible to secure earlier occupancy.

THE NEW QUICKSILVER ACTIV 755 CRUISER - ENJOY THE VIEW



The Quicksilver Activ 755 Cruiser is the newest addition to the day cruiser series and completes the existing range with a model that fits between the Activ 805 and 645 Cruiser.

The perfect combination of performance, comfort and versatility in the 7-metre boat sector, the Activ 755 Cruiser has been designed with sun, relaxation and enjoyable cruising in mind. It is ideal for fast day cruising and water sports for up to eight people and comfortable overnighting for two.

Activ 755 Cruiser highlights include:

- Versatile cockpit area suitable for cruising, dining and sunbathing
- Cockpit aft seat is ideal for relaxing and reading with 120° inclinable backrest
- Extra-large cockpit sun lounge offers easy and direct access to the water when in use
- Optional stand-alone cockpit galley with stainless steel sink with tap, pressured water and LPG stove
- Spacious cabin comfortably sleeps 2 adults
- Optional fully enclosed and separate sea toilet
- Large cabin side windows with opening portlights and integrated skylights providing ventilation and plenty of natural light and a great view on the water
- Ergonomic helm with instrumentation featuring integrated armrests and blue LED cup holders and optional 9" Simrad GPS/Chart plotter and stylish tinted windshield (30/70 glass)
- Easy and permanent access from bow to stern even when the cabin door is open
- Large optional foredeck sun lounge for reading and relaxing

- Deep cockpit guarantees a safe ride for both adults and children when moving around the boat
- Various Mariner or Mercury outboard configurations from 150 to 300hp

This model is available as SMART Edition and includes a cockpit shower, a ski pole, a refrigerator, a sink, a LPG stove, a cockpit sun lounge, a port windscreen wiper, a real teak cockpit table, cockpit LED courtesy lights, an enclosed sea toilet, curtains, a 9" GPS/Chart plotter and a Fusion stereo.

Ben Allen, General Manager for the Marine Leisure Division at Barrus commented, "We can now offer the consumer the option of a day cruiser in the 7-metre sector with the Activ 755. The external lines follow the distinctive ones of the day cruiser series; stylish, sleek and sporty in a very simple, yet elegant design that makes it immediately recognisable," Ben concluded.





WOLF-GARTEN TOOLS MAKE GARDENING EASIER IN THE ‘HERO GARDEN’

Barrus is continuing its support of the charity Help for Heroes with the supply of WOLF-Garten and Wilkinson Sword garden tools.

Help for Heroes was launched on 1st October 2007 and supports Serving and Reservist Personnel and Veterans who have suffered injuries or illness as a result of their service.

Help for Heroes has four Recovery Centres across the UK in Wiltshire, Plymouth, Catterick and Colchester. The centres aim to ‘Inspire, Enable and Support’ beneficiaries to help them rebuild their lives through a range of support facilities, including life skills courses, City and Guilds accredited education and training, world-class sports facilities, leisure activities and welfare and support advice for life.

Each Help for Heroes Recovery Centre has its own garden and Barrus has donated WOLF-Garten and Wilkinson Sword garden tools to the ‘Hero Garden’ at Tedworth House. Offering one-off workshops, activities in the Rolling Recovery Programme, a weekly Gardening Club and the opportunity to complete the City and Guild Level 2 in Horticulture. The Hero Garden introduces beneficiaries back into the learning environment whilst increasing mindfulness, emotional wellbeing and the opportunity to make friends.

Giles Woodhouse, Head of Recovery South at Help for Heroes said: “We are extremely grateful for the donation of gardening tools from Barrus. These tools have allowed many wounded, injured and sick service personnel and veterans take up a new hobby and help them to rebuild their lives post injury or illness.”

Many beneficiaries look forward to the weekly Gardening Club as, in addition to learning new skills, the class can be used to share and discuss any problems they are facing with mutual understanding and support. The weekly club focusses on growing vegetables that are used in the Tedworth House kitchen or taken home by the members to their loved ones.

The skills acquired from the club can be used either at home or developed further by taking qualifications to build a career. The WOLF-Garten tools,

in particular, have proved a real asset to the Gardening Club as the telescopic handles make the vegetable patches more accessible to everyone in the group.



‘The telescopic handles are great, they allow for different working heights for people with mobility problems or that can’t bend. They are useful to adjust the working range and make the area more accessible to everyone in the group.’

Lucy Thorpe – Horticultural Therapist at Help for Heroes.

‘The telescopic handles break down barriers and enable us to be gardeners. There is now a broader range of things that we can do which has made it more enjoyable.’

Dave Pegram – a Help for Heroes beneficiary.



‘With the tools, we are able to experiment with our limits and do things in the garden that we hadn’t previously been able to due to mobility issues from injuries we sustained during our service in the forces.’

Cornelia Oosthuizen - a Help for Heroes beneficiary.



WOLF-GARTEN EXTEND CABLE-FREE POWERED TOOLS RANGE

The new, ultra-modern 72 volt Lithium-ion power rechargeable battery technology exclusively developed by WOLF-Garten is extremely powerful.

This versatile, lightweight and cordless powered tool collection now includes a grass trimmer, hedge cutter and leaf blower. The 72v rechargeable batteries deliver immediate power and offer the longest running time of all comparable battery powered garden tools. The interchangeable battery will fit all the 72v tools and with a charging time of just one hour and 80% recharge in just forty five minutes, this is one of the fastest chargers on the market.

These new tools complement the 72v Li-ion power battery lawnmower range which offers three models suitable for differing lawn sizes with 34cm, 37cm and 40cm cutting widths. Kind to the environment and with no cables to get tangled, the 72v Li-ion power battery range provides the ultimate freedom around the garden.





GREEN IS THE NEW BLACK

Wilkinson Sword now has a brand new look for its iconic carbon steel range. The collection, previously available in black, has now turned green with an all-new look and finish.

Durability is at the heart of the products design to meet the strains of a busy gardener and to deliver the performance expected of Wilkinson Sword. All products feature the same quality carbon steel head as before, providing strength and performance for all tasks. A hard-wearing epoxy resin coating adds durability and the heads on all the products are riveted securely in place with long sockets. All tools have soft grip natural wooden handles that makes the range so popular.

The carbon steel collection consists of ten long-handled tools and five hand tools. The digging spade and fork are built to last and to withstand the challenges of robust gardening. Other products include a draw hoe; Dutch hoe; three-prong cultivator; and a lawn edging knife alongside two types of rake, a garden and a lawn rake.

With over 100 years of tools excellence behind it, Wilkinson Sword garden tools are continually developed to provide gardeners with exactly what they want and need for enjoyable gardening. The carbon steel collection is the latest evolution of this approach, understanding that gardeners seek an aesthetically pleasing, traditional look but with modern manufacturing techniques and durability.

WILKINSON SWORD'S ULTRALIGHT RANGE PROVES TO BE A HEAVYWEIGHT IN THE GARDEN TOOLS DEPARTMENT

When Wilkinson Sword launched the Ultralight range it was incredibly well received and continues to do very well. The range delivers strong, expertly crafted and stylish garden tools in a comfortable, ultralight package that weighs almost half the weight of its traditional counterparts.

Featured within the range are the Ultralight Bypass Loppers and the Ultralight Hedge Shears, which were finalists in the 2016 GIMA awards. Both tools have an emphasis placed on low weight, without sacrificing any of the cutting power. This unbeatable combination has been a real hit with gardeners looking for tools that enable them to achieve clean



cuts with the minimum amount of effort. They have been popular with everyone from professional gardeners who have to spend all day cutting and pruning, to more mature gardeners who have found that their regular tools have become too cumbersome to manage.

The appreciation of the product has been further highlighted during the RHS flower shows across the country, with the range far and away proving to be a real talking point at every show. Visitors noticed that once they had the tools in their hands, they could not quite believe the weight, or the strength of the tools.

WOLF-GARTEN BUILT TO LAST

When it comes to buying new tools, one of the most important factors for keen gardeners is durability.

WOLF-Garten has been producing innovative, premium quality garden tools since 1922. The brand's roots stem from a revolutionary method of soil cultivation involving tools that pull rather than push, enabling gardeners to work in an upright position.

As a result, WOLF-Garten invented the interchangeable tool head and handle system which developed into the ever-popular multi-change® system that is at the heart of WOLF-Garten's product range today.

A 1950's WOLF-Garten soil tiller was unearthed at last year's RHS Tatton Flower Show and by comparing the tiller to its modern day counterpart the brand's heritage and design traits become apparent.

The vintage tool, in pristine condition, demonstrates the potential lifespan of WOLF-Garten products and reiterates that they are built to last. Featuring a wooden handle and green head, it differs slightly to the multi-change® version in the now well-known colours of red and yellow. It is in the tool head where the lack of changes is most striking and demonstrates how the concept designed over 60 years ago was so enduring and effective that it has stood the test of time, with only a few minor changes being made.



WOLF-GARTEN CLEAN UP ANCIENT MONUMENT

When Rope Works, a specialist rope access and conservation service were contacted by The Chiltern Society to freshen up the hillside chalk figure, Whiteleaf Cross, they knew which tools would be best suited to the job.

The work involved the removal of weeds that were growing on the bare chalk followed by a light disturbance of the chalk surface to reveal a brighter surface of fresh chalk. As a scheduled ancient monument, it was important that English Heritage and The Chiltern Society were satisfied that the weeding operation wouldn't be detrimental to the condition of the precious figure.

Angus Tillotson of Rope Works commented that the WOLF-Garten multi-change® range of tools were perfect for the task. He said that the nature of the work meant that they would have to use several different tools, so being able to only have to carry one handle made life much easier. Being situated on a steep slope also meant that full

length handles would be awkward to use as they would mostly be working with the slope in front of them, so being able to swap the tools easily onto WOLF-Garten's short handles was very handy for close-quarters weeding.

"Of all the attachments, the 15cm RFM15 Push-Pull Weeder was ideally matched to the job, with the small annual weeds being easily cut on the push stroke, while a more powerful action on the pull stroke was perfect for cutting through the tough woody stems of perennial plants," commented Angus. "The WOLF-Garten tools stood up to the task fantastically well; the cutting edges remained sharp despite working on flinty chalk and the mechanism for securing the tools to the handles functioned without either jamming up or releasing the tool unintentionally and all this despite being used with such vigour that those of a more sensitive nature might accuse us of 'tool abuse!'" Angus concluded.





POWERFUL MERCURISER ENGINES KEEP UP WITH TOP LEVEL EIGHTS AT HENLEY ROYAL REGATTA

Mercury MerCruiser inboard engines are providing the power for three umpire launches used at Henley Royal Regatta, the best-known regatta in the world, famous as a great sporting occasion and as a social event.

The 50-foot launches used at the Regatta are some of the most beautiful boats on the Thames. Argonaut, Ulysses and Ariadne were built by the Steam & Electric Launch Company with a fourth launch, Herakles, being built by Creative Marine Ltd.

Three of the four boats are installed with Mercury MerCruiser 4.3L petrol engines. As part of an engine replacement project, Ulysses has just been fitted with a MerCruiser 4.3L MPI, 220hp engine with a Velvet Drive 71C gearbox to replace the original engine.

The classic styling of the launches, constructed with modern fibreglass hulls

for ease of maintenance, are modelled on the original wooden-hulled umpire launches.

“The high power petrol MerCruiser engines work superbly well, and they provide the surge of power required off the start to keep up with the top international crews competing at the Regatta,” commented Edward Warner, Head of Operations, Henley Royal Regatta.



NEW MERCURY DIESEL 6.7L ENGINE FAMILY

The new Mercury Diesel 6.7L mid-range engine family delivers exceptional top speed performance with outstanding acceleration.

These electronic, common-rail engines are available in three power levels; 480hp, 500hp and 550hp. A new, matched turbocharger design plus state-of-the-art engine control system provides low fuel consumption resulting in affordable operating costs and extended travel range. The new engine has been produced from a strategic partnership between Mercury Marine and global powertrain giant Fiat Powertrain Technologies (FPT). Customised especially for Mercury Marine, the engine is assembled in FPT's dedicated marine engine plant.

The new Mercury Diesel 6.7L engine is compatible with all of Mercury's controls and SmartCraft® electronics. Mercury Diesel's SmartCraft® compatibility also enables boaters to specify digital throttle and shift (DTS) control systems including optional joystick piloting for inboards and joystick piloting for pods (Mercury Zeus pod-drive).

“Mercury's new mid-range diesel engines provide us with opportunities in the light duty commercial sector with applications for fast catamarans

and pursuit craft, fishing vessels and workboats in addition to single and twin installations in pleasure boats,” commented Robert Plant, General Manager for the Marine Diesel Division.





YANMAR OFFICIAL TECHNICAL PARTNER OF **ORACLE TEAM USA**

Yanmar has renewed their partnership with Oracle Team USA for the 35th America's Cup, the competition for the oldest trophy in international sport.

A successful collaboration during the 34th America's Cup held in 2013, resulted in the team achieving victory over Emirates Team New Zealand, after a dramatic three weeks of racing that resulted in one of the all-time greatest comebacks in sport.

As an Official Technical Partner, Yanmar has provided the Yanmar 8LV inboard marine diesel engines and ZT sterndrive systems for the team's two 46-foot chase boats, renamed 'Chase Boat YANMAR 1' and 'Chase Boat YANMAR 2', respectively. The boats, based on the Sting hull, have been built by Scorpion RIBS, based in Lymington who are world-renowned for providing the best and most reliable chase boats in the industry. Scorpion is an official supplier to Sir Ben Ainslie's Land Rover BAR British Challenge for the America's Cup, supplying a fleet of three support boats to the Portsmouth Team.

Not limited to towing, YANMAR 1 and 2, play the essential role of tracking race progress, gathering and analysing data on the crew's daily performance and being ready to provide support for any eventuality.

"Yanmar is critical for Oracle Team USA," said skipper Jimmy Spithill. "The race boats are so fast now, the only way we can have our chase boats stay close enough to support us is to have them powered by the right engines. The chase boats help us gather and analyse data on the performance of the race boats. The durability and reliability of the Yanmar engines allow us to go into the race with confidence. We are going for our third straight victory with Yanmar."



POWERBOAT RACING



Powerboat racing has always featured throughout Barrus's long history enabling the company to showcase the power and performance of its engine brands under the most extreme conditions. Ernest Barrus, the company's founder,

SUNUS OCEAN RACING



Throughout the partnership Mercury engines have been used in racing, breaking world records and appearing to 50 million people worldwide via The Grand Tour, a motoring television series presented by Jeremy Clarkson, Richard Hammond and James May. In all this time the engines have remained faultless and in many ways outperformed the competition.

BLASTOFF RACING

It was another record-breaking racing season for the Blastoff Racing team in 2016. They achieved second place overall in the Cowes Classic, the World's toughest offshore powerboat race and topped their UIM Marathon Class C World record to 88.47mph on Coniston Water.

Twin Yanmar 6LY2A-STP 440hp turbo diesel engines powered The Fountain 38ft powerboat, with the potential to deliver speeds in excess

of 90mph in racing conditions, to their success. The team, skippered by Dorian Griffith and co-driver Shelley Jory-Leigh, British Powerboat Champion and radio presenter, also includes Barrus's own Will Stevens, travelling support engineer.

"The decision to change over to Yanmar engines has certainly paid off," commented skipper Dorian Griffith. "The engineering support the team has experienced from Barrus

is invaluable, and I would like to thank everyone for their hard work in helping us to achieve a record-breaking season," Dorian concluded.

The Blastoff 2017 season will include the Falmouth-Scilly Isles-Falmouth race at the end of July, Cowes-Torquay-Cowes race August Bank Holiday, and setting a new World Record at Coniston later in the year!



THROUGH THE DECADES

established a Barrus Powerboat Racing Team during the 1920s, and again, in the 1970s and 1980s, many national and international racing successes came through Robert Glen's introduction of Barrus Team Mariner.



In 2016, SUNUS Ocean Racing (SOR) partnered with Barrus, Mercury's UK distributor, as their technical and outboard engine supplier.

SOR's race boat, the C237 is derived from the 31ft Phantom Powerboat racing hull, one of the most successful race winning designs of the last 30 years. The boat is powered by the latest supercharged Mercury Racing Verado 400R engines, capable of 100mph, making this the most powerful outboard race boat in the UK. SOR works extremely hard to utilise the best technology to operate in a clean and competitive way, without compromising the environment. The Mercury engines offer great fuel economy and the latest technology for clean operation.

Experienced powerboat racer, Tom Montgomery-Swan, along with navigator Michal Galczewski, took part in their first Coniston Records Week last year. Establishing a new speed record for Club Class Unlimited at 93.01mph they smashed the Marathon record, previously set at 83mph, setting a new speed record of 89.6mph.

So what are the plans for 2017? A special addition to the team, TV personality, seasoned adventurer and author Ben Fogle, will be joining Tom and Michal on their attempt to break the world speed record for the

fastest circumnavigation of the British Isles. This non-stop record currently stands at just over 73 hours, the only downtime being to refuel.

"I feel very privileged to be an ambassador for Barrus. Now with a 100 year pedigree and a long history of racing, to be supported by and represent such a brand is a great honour," Tom Montgomery-Swan commented. "The professional nature of Barrus and the love of the brand carried by all the staff only push the company further forward and give me the confidence I have a winning formula. I look forward to an exciting 2017 with Barrus as my technical partner and continuing to break records and win races together," Tom concluded.



New look and colours for the 2017 C237.

PEPSTAR RACING

Matt Palfreyman's Pepstar Racing Team launched their 2017 UIM F2 World Championship bid at the London Boat Show unveiling their 120mph Mercury powered BaBa catamaran.

Lee Allen, Technical Service Manager for Barrus is supporting the team as Pepstar Racing's Chief Engineer. Lee will be race preparing the

team's Mercury OptiMax 200XS SST (Super Sport Tunnel) outboard during the season which starts in June and includes races to be held in Lithuania, Switzerland, Belgium, Norway, Portugal and Turkey.

Matt has already enjoyed success working with Pepstar Racing. In 2015, he took the UIM F2 World Championship Silver Medal and followed

that up with Silver in last year's UIM F2 European Championship.

"It is great to have Barrus behind us this year and I am confident that I can reward their support with a British World Championship win to help mark the company's centenary celebrations," 24-year-old Matt commented.





THE
FIRST
BARRUS
100
YEARS

Barrus Celebrates 100 years

It all began in 1917 when tool shortages during the Great War prompted Ernest Barrus to set up a company to source US alternatives and distribute them in the UK. Over the last 100 years the company has constantly adapted to new opportunities and challenges and diversified into multiple sectors including Marine, Garden and Industrial.

Over the years Barrus has been responsible for numerous innovative products and solutions. Here are just a few:



First claw hammer.



First ride-on lawnmowers and Direct Collect® system.



First gas-fired barbecues.



FAST PIRS® - an outboard engine that can be rapidly restarted after being submerged.



Multi-fuel outboards developed for the UK MoD capable of running on four different NATO fuels.



D-Bat diesel powered all-terrain vehicle, popular with the military and used in James Bond Film, 'Golden Eye'.

Barrus is proud to represent over 30 market-leading brands.





A proud and momentous year

We asked Barrus staff to share their favourite thing about the company and also we have chosen an employee each month to share their experiences of the company. Here are just a few but more can be found as we go through the year on the Barrus100 instagram page @barrus100years.



Can you remember your first impression of Barrus?

"My first impression of Barrus was when I had a tour during my interview. I thought the company had a good atmosphere; everyone was friendly and said hello."

What do you like most about working here?

"I like the variety. Different projects come along and I like that I can focus my attention on what I enjoy doing most as long as everything gets done. No two days are the same so I have been able to do things I never have before and learn along the way."

- Phoebe Carter-Powell, Placement Student, Brookes University



What has been the biggest change that you have seen in R&D during your time at Barrus?

"The use of CAD to design prototypes has had a positive impact upon R&D, compared to when I originally started here and we physically mocked up prototypes."

What do you think lies ahead for R&D at Barrus?

"Increased use of CAD, computer design and modelling of new products to help us design and fit components and allow our customers and boat builders to drop designs from Barrus into their own designs, eliminating any fit issues. Also the use of 3D printing to help building prototypes and in the future for producing some production parts." - Phil James, Senior R&D Engineer and Production Manager

"Working with the people here. Barrus is a great company to work for and I feel very secure."

- Robbie Chapple, Goods In

"The wide range of customers we have and the exceptionally talented team that I work with."

- Mark Coleman, General Manager, Special Products Division

"The support I received when I came. Everyone helped me with my English so that I could work well."

- Daniela Janssen, Sales Co-ordinator, Garden Division

"Barrus allow me to combine my employment with my passion and my hobby, I work with Mercury Outboards, I love Mercury Outboards and I am involved in racing Mercury Outboards." - Lee Allen, Marine Technical Service Manager



FOUR TIME EVENTING WORLD CHAMPION WILLIAM FOX-PITT HAS TAKEN DELIVERY OF A NEW CUB CADET Z-FORCE S48

William Fox-Pitt has taken delivery of a new Cub Cadet Z-Force SZ48 ride-on mower.

The Zero-Turn machine supports his other Cub Cadet models which have been instrumental in keeping his eventing yard and training facility in world class condition. The new Z-Force S48 will be used around a newly renovated garden and lawn areas at the family home.

"I have found the Z-Force S48 particularly sturdy on all types of terrain and it copes with hills and slopes very easily," commented William. "We have a lot of banks and we find it deals with these superbly and is a piece of cake to operate. With the terrain we have, we need a machine that can cope with ups and downs and this was the perfect solution – a no brainer," William concluded.

William runs a modern equestrian facility in rural Dorset. The facilities are state of the art to enable him and his team to prepare horses for the gruelling eventing calendar. The purpose-built yard is complete with indoor and outdoor arenas, a walker and many trails to hack through the vast grounds and surrounding villages.



PFI PLACE CUB CADET IN POLE POSITION

Cub Cadet has raced through the chequered flag, with one of its powerful machines putting in a winning performance at PF International Kart Circuit (PFI), the largest kart circuit in the UK.

Supplied by Cub Cadet dealer, Lawnmower Service Lincoln Ltd, the Cub Cadet TANK SZ60 Zero-Turn ride on tractor was recently purchased by PFI to maintain the acres of grass surrounding its winding, undulating tracks in Lincolnshire. The TANK SZ60 was the perfect choice for this tricky task, as it has a number of unique specifications which were designed to cope with professional daily use on even the most challenging of terrains.

This Zero-Turn tractor benefits from Synchro Steer technology, providing steering wheel control of all four wheels, unrivalled stability and precision control, and is able to deliver a quality cut even at 20 degree inclines, where other ride-on mowers would struggle. This is ideal for the tight turns and steep banks that must be navigated at PFI.

The PFI site owner, Mr Paul Fletcher requires the grass to be kept looking pristine, so it was important that the team at PFI had a machine that provides professional-grade comfort. The high-back elasticity vibration control (EVC) comfort seat with arm rests is a comfortable place to spend hours of productive mowing, with the soft grip steering wheel being adjustable to suit the operator.

Paul Barnicoat of PFI commented that he was "over the moon" with the TANK SZ60 and that it was absolutely perfect for their requirements. The

machine's tight turn and ability to handle very steep banks meant that he would "definitely recommend it".

Billy Lacey, also of PFI, agreed that the machine is "spot on!" Both Paul and Billy concluded that the machine will save them considerable time, and that it even makes mowing the grass, which was once a chore, more of a pleasure!

The circuit is holding the World Karting Finals and the British Karting Championships in 2017, and the ground is certainly set to impress.



GARDENING IS A SHEAR DELIGHT WITH WILKINSON SWORD

Wilkinson Sword has developed a new single-handed topiary shear to help keep shrubs and hedges perfectly trimmed.

This simple to use tool is perfect for shaping and controlling bushes and hedges and the single-handed design means that users can be very accurate when trimming. Creative topiary designs can easily be achieved!

The strong, durable Carbon Steel 16.5cm blade with a precision ground

face, and the scissor like action of one razor sharp blade passing over another provides a crisp and clean cut. The ergonomic handle has been designed for comfort, enabling the user to trim and shape with controllable, quick and repetitive cutting strokes. Another key feature is the easy to use central catch which is significantly larger than others on the market and so can easily be used with gloves or by people who are not quite as dextrous as some.



WILKINSON SWORD SCHOOL GARDENING CAMPAIGN



Wilkinson Sword is passionate about getting local children into gardening, and with its strong connection to the Oxfordshire area, they have introduced an initiative exclusively to primary schools in Oxfordshire.

To enter, pupils were tasked with designing a fruit and vegetable garden for their school. The winning school will receive £180 worth of tools to be used in school, plus a visit from Lucas Hatch who was recognised as a Young Gardener of the Year by the RHS, when he was just ten years old. Lucas is now just fourteen years old, but he has a wealth of experience under his belt and knows all about encouraging children to garden! Not only this, but he also spends a lot of time at his old primary school, helping children to develop their gardens.

Whilst many of the schools already have flourishing gardening projects, initial talks with them indicated that they would appreciate a bit of a point in the right direction. So Wilkinson Sword enlisted the help of gardening expert, Martin Fish, to provide top tips and to be on the judging panel. Martin writes for several gardening publications, as well as being a RHS Garden Advisor and judge at RHS shows. He also chaired the panel that judged the school gardens at the RHS Hampton Court show 2016 so he's well-practised in school gardening.

Nick Hills, Garden Division General Manager for Wilkinson Sword, commented, "We are really excited about this project and we are confident that this will get the children inspired and motivated about getting their hands dirty, and their tummies full of home grown food!"

The winning school will be announced in July and there will be a full report in the next issue of The Innovator.



MERCURY MARINE'S ACTIVE TRIM MAKES BOATING EASIER

Mercury Marine has introduced many innovations in its continued commitment to improving the boating experience including supercharged Verado outboards, Joystick Piloting and purpose built sterndrive engines.

The latest Mercury Active Trim is an integrated GPS based system that automatically trims outboard and sterndrive engines. The hands-free Active Trim system continually adjusts engine trim based on changes in boat speed to improve performance, fuel economy and ease of operation and delivers a better overall driving experience. No knowledge of trimming an engine is needed to take advantage of Active Trim – it's equally suited to new boaters and old hands.

The key to Active Trim is its exclusive and patented GPS-based control system. It is the only auto trim that controls trim in accordance with boat speed and engines rpm. It is the only system with five selectable trim profiles. These profiles allow the operator to further personalise Active Trim to a driving style, and/or changes in boat load, operator preference and weather conditions.

Active Trim is compatible with any new Mercury or Mariner outboard from 40hp to 400hp and any MerCruiser engine with SmartCraft.



NEXT GENERATION VESSEL VIEW 703

Mercury Marine has introduced the Mercury® VesselView® 703, the next generation multifunction premier engine information display system.

Providing precise, reliable control combined with increased clarity, high-definition resolution, wide viewing angles, and enhanced controls for easier operation in all conditions, VesselView 703 incorporates the new Simrad® HD display.

The bright, high-definition glass touchscreen display and button interface allows users to display options depending on sea and weather conditions. VesselView 703 simultaneously displays information for up to four engines in an easy to read interface. The display provides up-to-date information for more than 30 engine functions including fuel level and range, oil temperature, and pressure, battery voltage, water level, genset and more.

Built-in features include a 10Hz GPS and chart plotter capability, an integrated echosounder and true dual channel CHIRP sonar, making it an essential fishing companion.

The system supports 16 languages and multiple unit conversions, and also features automatic notification of available software updates through GoFree Wi-Fi, which is integrated into the system.

Included in the VesselView 703 kit is VesselView Link, which is required to fully integrate the propulsion system and make the display truly multi-functional.

Get Connected

The power of SmartCraft is now available on mobile devices (iOS or Android) with all the digital data that SmartCraft engines support.





NEW MERCURY 115 PRO XS FOURSTROKE OUTBOARD

Mercury has raised the bar even higher with the launch of the new 115 Pro XS FourStroke outboard.

Based on the popular Mercury 115 FourStroke, the new Mercury 115 Pro XS delivers significantly better performance than any other high-output 115hp outboard on the market today. In fact, the new 115 Pro XS is 16 pounds lighter than the two-stroke OptiMax outboard engine it replaces and 18 pounds lighter than the nearest competing 115hp engine. Its 2.1L displacement is higher than that of any competing 115hp engine. This unbeatable combination delivers higher torque, better performance and greater durability.

Building on its Pro XS heritage, the new 115 Pro XS was intelligently designed to provide consumers with exactly what they've been asking for – an outboard that is light and second to none in performance.

Fastest top speed

The 115 Pro XS is up to 3 mph faster than its nearest competitor and more than 1 mph faster than Mercury's standard 115 FourStroke. The 115 Pro XS FourStroke's higher rpm range delivers improved performance out of an already powerful engine.

Quickest acceleration

More than 1 second quicker than Mercury's standard 115 FourStroke, the 115 Pro XS has the ability to run lower pitch props to put the boat on plane quicker, reducing 0 to 20mph by 1 to 2 seconds.

Higher full-throttle rpm

Increasing engine rpm from 6000 to 6300 allows prop pitch to be reduced, resulting in maximum performance benefits.

Idle-charge

This new feature provides up to 48% more battery charging at idle speed to support the greater power demands of today's sophisticated marine electronics and accessories. This means boaters can safely stay out on the water longer.

As a member of the powerful Mercury Pro XS family, the new 115 Pro XS delivers unparalleled benefits including ease of maintenance and superior protection against corrosion with Mercury's industry-leading ultra-low copper content alloys that help create an outboard built to withstand the elements.

The new Mercury 115 Pro XS FourStroke outboard made its mark at the 2016 UIM Class 3A and 3B World Championships in Tvedestrand, Norway. Jack Bobin and Team Motorvated Racing, won a very close contested race that went right down to the wire, finishing an astounding four minutes ahead of their closest rivals. "In 2015 I raced with a 115 Pro XS 2-stroke and as soon as I heard that Mercury had released a lighter and more powerful FourStroke, I ordered one immediately. I can't thank Mercury and Barrus enough for helping me to become World Champion; the FourStroke has given me better acceleration out of race turn marks and a higher top end speed," Jack concluded.



LMinirider 76RDE



Optima 53SPBHWIS



GHT-4528

COMFORT AND PERFORMANCE WILL BE AT THE HEART OF YOUR GARDEN WITH NEW PRODUCTS FROM LAWNFLITE

Lawnflite has introduced new models across lawnmowers, tractors and chore performers.

The new Lawnflite Comfort Range of 4-wheel and roller lawnmowers combines the high cutting performance of a petrol lawnmower with comfort and style.

There are 5 models to choose from in the Comfort Range line up; the CR48, CR48SP and CR53SP 4-wheel mowers featuring easy starting recoil pull and the option of either push or self-propelled drive. To achieve the perfect traditional striped finish, there are the two roller models CRR46SP and the CRR50SP. All models feature a powerful Loncin engine and come with a large 60-litre grass bag as standard.

The Comfort Range has been developed with cutting performance and comfort at the heart of the lawnmower.

Two new additions to the tractor range include the Lawnflite 703RH Garden Tractor which has a 92cm/36" cutting width and a Briggs and Stratton 1 cylinder engine and the LMINIRIDER76RDHE. The Mini-rider features an

MTD lawn tractor engine and combines all the advantages of a ride-on mower, just in a more compact size. Both of these new machines feature hydrostatic transmission making for an extremely smooth ride.

Alongside the lawnmowers and tractors are some handy new chore performers. There's a new electric scarifier the Lawnflite Optima 34VE which is an ideal choice for small and medium sized gardens and will leave lawns free of thatch and ready for healthy growth.

The quiet and effective LS220 electric log splitter with a 7-tonne splitting force is a perfect choice for use in sensitive areas where noise will cause a problem. Fitted with wheels for easy transportation and operated by a 2-handed control system, this machine ensures safe working practice. An optional stand is also available to lift the log-splitter to standing working height.

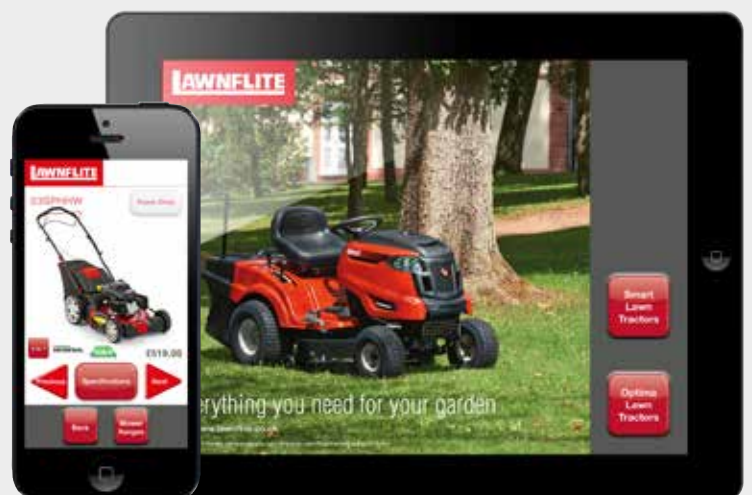
Finally, there are two new petrol hedge shears, the Lawnflite GHT-4528 and GHT-6028 with blade lengths of 45cm and 60cm, these powerful trimmers will make short work of all types and sizes of hedges.

THE NEW LAWNFLITE APP IS NOW OFFERING CUSTOMERS QUICK AND EASY ACCESS TO PRODUCT INFORMATION

Following the success of other mobile apps, Barrus has now developed an additional one for the Lawnflite brand.

This new app gives up to date product information and specifications for all models in the Lawnflite range enabling customers to research products before purchasing or contacting their local Lawnflite dealer. Designed to be simple to use customers can quickly navigate from the homepage to products they are interested in, including lawnmowers, lawn tractors and chore performers. Quick reference guides highlight the products key features and benefits as well as offering advice on which products to choose from depending on the size of the mowing area. Further information including the Lawnflite dealer locator and detailed product specifications are also available, with a link though to the Lawnflite website.

The Lawnflite app is available free to download from iTunes on the App Store or Google Play Store by searching for Lawnflite.



A UK FIRST FOR LONCIN



Loncin continually strives for excellence, and the delivery of innovative products to complement its ever-expanding range. The latest focus is on the development of the inverter generator range from 1.6kW to 3.5kW with the introduction of the UK's first 110v commercially available industrial open frame inverter generator, the LC3500io.

The Loncin LC2000is-110v was the first CE approved 110v inverter generator in the UK, and on the back of this success, Loncin has released the LC3500io-110v. This new generator delivers a full 3kW of stable FM-SPWM II (Frequency Multiplication Sine Inversion) power, a technology developed in-house by Loncin. This combination of power and technology, packed into the compact, low noise, robust and lightweight design of the LC3500io, is a natural choice for many professionals.

Loncin firmly believes that inverter technology is the future of industrial power generation, as an increasing number of products are migrating to this form of stable power delivery. Offering spike free AC power with low noise and low exhaust emissions (EPA III Compliant), the new LC3500io will set the bar for 110v power in the UK.

The Loncin brand has grown significantly in the UK since its introduction in 2013, gaining a loyal following in the industrial, construction and marine sectors. The Loncin line-up now includes petrol engines from 1.8hp to 29.7hp, generators from 1.6kW to 6kW and water pumps from 1" to 3" semi trash. With full UK based spares, warranty and service back up from E P Barrus Ltd, as well as comprehensive support from the extensive Loncin Master Dealer Network (Loncin MZD); customers are guaranteed peace of mind.

EXTENDED WORKING TIME WITH LONCIN

Loncin continues to add to its diverse portfolio of engine applications across the construction and industrial sectors and is now powering a specialised plastering machine built by Plasterers 1 Stop Shop - PFT Central.

The Loncin LC2V90FD engine, incorporated into a generator set was supplied to Plasterers 1 Stop Shop – PFT Central by Multiplant Ltd based in Witney, Oxfordshire. Multiplant is equipped to supply and maintain a full range of equipment for the construction industry including approved suppliers of Yanmar compact diesel engines.

PFT Central – Plasterers 1 Stop were looking for a new unit to help power their machines. "The timing was perfect as Loncin had just released a 29.5hp engine which matched the requirements needed," commented Eddie Smith, Customer Support Manager for the Industrial Division at Barrus who had been given the opportunity to help find a solution.

Loncin agreed to quickly produce a sample, and the new engine was put to the test to see if it would suit their machines. The Loncin LC2V90FD twin-cylinder horizontal, 29.5hp engine was fitted to a generator to power the M-Tec M330 plastering machine and underwent seventy-five hours of testing. It was reported that the unit powered by the Loncin engine performed better than units powered by other engines, and, in addition, an LED light could be run simultaneously to allow working through the night if conditions were right for spraying plaster to finish the job.

As a result of the testing, Plasterers 1 Stop Shop – PFT Central were happy that the Loncin engines would offer the performance that they required for the machines, and, with adjustments to the specification, they placed an order for 60 units which would be supplied by Multiplant.

"The tests that were run with the new engines have provided some excellent results," commented Matt Reynolds, Managing Director, Multiplant Ltd. "We have now tested a range of engines including ones sold by our competitors and ones we previously sold so we can safely say we have explored and tested every option." Matt concluded, "We are even more confident that we can provide the best products for the trade with the introduction of the new Loncin engine."





TROMMALL GO 100% YANMAR

Industrial screening machines are subjected to a lifetime of hard work so they need to be built to last. Reliability and problem-free running are also important to ensure that they remain fully operational at all times to reduce downtime and loss of productivity.

TrommALL, based in central Ireland, manufacture and distribute mobile trommel screen machinery and deck screens worldwide. "Our philosophy, "Overbuilt to Outperform", is based on 25 years' experience of working in the industry and manufacturing equipment that is based on its ability to perform and not on its profit margin," commented Ger Smullen, Business Development Manager for TrommALL.

TrommALL makes a point of ensuring that every aspect of the build, is built to last, which is why they choose to only use recognised brand name component parts in all their machines. "We carried out extensive research in our choice of engine and attended the Recycling & Waste Management Exhibition to gauge opinion from people in the industry," explained Ger. After day one there was a clear winner – Yanmar. Our dealer network confirmed the opinion and from Alabama to Zeebrugge we got the same answer – everyone loved it."

All the TrommALL 5000 Series machines now use the Yanmar 4TNV98C (45kW/60hp) engine with the smaller MS2500 range powered by the Yanmar L100N 7.4kW/10hp. As many of TrommALL's dealers are located in the USA, there was also a requirement for an engine that is compliant with Final Tier 4 emission regulations.

The Yanmar engines are not only Final Tier 4 compliant, but they also meet the EU Stage V regulations which will be introduced in 2019 so TrommALL need to make no change to comply with the incoming regulation.

The applications for the TrommALL machines are varied as are the materials they can handle including rock, top soil, wood chips, gravel, compost, skip and general waste.

"Using Yanmar has opened so many doors for us," concluded Ger. "Everyone knows Yanmar, the service is known worldwide."

TrommALL's latest machine, the MS2550GT, is powered by a Yanmar 3TNV76.

YANMAR AT THE HART OF A NEW GENERATOR

The Industrial Division at Barrus is working with a new original equipment manufacturer, Hart Industrial Tools, who manufacture their own range of generators, welder generators and plate compactors in their workshops in Hartlepool.

Under the brand name GearGB, Hart has designed a new, noise compliant canopied welder generator range which includes a diesel 200 amp 100% duty cycle DC unit powered by a Yanmar L100N engine. The unit is equipped with a lifting point, a top mounted tool tray and 2-wheel solid transport kit as standard. The GearGB manufactured alternator features a 90v open circuit welding voltage and has an optional remote facility.

"It is a compact, economically priced site welding solution designed to meet the needs of both contractors and hire companies," commented Adam Crosbie, Sales Manager, Hart Industrial Tools Ltd.

"When developing our new machine, our core objective was to target the professional market. We recognised Yanmar as a quality, reliable engine

range with a respected brand name in the industry. The Yanmar L100N was most suited to match our requirements for this product," Adam concluded.



JOHN DEERE HELPS ATTACK THE ALGAE



AKVA group is a leading technology and service partner to the aquaculture industry worldwide helping fish farms to optimise conditions for the fish, safety for the staff, and healthy profits. AKVA's three diesel-driven net cleaning systems are all suitable for cleaning net cages with a circumference of up to 200 metres (656 feet). The systems prevent algae from building up on the nets and obstructing the flow of water, which can reduce oxygen and water quality. Each 136-, 188-, and 240-litre per minute (LPM) system has a soundproof cabinet and integrated high-pressure jetting pump powered by a John Deere PowerTech™ E 6.8L Tier3, Stage III A engine.

Barrus engineers worked closely with AKVA on the selection of the engine and also developed a new control panel to reduce engine stress. "We've

enabled the engine to run idle at 1100 rpm (warm up), ramp up to 1800 rpm for work, then drop back down to idle (cooldown)," explained John Day, General Manager for the Industrial Division at Barrus. This smooth transition reduces wear and tear on motor bearings, motor winding insulation, and connected mechanical components.

"The support and insight from Barrus have been truly valuable," commented Ian Lawson, Operations Manager at AKVA Export in Inverness, Scotland. "They gave us additional equipment to try out different ideas, and we can always rely on them to respond quickly to questions. Our first Tier 3 compliant net-cleaning system is working splendidly!" Ian concluded.



CUSTOM-ENGINEERING SOLUTIONS



The Industrial Division at Barrus has a considerable amount of experience in the design and build of powerpack engines utilising the very latest technology and in-house engineering expertise. Two recent examples are applications for Traymaster, an independent, family owned British company specialising in the development of material handling systems for the compost and mushroom industry, and Flowplant, who design and manufacture high-pressure pumps and pumping systems.

Traymaster

The Traymaster pre wet Heap Turner does what it says on the tin. It is a machine that breaks bales up to 100 per hour and blends materials up to 300 tonnes per hour.

The Heap Turner is battery powered and utilises a generator set fitted with a John Deere, Tier 4 genset engine to recharge the batteries. Barrus engineers worked on the project with Jubilee Power, designers and manufacturers of reliable, high-performance generating sets, who were responsible for building the canopy, ready for Traymaster to install into the complete machine, destined for an end user in Chicago, USA.

The John Deere 4045HFG09 Tier 4 engine has a power rating of 124kW at 1800 rev/min (fixed speed) and features an engine mounted size 3 exhaust after-treatment system.

Flowplant

Flowplant, suppliers of high-pressure pumps and pumping systems, were looking for an engine option for a Truck-Mounted Drain Jetter. Their innovative drain jetters, sewer and drain jetting equipment are used for commercial and industrial drain and sewer cleaning. The DV range of truck-mounted drain jetters are built in a modular format that can be adapted to suit most truck bodies from 12 tonne GVW upwards. The high quality truck mounted jetting units are designed to handle applications requiring up to 1,000 bar (15,000 psi) or flows to 400 l/min (85 gpm).

A John Deere 4045HFC09, Tier 4 variable speed engine was chosen to power the high-pressure water pump that is mounted on the back of the engine. The design of the cooler/radiator mounting, the rear SCR canister, the connecting exhaust pipework, wiring layouts, air cleaner mounting and fuel filter positions were all designed and built in-house by Barrus.

As with all John Deere engine applications, Barrus carry out a full review to ensure that the installation meets the exacting guidelines that are set out by John Deere.

SPECIALIST TRAINING COMPANY CHOOSE MARINER AND MERCURY



The long-standing relationship between Sea Training International Ltd and Barrus allows both companies to benefit from a full display of Barrus products at one of the largest private rescue training centres in the UK.

Sea Training International Ltd has a proven record for the provision of fast craft training, advice and support to Commercial, Military, Special Forces, Coast Guard and Rescue Organisations worldwide. A fully independent and private company, Sea Training International, is used by some of the leading small craft builders and designers in the world with numerous projects both within the UK, Europe and the Middle East.

Recently, this relationship was re-enforced when Sales Engineer for the Special Products Division, Mike Burge, ran a three-day training course with Sea Training International Ltd. The first two days focused on servicing and maintaining the range of engines they have; from 3.5hp-115hp four-stroke and 5hp-40hp two-stroke outboard engines. A day was then spent on capsizing training; turning the boat over and re-starting the engine using a 30hp two-stroke Mariner outboard fitted with FAST PIRS.

FAST PIRS (Post Immersion Restart System) is an outboard engine that can be rapidly started after being submerged; a significant advance for self-righting search and rescue vessels.

Following the training, Barrus has received very positive feedback from Sea Training International Ltd. Paul Davies, Director of Sea Training International, said: "Due to the support Barrus has provided over the years, we now only use either Mariner or Mercury in our fleet of 17 engines. Mike was professional throughout the course, and the staff enjoyed their time with him, which had a knock-on effect with the amount of knowledge absorbed on the subject of outboard maintenance."

Sea Training International Ltd is the only fully independent and private training centre in the UK able to offer capsizing training in an open sea environment using FAST PIRS. Sea Training International Ltd is also ISO 9001 and 14001 accredited.

To see more pictures from the training course and find out more about the Special Products Division, follow [@BarrusSpecialProducts](https://www.instagram.com/BarrusSpecialProducts) on Instagram. For more information on Sea Training International Ltd visit their website www.seatraining.co.uk.



MARINER ENGINES SUPPLIED AND FUELLED BY BARRUS FOR WATERSAFE UK

Barrus is continuing its support of the Watersafe UK Search & Rescue Team in 2017 with the supply of Mariner outboard engines and SeaSearch inflatable boats plus sponsorship of their associated fuel requirement for the year.

WUKSART was established in response to the National Flood Enhancement Project led by the Department of the Environment, Food & Rural Affairs (DEFRA) in 2009. This Government-led project was designed to officially collate all the water rescue assets around the UK and then type them against National standards with the aim that when widespread flooding takes place, these assets can be called on.

The purpose and aim of Watersafe are to provide response and support to the official Emergency Services in a range of situations, including water rescues, flood relief and support during times of adverse weather conditions, natural disaster or civil emergency, missing people search and to be able to provide support at incidents as required.

Since 2009, Barrus has supplied seven Mariner engines ranging from 5hp to 90hp and two 3.9m SeaSearch inflatable rescue boats to Watersafe on

preferential terms. They have recently taken delivery of an additional two SeaSearch boats fitted with Mariner 30hp engines to further strengthen their fleet of available rescue craft.

Primarily WUKSART covers the County of Derbyshire with support to both the local Fire & Rescue Service and the Police. All the team members are voluntary and from disciplined backgrounds, they have the skills and experience required.





YANMAR PROVIDES A THRILLING EXPERIENCE ON THE THAMES

The latest ultimate high-speed RIB experience on the Thames is provided by 'Blue Quest', a boat commissioned by London City Cruises.

Built by Redbay Boats, based in Co. Antrim, Northern Ireland, the Stormforce 12 RIB joins London City Cruises fleet of pleasure boats. Powered by twin Yanmar 6LY3-440hp engines coupled to Hamilton HJ274

water jets, which together produce 880hp, this can propel the boat to a top speed of 44 knots and still allow it to turn in its own length.

Blue Quest is built for rougher waters than the Thames and promises a fun-filled, adrenaline experience taking in London's most iconic sights.

NEW YANMAR ENGINE UPGRADE FOR MYLOR'S WATER TAXI

The first of the new, smaller Yanmar common-rail diesel engines to be supplied by Barrus in the UK is powering the Mylor Yacht Harbour Water Taxi.

The Salcombe 21 has been fitted with a Yanmar 4JH45, 45hp common-rail fuel injected engine, which is one of a range of four all-new diesels with power ratings of 45, 57, 80 and 110hp.

Mylor Yacht Harbour located in Falmouth, Cornwall, is a state of the art marina which offers some of the best sailing waters in Europe. With 150 berths and over 240 swinging moorings as well as a large visiting pontoon, Mylor has a range of off and onshore facilities to cater for the boat owner. The 21ft water taxi based at Mylor Yacht Harbour in Falmouth, Cornwall, services the 240 swinging moorings all year round and can carry up to 12 passengers. The taxi is kept very busy with typically 25,000 passenger trips each year.

"Knowing Yanmar engines well, we were confident that the new 4JH45 common-rail unit would be a perfect fit to give us the power and reliability we require to provide the quality service our customers have come to expect," commented Judith Ball, Marketing Manager, Mylor Yacht Harbour Ltd. "As a Yanmar Dealer,

it also means we are able to demonstrate the engine's capabilities to hundreds of our water taxi customers who could potentially be future buyers."





THE PELICAN CHALLENGE

The crew and trainees aboard the sail training vessel, the Pelican of London now have the peace of mind that a powerful, reliable John Deere engine will safely navigate them home should the weather turn.

The magnificent tall ship, the Pelican of London, provides activities including climbing, rigging, helming and navigating to NEETS (young people Not in Employment, Education, or Training) to build skills and confidence, and re-ignite their passion for learning and working. This is all part of the exciting, challenging opportunities offered by UK charity Adventure Under Sail (AUS).

“While her main power source is the wind captured by her 11 sails, a propulsion engine is vital for safety and manoeuvrability,” commented Rikk Butler, Chief Executive Officer at AUS. “The existing engine had seen extensive service and was showing its years, so to see Pelican into the future we wanted a new, clean running, fuel efficient power plant.”

AUS selected a John Deere engine which was supplied by Barrus’s dealer Purbeck Marine based in Poole, Dorset. The brief was to make Pelican of London compliant with emission control areas as defined by the International Maritime Organisation (IMO). The PowerTech™ 6090SFM85 engine proposed by Purbeck Marine is fully Tier3, Stage III compliant in the standard model.

Purbeck Marine worked closely with AUS engineers from selection through fitting and trials to ensure the project went smoothly. Barrus engineers joined them for the successful sea trials under the watchful eye of the Maritime and Coastguard Agency (MCA).

Pelican of London cruises at 10-plus knots, while her range under the new engine is around 1500 nautical miles at an economical speed of under seven knots.

“This was a huge project for our small charity’s tight budget,” Butler concludes. “Purbeck Marine demonstrated high-quality knowledge and skills. I was present when the engine was started for the first time, with a coin placed on its edge on top of the engine – the coin did not even move. Fuel efficiency has increased considerably, and noise and vibration have been substantially reduced. I am confident we have chosen well with the John Deere engine fitted by Purbeck Marine and have been impressed by their dedication and commitment throughout the project.”





20 YEARS OF SHIRE AND THE FIRST ENGINE IS STILL RUNNING

2017 is a year of milestones as in addition to the Barrus centenary, the Shire brand of canal and riverboat engines is celebrating 20 years.

We have found the first Shire engine to be supplied by Barrus that is still in operation powering the Rose of Hungerford, a purpose-built, 55-foot long wide-beamed passenger trip boat. The Shire 40hp was originally an ex-demonstrator that had been displayed by Barrus at exhibitions to promote the new engine brand.

The Rose of Hungerford is owned and run by the volunteers of the Kennet and Avon Canal Trust (KACT), which led to the restoration of the canal which connects Bristol to London. The boat was launched into the canal in 1982, and it was not until 1990 that the complete navigable length of the canal was officially re-opened with Her Majesty The Queen on board The Rose of Hungerford.

“The original power for the Rose was an engine acquired from a crashed ex-London taxi,” commented Mike Rodd, Chairman of the Hungerford Branch of The Kennet & Avon Canal Trust. “When it became unreliable, a Shire engine was chosen and installed in 1997 and with various modifications along the way; the engine has proved to be very reliable over the last 20 years. Mike goes on to explain, “The engine has led a tough life driven by numerous helms and used extensively in the training of newcomers and regular on-going crew refresher training, so it has been put through some very tricky situations. The original hour meter failed some time ago so the estimated hours that it runs are over 1000 hours with some years reaching as many as 1500 hours,” Mike concluded.

The Rose of Hungerford has a maximum capacity of 50 passengers and is one of a fleet of 9 public trip boats, including 4 specially designed boats

designed to carry disabled passengers. The Rose undertakes over 200 public trips including scheduled and charters and carries over 6000 passengers each year. Totally operated and maintained by volunteers, this results in an income to the Trust of approximately £40,000 per annum. To find out more about the Rose of Hungerford and the Kennet and Avon Canal Trust visit www.rose.katrust.org.uk.

The current Barrus Shire Canal Collection comprises ten engines with a power range from 15hp to 90hp, suitable for narrow boats, wide beam boats and Dutch barges. The range is continually being improved and modified to maintain its position as a leader in the market place.



BARRUS SUPPORT UK FIREFIGHTERS SAILING CHALLENGE



The largest firefighter participation sporting event in the UK, United Kingdom Firefighters Sailing Challenge (UKFSC) took place in May and Barrus were delighted to be supporting this year's event as a Gold Sponsor.

This year, the most ever emergency services and sponsors took part in the event. 260 emergency services personnel, past, present or industry related took to the water, and the entire Sunsail fleet was used with 29 crews having entered.

Held at Sunsail Port Solent Hampshire, racing took place in the waters of the Solent off the Isle of Wight on the UK's south coast. All the boats are identical 40' Sunsail sailing yachts which are modern, well equipped, fast and fun with reliable, Yanmar 3JH5 marine diesel engines.

The committee aims to encourage people with little or no experience to discover the thrills of racing 'round the cans' in a large regatta and over the past 13 years, sponsors, supporters and crew have raised over £80,000 for charitable causes.

Two all-women boats competed this year; another UKFSC record. Siren Sisters, the Women in the Fire Service (WFS) entry with a crew of women firefighters from all over the UK returned to continue their achievements from last year and a second all-women boat, Magenta with firefighters from Hampshire took on the challenge for the first time, and won first fire brigade boat. Met Police 2 won the event overall.

5 Clipper round the world sailors have now participated in UKFSC. Either starting with Clipper Ventures and joining UKFSC or progressing from UKFSC to sailing round the world, the links between the two events are growing year on year through sailors participating in both events.

Record-breaking Dee Caffari was the guest speaker for the UKFSC 2017 event. Dee Caffari who has sailed around the world five times, is the first woman to have sailed single-handed and non-stop around the world in both directions and the only woman to have sailed non-stop around the world a total of three times.

For more information visit www.ukfsc.org.uk. You can also follow [@ukfiresailing](https://twitter.com/ukfiresailing) on Twitter, [@UKFSC](https://www.instagram.com/ukfsc) on Instagram and 'like' [United Kingdom Firefighters Sailing Challenge](https://www.facebook.com/ukfsc) on Facebook.



BARRUS INTRODUCE NEW MARINER MARATHON OUTBOARDS FOR COMMERCIAL APPLICATIONS

The new, dedicated range of Mariner Marathon commercial FourStroke outboard engines, offer a high displacement, low horsepower solution for the commercial market. Based on the Mercury SeaPro commercial FourStroke outboard engines, the Mariner Marathon range includes a 1 litre, 30hp model, 2.1 litre, 50hp and 60hp models and a 3.0 litre, 90hp option. These engines are designed to provide increased durability and longer life in demanding commercial applications without sacrificing power.

Mariner Marathon engines, with high displacement and low-weight, deliver the performance required by commercial users and provide three times the engine durability compared to recreational engines. They feature higher durometer upper mounts that help to extend the life of the engine and reduce operational costs.

The larger Command Thrust gearcase, which creates a bigger footprint in the water and provides more leverage to control the boat is standard on the 50hp, 60hp and 90hp Marathon models.

These engines deliver the outstanding fuel economy that is inherent to four-stroke technology and accurate digital information is presented in a SC1000 SmartCraft gauge, fitted as standard, for reliable information at a glance. The Marathon models feature extended warranty up to 2000 hours compared to standard engines, and a pictorial Owner's Manual make simple service and maintenance even easier by providing step-by-step instructions.

The Marathon engines have the benefit of Mercury's industry-leading MercAlloy XK360 engine corrosion formula which is an extremely low copper content alloy and offers total engine protection and trouble-free operation in the harshest of conditions.

"The Mariner Marathon engines take reliability and durability to the next level with outstanding performance," said Ben Allen, General Manager for the Marine Leisure Division at Barrus. "They have been engineered to cope with the additional demands of professional operation providing increased 'up-time' and extended life," Ben concluded



The new commercial engines are also available under the Mercury SeaPro brand.

BARRUS DELIVERS BEST IN CLASS TRAINING BY COMBINING PRACTICAL AND ONLINE TRAINING WITH MERCURY UNIVERSITY

The Barrus Marine Service Training Programme 2017 is successfully underway with the entire Mercury and Mariner dealer network signing up to the Mercury University LEARN online distance learning system.

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. "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, and each course has its own set of Mercury prerequisites, online learning assignments set by Barrus which have to be completed by engineers before they can attend the practical course. Over 400 engineers will attend the Recertification course this year which includes the latest Mariner and Mercury outboard and MerCruiser Petrol and Mercury Diesel product updates and is mandatory every year towards maintaining their certifications. In excess of 600 engineers will complete multiple courses which are run at Barrus's Training Facility in Bicester and externally with dealers in the Channel Isles, Scotland and Ireland.

"Technology is moving so quickly and by utilising the Mercury University system in line with our own practical courses enables our partner engineers and our own sales and service personnel to always 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. Barrus is the first distributor in Europe to make the Mercury University system compulsory for all dealers.



MARINER GOES FISHING FOR PIKE

Oxford-born angler, author and video producer, Paul Gustafson has a long association with Barrus and is a great ambassador for the Mariner brand.

Paul, with over 100 pike of 20lb and over to his name, has a Mariner 25hp outboard engine fitted on his boat, which has been used all over the UK and Europe and features in his collection of books and videos on how to fish pike.

“The Mariner engine prepared for me by Barrus has never let me down,” commented Paul. It is bullet proof, fantastic reliability.”

Paul has a new website that is full of useful advice and tips for all boat anglers. Paul is also the author of a series of children’s books, Egbert’s Adventures which are illustrated by Ray Mutimer, who also illustrated Postman Pat, Noddy and Rupert and Friends. More information can be found at www.paulgustafson.com and www.egbertsadventures.co.uk.



CUB CADET RIDING HIGH AT BLENHEIM HORSE TRIALS

Cub Cadet was a proud supporter of one of the most prestigious equestrian three-day eventing championships in the world, the Blenheim Horse Trials 2016. Attracting an impressive line-up of leading riders, this four-day event takes place against the wonderful backdrop of Blenheim Palace. The prominent and aptly named, ‘Cub Cadet Ride-on and Push’ fence featured product displays and strong branding which no one could miss!

Cub Cadet will once again be supporting the event in 2017.



WELCOME TO THE BARRUS MAP

Barrus is pleased to announce the launch of the Barrus MAP (Media Asset Portal.)

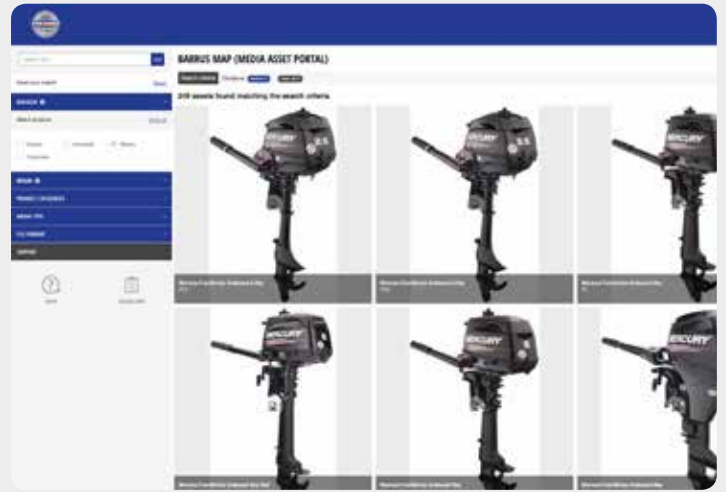
With over 30 different brands the need to store images, logos and other marketing collateral in an easily accessible on-line, self-serving resource became paramount to cope with the ever increasing print and digital needs.

The Barrus MAP is now in its first phase, and after a simple registration process, users can select their personal preferences to view material for their chosen brands. Further filters can be applied, and a handy search toolbar helps to ensure users find what they are looking for.

All images can be previewed and are provided in different resolutions depending on requirements. A useful shopping cart function has also been incorporated to allow for easy collation of assets before downloading the chosen files.

With further enhancements and updates already in the pipeline, the Barrus MAP will become a useful tool now and in the future.

See more at www.barrusmap.co.uk



GO BOLDLY WITH MERCURY RACING'S EXOTIC VERADO

Mercury Racing revealed the new Mercury 400R Carbon Edition at this year's Miami Boat Show, a premium, high-performance Verado outboard featuring contemporary layered surfacing sculpted from lightweight carbon fibre composite.

The Carbon Edition 400Rs share all the industry-leading performance characteristics of its Phantom Black and Cold Fusion White 400R siblings while providing an even higher level of luxury with a bold and striking appearance.

At a staggering 153hp per litre, Mercury Racing's 400R is the most powerful consumer outboard ever produced by Mercury and provides the highest power-to-weight ratio of all other four-stroke outboards in its class.



CUB CADET SOCIAL MEDIA COMPETITION

In March, Cub Cadet dealers were invited to take part in a Social Media Prize Draw to win an iPad every month for the next six months. To be in with a chance of winning, dealers were simply asked to post pictures on Facebook or Twitter and tag Cub Cadet UK.

So far, posts have ranged from popular models to showroom open days and customers with their new Cub Cadet mowers. Hayes Garden Machinery won the first prize after posting a number of pictures including staff trying out Cub Cadet models ahead of their open day and happy customers using their new mower. The dealership was pleased to have won the iPad and commented: 'It'll be very useful this coming season, especially when attending shows'.

Murley Agricultural Supplies are the latest dealer to have won the prize draw after sharing pictures of customers that have replaced their old mower with a new Cub Cadet model. The first was their local parish council who have significantly reduced the amount of time taken to cut all their areas with a new Z Force S48. The second was



Hayes Garden Machinery.

a picture of a Tank SZ60 recently sold to a loyal Murley customer who has been buying parts and machinery from the business since it was established in 1959.

Dealers that don't have a social media account have not been left out. Content that is emailed across to Barrus is also included in the prize draw and uploaded to the Cub Cadet Facebook and Twitter pages, so all dealerships have the chance to win an iPad and have social media coverage. The prize draw will continue to run until August 2017, follow **Cub Cadet UK** on Facebook and **@CubCadetUK** on Twitter to see the posts and winners as they come in.



Murley Agricultural Supplies.

BARRUS TEAM TAKE ON THE ROUGH RUNNER CHALLENGE



What better way to come together as a team and take up a fun and exciting challenge in the Barrus centenary year than to take part in a new breed of sporting event, The Rough Runner.

Twenty-seven Barrus Roughians accepted the challenge of a 10km course on The Great Tew Estate in Oxfordshire. Rough Runner is an obstacle course challenge combining distance running with a variety of obstacles along the way. Not the regular, military-style obstacles that freeze, burn, lacerate and electrocute but those inspired by popular game shows including Takeshi's Castle, Wipeout, Gladiators and Fun House which are more about fun and mud!

The Barrus Team were confronted with giant pigeon battles, sweeper arms, big balls and the imposing Travelator which they had to climb to the top of to complete this gruelling challenge. Members from all departments formed three teams of mixed fitness levels and ages, working together, helping and encouraging each other over the obstacles to complete the course.

Ronny Bartaby-Taylor, Corporate Events Manager for Barrus commented, "Bringing colleagues together from all areas of the company to enjoy themselves at a social event is so rewarding. Events like these bring out the best in people, and it was fantastic to see the motivational spirit of the team. It was also great to meet so many friends and family who came along to support and cheer on the team."

KEEP IN TOUCH!



For regular product information and useful advice why don't you follow us on Facebook, Twitter, Instagram and LinkedIn.

Francesca Toman, PR & Social Media Co-ordinator looks after our online presence creating a buzz across the company and our brands. Share your news with Francesca - francesca.toman@barrus.co.uk



Facebook



Mariner Outboards UK



Mercury Outboards UK



Cub Cadet



Lawnflite



Wolf-Garten Garden Tools



Wilkinson Sword Garden Tools



Yanmar Marine



Quicksilver Boats



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Twitter



@Mariner_UK



@MercuryEngines



@CubCadet_UK



@LawnFlite_UK



@WGGardenTools



@WSGardenTools



@YanmarMarine_UK



@YanmarEnginesUK



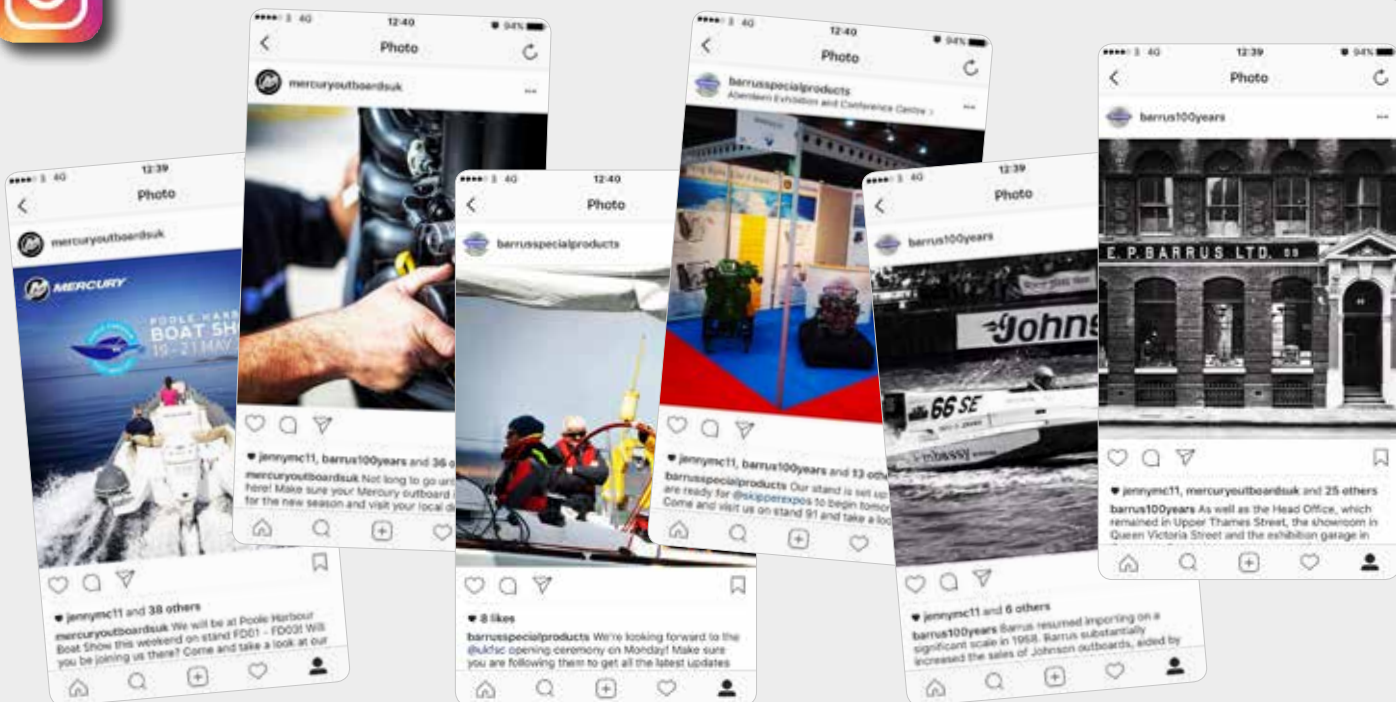
@QuicksilverUK



@Loncin_UK



Instagram



@mercuryoutboardsuk

@barrusspecialproducts

@barrus100years

Barrus Show Planner 2017

Come and see us at the many shows and exhibitions we attend throughout the year.
Check out the Events Calendar at www.barrus.co.uk plus Facebook and Twitter for the latest information on forthcoming events.



Royal Horticultural Society
RHS Tatton Park
Knutsford,
Cheshire
19th - 23rd July



Skipper Expo
Bristol,
Avon
7th - 8th September



Glee
NEC,
Birmingham
11th - 13th September



DSEI
12 - 15 September 2017
The World Leading
Defence & Security Event
DSEI
Excel,
London
12th - 15th September



Southampton Boat Show
Mayflower Park,
Southampton
15th - 24th September



The Emergency Services Show
HALL 5 | NEC | BIRMINGHAM | 21-22 SEPTEMBER 2016
Emergency Services Show
NEC,
Birmingham
20th - 21st September



The Showman's Show
Newbury Showground,
Newbury
18th - 19th October



SALTEX
SPORTS APPLIANCES LANDSCAPING TRACK EXHIBITION
Saltex
NEC,
Birmingham
1st - 2nd November

We look forward to seeing you.



Should you require further information on any of the items featured in this issue of The Innovator, please contact Karen Clarke.

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