

NZ OUTDOOR

POWER

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JULY 2016

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2016**
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power products

All things considered...



It's a couple of weeks now since we were at Fieldays but a rosy glow remains.

We came away from the event this year feeling good about things, having heard many, if not all the exhibitors, express hearty optimism for the ag sector.

Farmers and growers of all kinds appear to have been making bigger than normal capital investments at the 2016 show as well as seeking out the usual bargains.

Having also been gauging the market for generators and water blasters however (see page 14) we've been hearing about quite another side of outdoor power – the retail market.

Here, purchases are becoming ever more researched and end users and consumers ever more considered.

The moral? Give them a reason to buy.

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NZ OUTDOOR POWER EQUIPMENT

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KIWIS ABROAD

Kiwi arborists take out 2016 tree climbing champs



BACK IN APRIL, New Zealanders won both the men's and women's world championship titles at the International Tree Climbing Championship (ITCC) in Texas.

German-domiciled **James Kilpatrick**, originally from Tauranga, won the men's event while Kiwi **Chrissy Spence** from Morrinsville took out the women's category during the 40th ITCC Masters' Challenge sponsored by Husqvarna.

James Kilpatrick says the ITCC world title is the ultimate goal for climbers around the globe. "The challenge is not just physical but mentally tough too.

"Our Kiwi team has an impressive reputation when it comes to ITCC. Over the past five years we have been on the podium more than any other chapter and I'm proud and humbled to be in amongst this team of down-to-earth tree climbers doing what we love," says James, who is now based in Germany where he works as an arborist.

The Masters' Challenge is the premier event at the tree climbing competition, where the competitors with the highest preliminary event scores showcase their skills.



Run by the International Society of Arboriculture (ISA) since 1976, the ITCC annual event sees the world's best professional tree climbers compete against each other and the clock. The range of events tests their ability to professionally and safely manoeuvre in a tree while performing work-related tree care tasks.

New Zealand has an impressive history in competitive tree climbing. Chrissy Spence has now won the women's world championship title four times and James Kilpatrick has been Asia Pacific men's champion three times before taking the global Masters title this year.

Husqvarna has a long-standing association with the ISA and, as well as their coveted trophies, the pair of champion Kiwis both took home an armload of Husqvarna gear, including battery chainsaws to help them in their professional lives as working arborists. ■

LEFT: 2016 ITCC champs, Kiwis James Kilpatrick and Chrissy Spence (photo: ISA).

INDUSTRY

STIHL celebrates 90th year



FROM THE COMPANY founded by **Andreas Stihl** in 1926, STIHL has developed from a one-man operation into an internationally active manufacturer of chain saws and outdoor power tools.

90 years ago, Andreas Stihl developed his first chain saw in a small workshop in Stuttgart. Almost a century later, with the involvement of the second and third generations of the Stihl family, the firm is still 100% family owned and developing apace.

Just this year, STIHL opened a new production logistics centre and a new 12,600m² building to house its development centre, not to mention the new ZAMA carburettor plant in the Philippines.

Locally, STIHL NZ's Managing Director, **Jim Bibby** and team celebrated the firm's milestone with a special display at Fieldays which took visitors through the years, the family ownership, the heritage and the early product design and innovation. ■



Peter Nation, CEO of Fieldays Society, helps STIHL's Jim Bibby cut the 90 year birthday cake given by the Fieldays Society

NORTH BY NORWEST

PENNY CLYDESDALE AND NorWest Advertising have a new website, designed both to mark existing client campaigns and foster new relationships.

The Kumeu-based operation was responsible for Makita's "StaunCHCH" and "Max" campaigns, as well as many other memorable programmes.

Check out the firm's portfolio here: www.norwestadvertising.co.nz

OPE TECHNOLOGY

Outdoor power meets smartphone technology

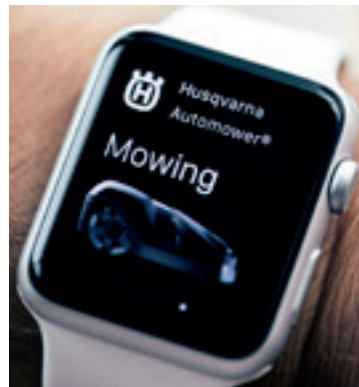
HUSQVARNA GETS APPY – Following its Automower

Connect smartphone app, Husqvarna has launched an Apple Watch app so you can always see status of your Husqvarna Automower anywhere, any time.

The Apple Watch app contains the most essential functions of the smartphone app, enabling you to quickly start, park, stop and check the status of your robotic mower, right from your wrist. There's also a glance feature, giving you access to the status of your mower with a simple swipe on the watch face.

The Automower Connect Apple Watch app is available for products like the Husqvarna Automower 330X which must be equipped with a SIM card.

www.husqvarna.com



And so does John Deere – John Deere's new MowerPlus app tracks mowing and offers tips for efficient lawn care. Using GPS, the iOS (Apple) version of MowerPlus allows users to view a summary of the current mowing session with average speed, area covered and other real-time statistics.

Additionally, an aerial view of the mowing path for each session can help homeowners diversify their pattern to protect turf health. The app also lets homeowners know how long it has been since they last mowed. There is also an Apple Watch version by the way – think of it like a Fitbit fitness app for lawnmowing...

www.deere.com



INTRODUCING THE NEW ARCHER SAW CHAIN RANGE

Cama Products is now supplying a new line of chainsaw chain and bars. To see our full range or for more information visit our website or free phone today.

Archer provides quality saw chain and bars at very low prices. The Archer Saw Chain factory is ISO9000 approved and only uses Japanese steel so you can be assured that all Archer products are at a high standard and quality.

Archer products are a proven alternative brand at a very economical price giving you a chance to compete in markets that were previously unattainable, with quality products that deliver both performance and profits.



FREEPHONE: 0508 226 277

EMAIL: sales@camaproducts.co.nz

www.camaproducts.co.nz

CLIPPINGS

Local and International News



Hansa goes pink for breast cancer charity

EARLIER THIS YEAR, Hansa donated a special C7 chipper worth almost three grand (and naturally coloured pink!), to raise funds for and awareness of the Waikato Breast Cancer Trust.

Total donations came to well over \$7,500 and Pinky's new owner was a delighted **Faye Thornton** from Cambridge (see the video here: https://youtu.be/_H4a6r8WBLw).

Herself a breast cancer survivor and with a large property to boot, Faye will no

L-R: Hansa MD, Martin Vogel; Fiona Johnson (WBCT); Pinky's new owner, Faye Thornton; and Hansa's Graham Penniket.

doubt be putting Pinky to good use, while the money raised for the Waikato Breast Cancer Trust goes to aid potentially life-saving research which could one day help your mum, your sister, your friend, or your daughter.

Well done Hansa!

www.wbct.org.nz

www.hansachippers.com

EVENTS 2016



HIANZ heads for the hill(s)

THE HIRE ASSOCIATION of New Zealand (HIANZ) is holding its annual conference in Rotorua over 24-25 August.

Before the serious stuff, plans include an optional pre-conference event (23 August), dubbed the Presidents Cup Challenge. Billed as "loads of laughs and great networking", it's a reprise of 2014's King of the Hill Challenge, with "a slight twist", and is guaranteed to break the ice.

Over 24 and 25 August comes the conference proper, the first day featuring NZI-sponsored keynote speaker extreme adventurer and entrepreneur **Kevin Biggar**, followed by the HIANZ AGM, Trade Show and workshops covering off Sustainable

Business Growth and the "Disciplines of profitable high growth businesses".

Day Two's workshops are "Maximising business value through succession", EWPs and Marquees in Hire, with *ITM Fishing Show's* **Matt Watson** the Closing Guest Speaker, followed by the Hire Excellence Dinner and Awards hosted by Youngman Richardson & Co.

The workshops "Disciplines of profitable high growth businesses" and "Maximising business value through succession" will be delivered by **Karl Varley**, one of New Zealand's "most diversely accomplished young professionals" thanks to sponsor Staples Rodway.

www.hianz.net.nz/conference2016

INTERNATIONAL CLIPPINGS

GOT AN OLD mower? Next stop **Utah** - The Utah Department of Environmental Quality is once again offering electric lawnmowers or trimmers at a reduced price, as long as you're getting rid of your old petrol burner at the same time. The agency is offering hundreds of electric lawnmowers and electric trimmers at extremely discounted price - if a gas-powered machine is turned in at the same time. The initiative is part of the aptly named Clean Air Retrofit, Replacement, and Off-Road Technology (CARROT!) programme, which started in 2014.

<http://carrot.deq.utah.gov/>

Grasshopper is US Dealer Choice - Grasshopper has taken out the USA's Equipment Dealers Association's 2016 Dealer's Choice Award for the Outdoor Power Equipment (OPE) manufacturer category. This is the second consecutive

year Grasshopper was selected by almost 2,500 dealers throughout North America as part of the EDA's annual *Dealer-Manufacturer Relations Survey*. The EDA also recognised Toro and Exmark with Gold Level Awards.

www.equipmentdealer.org

Milwaukee breaks out of power tools - Having already made entries into lighting, plumbing and other segments in recent months, from the States we hear that power tool brand Milwaukee Tool plans to expand into outdoor power equipment next year. During the company's recent 2016 new product symposium, it showed off a string (bush whacker), hedge trimmer and blower, all of which use the M18 battery system that already spans a very wide range of power tools. Milwaukee also plans to launch a battery-powered mitre saw.

www.milwaukeetools.com



Mowing large lawns has never been so easy. Masport has a range of ride-on mowers and lawn tractors in sizes that suit most applications. Whether you are mowing an orchard, lifestyle block or areas that require a tight turning circle, the Masport ride-on and lawn tractor range has a model with outstanding features to fit your specific needs.

0800 MASPORT | www.masport.co.nz

Masport



Side by side with Steelfort

Steelfort is proud to announce that we are now the New Zealand distributors for KYMCO.

Like Steelfort, customers have turned to KYMCO for unmatched quality, unsurpassed capability and unequalled value for more than 50 years making KYMCO a perfect addition to the Steelfort family of brands.

The KYMCO product range is internationally renowned for delivering advanced product features, year-after-year

durability, and the staying power required to excel in diverse and demanding conditions.

KYMCO products are distributed and serviced through a growing dealer network with locations New Zealand-wide. KYMCO dealers deliver professional service, expert advice and great deals on KYMCO products.



Scooters



Side by sides



Quads



A Steelfort product

Visit steelfort.co.nz for stockists

Kennards goes online to make customers' job easier

THE NEW KENNARDS

Hire website is now officially live and making a few waves in the industry.

Using the first live equipment hire platform in New Zealand, customers can now browse, select and book all the tools for the job from their computer, tablet or smartphone.

Kennards Hire Chief Operating Officer and Acting CEO, **Bill Whitehouse**, says

delivering a convenient, anywhere, anytime option for hiring was a key motivator: "We know our customers can be time poor and unexpected jobs can pop up on-site last minute." So, he adds: "To help customers we wanted to provide an easy browse, order and pay online



service available 24/7."

Designed to appeal to all Kennards Hire customers, from tradies and commercial users to DIYers, weekend warriors and everything in-between, the site includes "how to" guides and videos and account customers can access their accounts and also pay invoices online.

In essence with the new website customers need take just three easy steps to hire online: find the

equipment; make a reservation; and checkout. The equipment can be picked up at a local branch or delivered to site.

Fully accessible as a beta via the existing URL, the new website is set to go fully live late this month.

www.kennardshire.co.nz



INDUSTRY

Hansa adds to its portfolio



HANSA IS NOW the New Zealand distributor of Predator stump grinders. Designed in the

UK to meet the tight access requirements of the local market, Predator complements Hansa's chippers with a wide range of wheeled and tracked tree stump grinders.

The narrowest stump grinders on the market for their power output, Predator machines are designed from an operator's perspective and draw upon many years of experience in the field.

This ensures that when purchasing a Predator, you're not only buying a quality machine but you're also investing in a cost-

effective tree stump grinding solution that will help your profitability in many ways.

Predator's clean designs break the mould in performance, style, reliability and compactness, to make jobs easier than ever. Take the very compact **Predator P50RX** – a big machine in a small package – with its variable width track drive (790-1170mm), remote control operation and ability to track around narrow and tight corners.

Completing the specs of this machine is its 50HP Hatz diesel engine; 380mm cutting depth; 1500mm slew; 1500kg weight; and 8 x Multi-Tip cutter wheel, which means you can change teeth in less than a minute.

www.hansaproducts.co.nz



NEW OPC LABELLING NOW IN EFFECT

FOR THOSE OF our readers who do more than mow grass, you should be aware that the new label requirements for some organophosphate and carbamate (OPC) insecticides took place on 1 July 2016.

In 2015, the Environmental Protection Authority (EPA) modified approvals for 15 OPC substances containing acephate, dimethoate, methamidophos, methomyl and oxamyl, setting non-contact periods for four of these substances.

These non-contact periods are designed to help protect bees and other insect pollinators from being exposed to insecticides applied to plants.

The changes to product labels as a result of this reassessment also took full effect on 1 July 2016 and the following non-contact periods apply:

- 7 days for products containing acephate (except in lemons).
- 7 days for products containing dimethoate (no exceptions).
- 8 days for products containing methomyl (except in strawberries and greenhouse tomatoes).
- 10 days for oxamyl.

Only approved handlers are able to buy these OPC insecticides and they must follow strict rules around their storage, use and disposal.

www.epa.govt.nz

TAKING WORKPLACE SAFETY SERIOUSLY



WITH NEW DEMANDS now in effect thanks to the *Health & Safety at Work Act 2015*, employers are taking extra notice and care of almost everything that happens in their workplace.

One service we have heard about that is designed to help companies ensure safety in the workplace for their employees is from Auckland firm WorkCare, which bills itself as "New Zealand's premiere drug and alcohol risk assessment agency".

WorkCare offers a one-stop shop, from drug and alcohol testing to education and rehabilitation programs, a three-



part process designed to not only improve workplace safety but also in turn strengthen communities.

Says WorkCare: "Drug and alcohol abuse is a serious issue in many businesses. This lifestyle is harmful to an employee's health and can be very costly to businesses. Staff turnover is expensive and employees who use drugs are less productive. Our mission is to eliminate this problem."

Internationally accredited, WorkCare New Zealand tests to the AS/NZS 4308/2008 Standard.

www.workcarenz.co.nz

STEP IN TO THE WORLD OF HUSQVARNA! WANTED

Technical After Sales Support and Customer Service Person

- International market leading organisation
- Great role for an experienced mechanically minded After Sales Support Professional
- Auckland Airport Location

The Husqvarna Group is the world's largest producer of chainsaws, lawnmowers, tractors and trimmers, incorporating the renowned brands Flymo and McCulloch and GARDENA, the world's leading watering brand. The Neta brand has also joined the Group.

To further support our customers, an exciting opportunity has arisen for a person experienced in both spare parts and customer support, preferably within the small engine industry, to join us at our Manukau office.

Role:

You will be required to handle enquiries for all brands within the Husqvarna Group. Your prime responsibilities include being the first point of contact for our customers and being responsible for ensuring they receive the right information and assistance. This includes parts identification, processing of orders, some key E-Commerce support as well as assisting in warranty issues and service enquiries.

To be successful in this role you will have:

- Experience in identifying parts.
- Understanding and experience in machinery and small engines including both 2 and 4 stroke
- Demonstrated analytical and problem solving ability
- Strong customer orientation with a friendly and welcoming attitude and good personal presentation
- Demonstrated computer skills with Mainframe systems and Micro-soft products - Word and Excel
- Advanced interpersonal skills with strong verbal and written communications ability
- Well-developed planning and organising skills with strong attention to detail
- Energetic and motivated to learn and develop a long term career

You must have NZ citizenship or permanent residency to apply. The role is available immediately for the right candidate, so if this role excites you as much as it does us, then please apply immediately by emailing us your resume to: vanessa.dell@husqvarnagroup.com

Husqvarna
READY WHEN YOU ARE



STEELFORT SAYS ON YER BIKE!

Some people in the outdoor power industry may have done a double take recently to see a range of quad bikes, side by sides and scooters appear on Steelfort's website. Previously available here through a different agency arrangement, the products are from massive and highly respected, 50+ year-old Taiwanese manufacturer KYMCO, explains Steelfort's **Gavin Lowndes**.

With a new range expected in the coming months, Steelfort has been busy getting its ducks in a row before going large with a new line-up.

Steelfort will be offering products from the extensive KYMCO range to the motorbike brand's current distribution network, as well as adding to it.

www.steelfort.co.nz

DISTRIBUTION

Cama adds Archer saw chain and chain bars

LOOKING TO OFFER

a top quality yet affordable alternative,

Cama Products has added Archer saw chain and related components to its expanding dealer-orientated product range in New Zealand.

Since 2007, Archer has become one of the very few saw chain plants in Asia that can deliver the quality required in major worldwide markets, having harnessed decades of experience in cutting systems and having recruited some top USA saw chain engineers.

As well as using the best manufacturing equipment available and Japanese sourced quality steel, Archer also implemented a demanding quality control operation supported by a modern test lab and dedicated, quality-control staff.

Archer also operates under a strict ISO9000 quality system, which is audited every three months to ensure that staff, materials and products continually meet the highest quality standards.

Extensive field testing is the final link in Archer's product quality commitment.



Archer saw chains are tested year-round in Australia, the USA and Finland.

Put it all together and these efforts have yielded an economically-priced product whose performance compares very favourably with the saw chain industry leaders, says Cama.

Over the past eight years, Archer has become a respected alternate brand on the worldwide saw chain market. Archer currently supplies distributor and OEM customers in 46 different countries.

The Archer range is extensive, with 3/8LP, .325-inch, and 3/8-inch pitch chains in both chisel and semi-chisel configurations and all gauges. Archer .404-inch pitch chain is available in chipper, semi-chisel, and chisel configurations, also in every gauge.

Dealers can purchase Archer chain in 25- and 100-foot reels and as premade loops.

www.camaproducts.co.nz





Record Fieldays sales may be a mystery for some but no-one's complaining. Terry Herbert reports.

Fieldays 2016 - The tent city of sales





WHERE THE RUBBER MEETS THE MUD

FIELDAYS IS AN important platform for innovations in and around the outdoor power market. One local innovation that captured our attention this year was the New Zealand-designed, battery-powered 2WD Ubco farm bike.

Ubco co-founder and inventor **Daryl Neal** (pictured) walked and talked us through the project. Only two years ago, Neal and fellow co-founder **Anthony Clyde** were racing to get a prototype concept bike ready for their 2014 Fieldays debut. That year they won the Locus Research Innovation Award and managed to garner over 200 pre-order expressions of interest.

Fast forward to 2016 and you'll find Ubco's clean, green all wheel drive product can now be bought through ZTR Mowers' New Zealand dealer network, with a further 10 retailers located in Australia.

The utilitarian two-wheeler costs \$7,999 and can roam for 100km on the energy stored in its Lithium-ion battery. When the energy in the battery is expended, the Ubco can be fully recharged in six hours at the cost of only 88 cents' worth of electricity.

This near-silent bike creates less stress for stock, and maintenance costs are greatly reduced. Gear can be easily carted from job to job with handy accessory lugs located across the bike. This work horse even has a couple of 12V sockets to power up electric tools out in the paddock and there's a USB port for recharging electronic devices.

With a motor in both wheels there's no clutch or drivetrain, no emissions, no noise and you'll power through just about any challenge a farm will throw at you. Farmers, hunters, and DOC workers now have a great green cross-country



transport alternative.

Weighing just 58kg with a riding capacity of 200kg and a top speed of 45kph, the Ubco 2x2 is also gaining serious traction overseas. Technical Director Daryl Neal also tells us a road legal version of the initial "utility bike" will be available by the end of the year.

We tip our hats to Kiwi ingenuity and wish this fledgling automotive company every success for their future. Visit the website below or phone ZTR Mowers on 0800 743 366 to find out more.

www.ubcobikes.com

FIELDAYS 2016'S FOUR days must have felt like a gold rush for many stand holders who are still recovering from the deluge of record sales they posted day after day.

Punters came out of the fog and into the sun; they queued and they bought in their droves. 130,684 souls passed through the turnstiles during the event, a net gain of nearly 5,000 more visitors than 2015 and the second biggest total in its 48-year history.

To back up the optimism that was evident everywhere NZOPE's team went, we can report that the latest quarterly *Rabobank Rural Confidence Survey*, completed in early June, recorded a significant upswing in sentiment among farmers across all sectors. The overall net confidence reading rebounded to +3%, up from the last quarter's negative 42% reading and the first net positive reading since the March 2015 survey.

Rabobank's New Zealand general manager, **Hayley Moynihan**, said in the *Rural News*: "It's pleasing to see farmer

Jim Bibby says: "Sales wise we were up considerably on last year. We didn't have a special Fieldays offer as such but a nationwide 'money off' offer. When you consider that and the fact that Fieldays were up and nationwide sales were up, that was a real positive. Sales in June have already exceeded last year."

Tales of quality and quantity

"It wasn't so much about the quantity, it was the quality of those big ticket sales," continues Jim Bibby. "The dairy sector have got their heads around the lower dairy expectations and they provisioned accordingly. A lot of people we got on site were from other parts of the rural community too. We had people from kiwifruit, beef & lamb and viticulture. It was good news all round out there."

Bibby concludes: "Typically for Fieldays we sold 'farming' chainsaws, our number one seller. However in terms of interest generated, that came from Lithium-ion battery technology for handheld tools. It's certainly a trend we're seeing here. We had a

“We had a guy carving all day using a battery chainsaw and on the other side we showed how easy it was to pick up a product and start it with the push of a button and not have to pull a cord”

confidence shoot up from the near-decade lows recorded last quarter and the survey results highlighting growing optimism among farmers with an expectation that the dairy market was passing through the trough. The expectation price rises will continue is likely to be the biggest factor in the higher overall confidence result."

The grass is greener

Why so positive? STIHL's **Jim Bibby** has one theory he's quick to share: "For the BOP they've had farmers growing grass who tell me that this summer was the best growing conditions in their lifetime. Getting this good growing season through the summer right up to June, they couldn't help but feel positive.

"Market stats support the fact that when it rains and it's warm it's pennies from heaven. When the grass is growing, economic factors come second because you have to mow and blow and chop, that's a fact of life. Good news for STIHL and good news for the other brands in our industry too!"

Asked to quantify this "good news",

guy carving all day using a battery chainsaw and on the other side we showed how easy it was to pick up a product and start it with the push of a button and not have to pull a cord.

"Because of the kind summer growing season, leaves were still falling, so we had more enquiries and interest in our air broom and blower products, in particular Lithium-ion blowers."

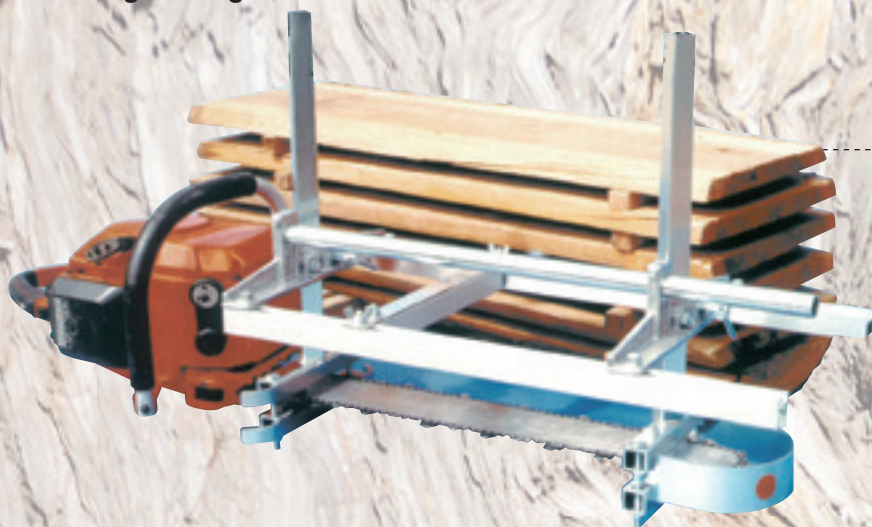
Husqvarna's **Colin Stimpson** was another who enjoyed the quantity and quality of sales Fieldays 2016. "We had a fantastic uptake on everything," he says, "From ride-on mowers, chainsaws through to our battery products. Everything was sold on-site on the day.

"Talking to other suppliers you'll get the same vibe. I spoke with the Isuzu people, the side-by-side people, the utility people: they were all achieving good sales. We had a cracker time. We upgraded our site too which was a bonus. That turned out to be a good investment."

Sales keep powering on

As we skirted by the ride-ons and chain

CHAIN SAW ACCESSORIES AND TOOLS



THE ALASKAN MK III SAW MILL ATTACHMENT

A high quality woodworking tool for the woodworker, builder, and outdoor enthusiast.

- Easily mounts on your saw bar
- Sizes from 24" to 56"
- Ripping chain required



ALASKAN SMALL LOG MILLING ATTACHMENT

- Perfect for the homeowner, woodworker and carpenter
- Compact, lightweight and easy to use, bolts to your saw bar with no drilling
- Add your chain saw and start making timber!



FILE-N-JOINT

Introduced over 40 years ago, the File-N-Joint® has set the industry standard for file sharpening accuracy and durability. It is completely portable and mounts directly onto the chainsaw guide bar. Featuring rugged alloy construction.

BREAK-N-MEND

The hand Break-N-Mend® makes on-the-job chain repairs possible. Break and spin rivets on all common sizes of saw chain with Break-N-Mend's adjustable anvils and spinner head. Vice grip handles provide tonnes of pressure with a handshake grip.



PRECISION GRINER

The Precision Griner combines the features of the Grind-N-Joint® with the accuracy of the File-N-Joint®. Easily clamps on your saw for fast precise sharpening.

GRIND-N-JOINT

Grind-N-Joint® is the 12 volt sharpener for frequent or professional use. Rated at 24,000 rpm, the Grind-N-Joint® will give a fast and ultra-fine finish to cutters and depth gauges. Grind-N-Joint® is the original 12 volt sharpener that after more than 30 years is still the fastest and easiest to use.



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Quality cuts where you need it

THE BARONESS 5-REEL

Gang Rough Mower drew onlookers and interest at Fieldays. Part of that attraction was its versatility and manoeuvrability as the LM285 is equipped to lift either outer arm independently, allowing this mower access to narrow areas which would normally be inaccessible to rival mowers of this size.

With the twin traction drive pump setup, the LM285 has strong climbing ability and unmatched balance and stability on hills. Packed with safety features, a top speed of 14.4kph, powered by a Diesel Turbo Kubota D1105 and the strongest, highest quality reels and bedknives in the industry the LM285 is ideal for larger scale mowing contractors and councils.

www.cbnorwood.co.nz



saws pausing briefly to watch the Rural Bachelors in the arena jump through hoops (well their dogs actually) and inseminate cows (something you don't see in the city too often) we got that same "positive vibe" from power tools exhibitors that we'd been hearing from the outdoor power specialists.

We managed to track down NZ Safety Blackwoods, Hamilton branch manager, **Grant Joyce**, who happily told us: "Fieldays were incredible for Blackwoods. We had our best result ever on site this year. We actually ran out of some stock. We were extremely busy and I still can't stop smiling."

Grant Joyce is another to welcome the buoyant market: "My team and I get to talk to a lot of dairy farmers and they seem in better spirits than last year. We continue to do well regardless," he explains. "When times are tough, you repair. When times are good, you replace. Sales are definitely on the up for bigger ticket "replacement" items."

The Makita tent was chocker too when we arrived there and the sound of EFTPOS machines buzzing and printing out receipts was constant as was the queue of country folk who all seemed quietly resigned to wait in orderly lines.

Igor Phakhomov, Assistant General Manager of Makita, is yet another to see year on year growth at this year's event: "We did more sales at Fieldays than last year which in turn was better than the year before that. I think our success is a reflection of the whole power tools market."

Makita was kept busy showcasing the latest 18 and 36 Volt cordless tools. Balls were certainly in the air as witnessed by the cordless blower deftly keeping a football aloft (see photo on page 8!).

Makita's Phakhomov concludes: "We are enjoying continued growth in all power



BCS REPRESENTATIVE COMES DOWN UNDER

ITALIAN-BASED BCS Group, designer and manufacturer of Ferrari self-propelled mowing machines, was on-site at Fieldays supporting local

distributor CB Norwood. BCS Export Area Manager **Stefano Muzzoni**, pictured here, who is a regular visitor down under, told us: "BCS and CB Norwood have been

working together for over 20 years," says Muzzoni, "it is a strong relationship and continues to grow."
www.norwood.co.nz



WHEN THE GOING GETS REALLY TOUGH

HANSA PRODUCTS' C60RX Chipper was put through its paces at Fieldays 2016. This remote controlled machine keeps the operator out of danger while it navigates the roughest most inaccessible areas, even over soft, steep or slippery ground. Weighing in at 1850kg (or 2000kg with hydraulic winch attachment), powered by a 65hp Kohler diesel and a 5kph maximum tracking speed the CV60rx is ready for any challenge. www.hansachippers.com

tools and yes in particular cordless and that includes batteries and chargers. I don't have all the data at hand but it's a common trend now and Makita is certainly getting its share."

Another who's happy with this year's event is TradeZone's acting CEO, **Gary Dobson**, who says: "Our TradeZone member achieved a Fieldays sales record on every day. Overall we've just come off a record year (YTD 31 March 2016) for the whole group. The first two months of this financial year, April/May, are definitely ahead of 2015. We're very happy with the way the year has started."

Lithium-ion was most evident amongst traditional outdoor power vendors. Anything you could cut, prune, saw, dig, drill or ride on seemed to be battery-driven this year. And there was no sign of those sales slowing down.

Success not a saw point

Chris Meads, Owner/Manager at Levin Sawmakers, was equally jubilant: "This is the best year we've ever had! I've been attending Fieldays now for 20 years. For the last 10 of those years to be honest we've struggled just to break even. It was difficult to justify to my staff why we should be there. This year that all changed."

Chris Meads however doesn't put that success down to any one reason: "People just seemed to be spending like I've never seen before. It was just this continuous stream coming in wanting what we've got. We were selling smaller ticket items, pruning loppers and planting spades."

"There's certainly a lot more planting going on this year. Not just Pinus Radiata, people are planting Manuka because the Manuka honey industry is growing exponentially. Not that long ago they were

scrub cutting Manuka to clear land for pasture or pine. Now they're planting the stuff as quickly as they can get it in the ground. It's so valuable for the bees. Big time!"

Levin Sawmakers, like many others, sold mainly smaller ticket items but not to the exclusion of larger products: "A log splitter at \$4k was about the biggest ticket item," says Chris Meads, "But our big machinery is for forestry and these are real 'considered purchases' – you don't just stump up your EFTPOS card. We had life style block people coming along, sheep and beef farmers and horticulture. They were all up. There's certainly lots of disposable cash out there. I've never had it so good!"

Let's hold on to that positivity!

As we criss-crossed the 114 hectare site at Mystery Creek passing by the more than 1,000 exhibitors the feeling was definitely positive. Even those in the innovation tent had their order books out.

"Right now, New Zealand agriculture faces a period of unprecedented opportunity and change," says **Mark Hiddleston**, Managing Director ANZ Commercial & Agri and Fieldays sponsor. "Ultimately the winners will be those with the most efficient and innovative businesses."

As we go to print there is still uncertainty around the Australian elections and the impact this will have on exports and the chaos caused by Britain's closely contested decision to leave the EU ("Brexit").

Let's hope these external factors don't spoil the party because Fieldays was by every account a resounding success for big and small ticket items alike. May the weather gods and our trading partners keep smiling on us. ■



Grasshopper - a cut above

AS SEEN AT Fieldays is the new Grasshopper 325D midmount mower. The 325D is a 25hp diesel, 61-inch deck option, one of three models with multiple deck sizes that make up the 300 Series liquid-cooled midmount range and available through ZTR Mowers. The CoolFan hydro cooling system not only provides a smoother response but cuts maintenance time up to 80%. www.zereturnmowers.co.nz

No need for a kick start in the generation game?

The market for generators and water blasters is buoyant but, with more players entering the category, is it becoming a little crowded? **Jess Brunette** reports.

AS AWARENESS OF the benefits of generators has grown for consumers, following on from several major power outages and natural disasters like the Christchurch earthquake, the category has definitely matured.

I spoke to established players and some newer entrants to get their thoughts on how the market has performed and what the key issues of concern are for the present and future.

What is backup power worth?

Ian Massicks is the NZ Kubota Manager for CB Norwood. The firm handles both Kubota and MOSA generators here, covering a wide range of applications from small domestic models through to total home and business backups including the backup of valuable data servers (see sidebar on page 16).

"The market is definitely up for us and growing," says Ian Massicks. "We are finding new areas to put these products into and generally the market is up. Especially now that people are taking power quite seriously in that they can't afford to be without."

Backup power is usually just an abstract notion – until you need it! What's Ian Massicks' advice on selling products that people don't actually need at the time of purchase?

"It's a little bit like being an insurance salesman!" he says. "The key thing when

selling to a business is working out what it would cost them to be without power. In our business we have a backup generator as we run a massive distribution centre through New Zealand and we can't afford 10 minutes' downtime because all of a sudden it stops the productivity and information flow.

"So for us it's absolutely vital that we have backup power. An easy way to look at it is if say you are a law firm, how much is your charge out per hour, and what if you couldn't be doing that?"

Growth but no natural disasters

The Kipor brand has also done well in the last year with Managing Director **Oliver Chapman** noting a good response to the release of three smaller, single cylinder models with 4.5, 5.5 and 6kw outputs and more digital control options.

"With these new units, along with our two small 5.5kw and 10.5kw Diesel Inverter Generators, we are finding we now have very competitive solutions for construction site offices and off-grid power situations."

Is it all plug and play? "We are finding many customers accept our advice to upgrade the fuel system with a fuel/water separator filter to make the fuel system robust when running long hours in damp environments," Chapman says.

A different perspective can be had from Honda Power Equipment Territory



Manager, **Bruce Wooding**. Wooding reports that, while he has not perhaps seen the same rate of growth of some of those in the larger "total backup" sector, he has seen steady demand for the company's inverter generators based on the brand's reputation in the market for total reliability

in emergency situations.

"Business has been fairly line-ball," he says. "There hasn't been a lot of disasters or anything like that in NZ recently so there have been no real one-off demands. We sent a lot of products off to Fiji back in April when they had their problems over there. So



that has kept us in line with how we were in previous years where we've had big storms and power cuts. So we are steady but still very good."

Fewer copycat products?

Honda Power Equipment's Bruce Wooding

says his key sellers are still the compact EU70 and EU20 inverters that have continued to do well with emergency services and hire centres. I ask if the copycat products that plagued the market several years ago were still an issue?

"Not really. The copy products just tick

along in the background. I don't believe it's gaining any pace." However, he adds: "There are brands that are dropping away all the time, so someone will come along and fill their place but I don't feel they are gaining any ground. I believe that slowly people are wising up to the cost of ownership," he says.

A newcomer to market, Sulco has taken on the Champion brand. Sulco's **Eddie Higgins** is confident that it can do well in a market that has historically seen some substandard products.

CONTINUED ON PAGE 18 ►

MARKETPLACE

Generators & Water Blasters

MORE DATA = MORE GENERATORS

TECHNAVIO'S "GLOBAL DIESEL Generator market 2016-2020" report forecasts that from 2016 to 2020 the market for diesel generators is to grow at a compound annual growth rate of 5.2%.

An interesting takeaway from the report is that a key market driver behind the sector's growth is the increased need for diesel generators for data centres. As data centres have become centralised hubs for many individual businesses, providing reliable and uninterrupted data at all times is imperative. This has led many to invest in diesel backup generators to save data and keep operational in case of major power outages.

Digital technology is also becoming increasingly used in diesel generators particularly those used as backup power for large scale operations while analogue controls are still common in smaller models. Digital controls used in diesel backup systems have given users better monitoring of fuels, coolant and engine oil level as well as temperature and battery life.

www.technavio.com



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Welding generator makes remote welding made easy

THE MOSA NEW Magic Weld from CB Norwood is a compact and professional welding generator that is easy to transport at a lightweight 34 kg. The New Magic Weld is driven by a 4-stroke Honda petrol engine, uses a permanent magnet alternator to supply a welding current of up to 150 A DC, and can function simultaneously as a welder and generator. The presence of an auto idle economiser enables "power on demand", allowing both fuel savings and reduced engine wear.

Magic Weld is able to weld any kind of electrode (rutile, basic, cellulose) up to 3.25 mm and takes full advantage of the engine's power output thanks to MOSA's

Power Optimizer technology. The New Magic Weld kills two birds with one stone for many people as it can also be used as an auxiliary power generator 230v or 110v up to 2 kW DC to power small tools or lighting.

For even more grunt, in a 57 kg package, the **Magic Weld 200** offers many of the same great features as the New Magic Weld but with a 200A DC welding output that can weld electrodes up to 4.0mm. The Magic Weld 200 also offers 3 kva 50 Hz auxiliary power outlet and an optional welder remote control, enabling welding adjustment up to 20 meters away from the machine.

www.norwood.co.nz



MARKETPLACE

Generators & Water Blasters

BE PRESSURE HAS YOU COVERED

BE PRESSURE HAS upped its game with new additions to its range of inverter generators, Trade spec generators and water blasters. **BE Pressure Inverter generators** are now being offered in three models for different needs, with 3500, 3000 and 2000 Watt output units now available to get the right balance of size, weight, power output and budget when running everything from lights to modern appliances.

For the heavy duty user, the **Trade-Pro range** uses genuine Honda engines and high performance oversized copper wound alternators featuring a Digital Automatic Voltage Regulator. Providing super-stable power output and remaining clean throughout their load range with less than 5% Total Harmonic Distortion, these units can run sensitive equipment and are a great option for standby power around the home or farm. The range comes complete with dual circuit breakers, RCD and twin outlets in an IP66 weatherproof housing. Models available are the G4000-HST, G6800-HST and G8000-HST providing 3.8, 6.8 and 8.0kVA power outputs respectively.

For serious cleaning, the **Scout 150** is a hot water,

electric powered pressure washer delivering 9 l/min. at 2175 Psi. The water is heated from an enclosed burner that fires from diesel supplied through an inbuilt tank. The Scout is supplied ready to go and includes 8m of hose, a 700mm gun/ lance kit, delayed burner start and the inbuilt 13 Litre detergent tank. The Scout is powered by a 240V motor and has a 15 amp power plug for electrical safety.

For those having trouble cleaning second story eaves, BE Pressure is also offering a range of **extendable lances for water blasters** removing the need for ladders and scaffolds. The 7.3m wand is made of fibreglass and weighs only 6 kilos. When fitted with the optional belt kit, the telescopic lance both reduces strain and makes it very easy to manoeuvre. The lance can be used with any machine up to 4000Psi, and is ideal to connect to any of the BE Pressure Washer series. There is also a gutter cleaning kit available for gutter cleaning from a ground level position. The lance retracts to 2.74m, allowing it to be easily transported. Also available are 3.7m and 5.5m length models.

www.bep.kiwi



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CH395 - 9.5hp (7.1kW) @ 3600rpm

CH440 - 14hp (10.5kW) @ 3600rpm

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- Oil alert
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- Metal fuel tank

Contact: Sean Cole (Engine Sales Manager) - 027 496 9855



www.transdiesel.com



Consumers more considered about water blasters

Jochen Speer at STIHL notes that in the last year consumers have been far more considered about purchasing a water blaster.

"Business for our water blasters through our STIHL SHOP Dealer Network has been going well," he says, adding "One trend that we are seeing is that customers are now spending considerable time and effort to thoroughly research purchases before they come to store," he says.

Jochen Speer is well aware that there are plenty more players looking for share: "The competition in this category is very strong but that's a good thing. Competition ensures we're kept on our toes and we are working to increase customer awareness on our products."

Over at Kärcher, Kere McBratney has noted some healthy but unusual sales trends.

"The water blasting category has been very positive, although the sales phasing in the last 12 months has certainly not followed normal seasonal trends! The 2015/16 season had started a little later than we'd traditionally experience, but sales have also continued through well into May.

"Growth has come from across the range offer, with consumers continuing to show a willingness to trade up when given a clear understanding of the value of doing so."




For the future, Kärcher and Kere McBratney will focus on education, both for staff and consumers.

"There's a continuing need to educate store teams and consumers on the fact that 'size does matter' and that buying based on value, not price, will bring better outcomes for

consumers, dealers and suppliers.

"Ultimately we are all best served by driving value back into the category through education and up-trading, but there will always be some whose sole response to lacklustre sales is to pull the price lever - easy to do, but very short-term."

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◀ CONTINUED FROM PAGE 15

"The market is very full. A lot of people are buying online and we have heard a lot of horror stories where people are dissatisfied. In China, there are hundreds of factories, a lot of them that haven't gone out of business are still making stuff and there's a flood of stuff available in the market."

Eddie Higgins is however also quick to point out that not all Chinese manufacturers by any means are making substandard products. Champion for one manufactures in China but with a dedicated design, research

confident that the Champion brand can do well here based on its very strong performance in the United States, they have found the New Zealand retail market crowded, to say the least.

"Building a new brand here from scratch does take time and, while we have sold some hundreds of machines into the market, we are still a relatively small player in the market. All the manufacturers and importers are fighting for distribution and the bigger chains are locked in with special dealerships.

"So, importers like us have to fight

"For many years spare parts were a low priority but in a market like ours having spare parts and after sales service is an important ingredient for the industry"

and development team in Wisconsin in the USA, the "home of small engine design".

He says: "Champion tell me that there are only a few good quality makers of inverter generators in China but there are some manufacturers there who are coming of age and realising the importance of after sales spare parts being available," Higgins explains. "For many years spare parts were a low priority but in a market like ours having spare parts and after sales service is an important ingredient for the industry."

Retail market extremely crowded

While Sulco and Eddie Higgins are

among the remaining retail outlets for distribution but we are slowly building our brand name awareness and we believe in time that Champion will become a line that adds intellectual value to a dealer's store."

And, while he feels the market may be oversupplied, Eddie Higgins admits that the general standard of quality out there is pretty high: "The market is absolutely crowded with good product so people are really spoiled for choice and there a lot more good products coming in."

Watch this space to see who will be next to enter the fray! ■



WHAT A CHAMPION!

 **AMONGSULCO'S NEW** products under the Champion brand is the **3100w Inverter Generator**. A portable model ideal for powering medium appliances, this model features an integrated handle and wheels in a compact 38kg frame. The unit is powered by a 171cc Champion single cylinder, 4-stroke OHV engine that produces 2,800 running Watts and 3,100 starting Watts with easy-pull recoil start, low oil shut off sensor, USB adaptor and many more features to make this an indispensable item either at home or out in the field.

Champion also has the **3000PSI Pressure Washer**. Powered by a 196cc




Champion engine this well-designed and hardy unit has a durable tubular steel frame, an 8m high-pressure hose, quick connect gun, wand and nozzle fittings and a built in detergent tank to tackle the toughest outside clean up jobs with ease.

www.sulco.co.nz



When the going gets tough...

 **NEW FROM KÄRCHER** is the HD Trailer Mount Cold Water Pressure Washer. This powerful beast, spotted recently at Fieldays has a Max Temperature Cbar - 300 and features a GX 690 Electric Start motor, 400 Litre water tank and a 30 metre HP hose. The grunty unit comes on a galvanised frame trailer with inbuilt lance holder, hosing and fuel lines clamped to the frame for extra protection. Includes a spiral HP protection wrap on the HP hose and rubber support mounts for the engine, fuel and water tanks for reduced vibration and greater durability.

www.karcher.co.nz

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Husky takes battery power into polesaws

Husqvarna is expecting a trio of new professional polesaws sharing 36V batteries and brushless motors, in September.

The **536LiPX polesaw / clearing saw** (top) is designed for professionals in forestry clearing as well as fruit tree pruning. Key benefits are: low running cost and no maintenance; high performance and chain speed and high durability. Comes with a flexible harness for a backpack battery.

The **536LiP4 polesaw** (middle) is a 4 metre fixed length model for professional users – green space professionals, capable owners/operators and forestry pros – who need longer reach and extreme cutting performance. Key benefits are: up to 4 metre reach (fixed length shaft); high performance and chain speed; slim saw head, bar on left side; high durability; and all weather use.

Husqvarna's **536LiPT5 telescopic battery polesaw** offers up to a 5.5 metre reach with its telescopic shaft and is aimed at professional users who need the longest reach and extreme cutting performance. Key benefits are: high performance and chain speed; slim saw head, bar on left side; high durability; and all weather use.

- **Supplier:** Husqvarna
- **Phone:** 09 920 2410
- **Website:** www.husqvarna.co.nz



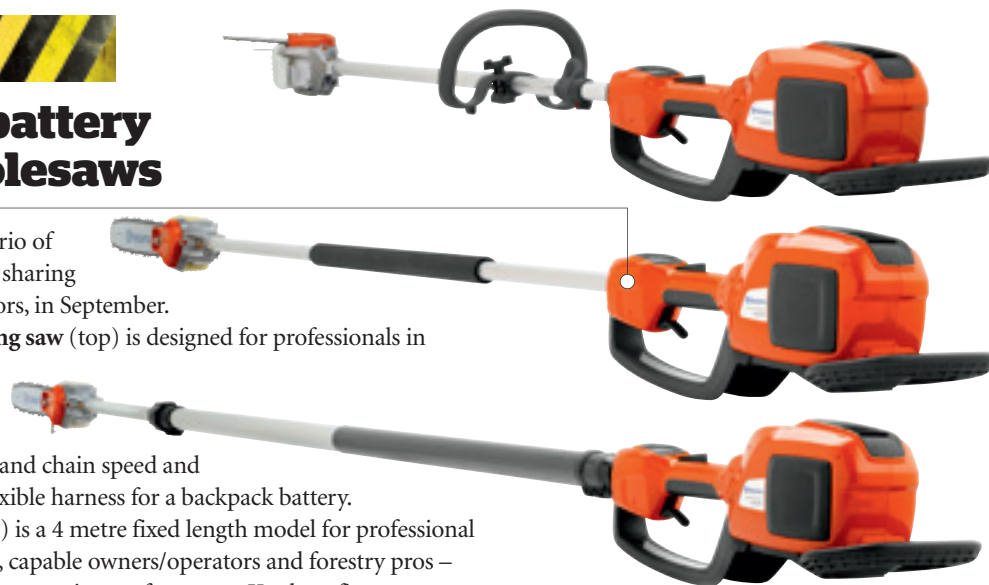
MOW THE LAWN IN A SINGLE CHARGE WITH BATTERY POWER

Another addition to Husqvarna's battery-motivated product range is the **LC141Li battery lawn mower**. Ideal for homeowners, this battery mower can mow an average-sized garden quickly and quietly in a single charge.

Light in weight and with great ergonomics and balance, low noise and low vibration, zero direct emissions, LC141Li has a steel chassis, long lasting brushless motor and is fully compatible with all Husqvarna BLi-batteries.

The LC141Li is due in August.

- **Supplier:** Husqvarna
- **Phone:** 09 920 2410
- **Website:** www.husqvarna.co.nz



Hansa adds spark to chipper range

Hansa has added an electric model to its lifestyle chipper range. The **Hansa C3e electric chipper** is described as ideal for suburban gardens and will be useful all year round, to tidy up after pruning, spring cleaning or trimming back.

Offering the ability to just "turn it on and chip away", Hansa's C3e weighs just 49kg (which makes for great ease of transport), but still takes up to 30mm max diameter wood with its 2hp electric motor and offers a collection bag option.

Like all Hansa products it's well designed (and locally designed), well built and finished and shares many of the practical features found in Hansa's petrol driven stable of chippers.

- **Supplier:** Hansa Chippers
- **Phone:** 0508 442 672
- **Website:** www.hansachippers.co.nz

BUILT TOUGH TO LAST FOR A LONG, LONG TIME

The new **Masport 3'N1 professional self-propelled mower** features a commercial grade 3-speed transmission which allows the user to select the desired speed for the task at hand, such as mowing hills or long grass. And, with its ability to either catch, mulch or rear discharge, this mower really takes the hard work out of cutting grass.

The 21" (540mm) mower is powered by either a Commercial Briggs & Stratton 850 or a Kawasaki FJ180V engine and is designed for large yards, small acreage and commercial use. The 3-speed commercial transmission features an all metal, constant mesh, oil lubricated, cone clutch gearbox with precision bearings to the shafts.

Designed for professional use and heavy duty applications, the 3'N1 is manufactured from 2mm steel to withstand sandblasting and hard impacts, and its robust, heavy duty, high arch steel chassis makes for worry-free performance.

Other key features & benefits include:

- A generous tunnel and Masport's famous Quadcut 4 swing back blade cutting system for outstanding cutting, mulching, rear discharge and catching performance.
- Wide, tough die-cast aluminium wheels with precision sealed bearings and high quality synthetic rubber tyres for exceptional traction and smooth operation.
- Precision mounting of the gears to the rear wheels and an advanced labyrinth seal reduces the possibility of premature wear and maintenance.
- Bolt-in heavy duty axles provide a solid fix to the chassis and, linked by a heavy duty connecting rod with twin compensation springs, allow easy height adjustment.
- Large diameter and heavy gauge reinforced upper and lower handles, heavy duty controls and cables, 4 handle height positions, durable, ergonomic handle grip and ergonomically positioned starter cord.
- Front bumper and engine guard offers protection and also provides a lifting handle and tie down point.
- Large 80L Dacron catcher means less time spent emptying the catcher while a rear discharge chute spreads the grass evenly across the width of the chute, directing the cut grass toward the ground.
- **Supplier:** Masport
- **Phone:** 0800 MASPORT
- **Website:** www.masport.co.nz



STIHL blows the opposition away

The new **STIHL BGA 100 Cordless Blower** (above) is squarely aimed at pro users. It's light yet powerful (with more blowing power than any other STIHL handheld blower!) and it's quiet (in fact STIHL's quietest), which makes it great for noise-sensitive applications. As well as being compatible with all STIHL AP and AR batteries, the BGA 100 Cordless Blower is designed to work seamlessly with the STIHL AR 3000 Backpack, a combination which gives professional users a powerful package with longer running times.

The **STIHL AR 3000 Backpack** (right) itself offers high capacity and high comfort levels as well as delivering more power, longer run times, greater comfort and a wider range of accessories and applications and is also compatible with all current STIHL cordless products and supports AR and AP cord supply tools.

Also new is the **STIHL BR 450 C-EF Professional Blower** (far right) backpack blower with electric start (another world first says STIHL) can be restarted without the need to remove the unit from the operator's back. This also makes for less noise and disturbance if the user is able to stop and restart easily. Its Lithium-ion battery is recharged during operation but there is also the manual ErgoStart system as back-up. BR 450 C-EF also has an infinitely variable blower tube length, a premium quality new handle design and tool-less handle adjustment. Its anti-vibration system, comfortable straps and padding will make for less user fatigue even with extended use.

Completing STIHL's new products for now are the **ADVANCED Ex Light Trousers** (light and comfortable yet protective); **STIHL Function Chaps** (light, breathable, comfortable, easy to put on and take off and AS/NZS 4453.3 compliant); and three new **Polyamide Handle Axes** (Forestry Hatchet 640g; Forestry Axe 1450g; and Splitting Axe 1950g all boasting balanced, lightweight, durable and robust construction, useful hammer function, non-slip handles and non-stick coated axe heads).

- **Supplier:** STIHL
- **Phone:** 0800 4 STIHL
- **Website:** www.stihl.co.nz



PORTABLE PUMP OFFERS SIMPLE SOLUTION

Makinex, the innovative Australian manufacturing company that recently released a unique powered pallet truck designed to reduce back injuries in the workplace, has another clever new product.

Aimed at the hire & rental sector, the new **Hose 2 Go battery powered portable water tank & pump** can be used when a water supply is not available. Applications include providing a constant flow of water to suppress dust when cutting, core drilling and grinding concrete.

With a conveniently placed handle with two carrying positions, its 14 litre capacity can give up to 30 minutes of constant flowing water.

And, with no complicated electrics, no battery to go flat and no pump (but no need to manually pump to get the water pressure you need!), Hose 2 Go is one of those "clever yet simple" products.

- **Supplier:** Youngman Richardson & Co
- **Phone:** 09 443 2436 or 03 341 6923
- **Website:** www.yrco.co.nz

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What are digital consumers consuming?

THE MARKETERS AMONG

you will already know that the 2016 iteration of the now “essential” annual *Internet Trends Report* by Kleiner Perkins’ **Mary Meeker** was released in early June.

Spoiler alert: what is the report’s bottom line?

That, whereas growth may be slowing across internet uptake and even

smartphone shipments, what consumers are doing with their smartphones continues to expand significantly.

Video viewing is on the up, even if the effectiveness of the video adverts being placed there isn’t stellar.

Messaging continues to grow – China’s WeChat in particular was highlighted – and the

development of this idiom will continue apace thanks to new means of self-expression and encouraged by commerce players who are now well towards ways of monetising it.

But it’s voice interfaces which will be the Next Big Thing, predicts Mary Meeker.

Almost a quarter of Google searches are already made using voice (“OK Google” etc) and, with Amazon already playing in this pool with its Echo/Alexa platform and Google and Apple also both into voice, Mary Meeker’s report offers compelling reasons why this trend will continue to develop.

If you’re into marketing, you need to read this report. Find it here: www.kpcb.com/blog/2016-internet-trends-report

The all-consuming Kiwi

In May’s *State of the Nation* report, Roy Morgan looked long and hard at the what, where and why of how Kiwis consume content.

The report also sent out the clearest possible message, if any

proof were still needed, that smartphones are an extension of the consumer’s “everything, all the time” outlook that retail has been wrestling with.

Now not only do 76% of New Zealanders have a smartphone, but the majority of all types of people now carry one, almost everywhere they go.

Moreover, it’s becoming ingrained into daily life: Roy Morgan says that as many as 40% of smartphone owners say they “can’t live without” their mobile phones, and a majority say they now need the device to: juggle work and personal life (61%); when travelling overseas (58%); for personal security (56%); or to access the internet (54%).

Confirming the multi-screen phenomenon, Roy Morgan also found that 53% of smartphone owners and 60% of tablet owners surf online at the same time as watching TV.

And almost a third say they have looked up a website because of something they’ve seen on their TV.

With a special focus on media, technology and the rise of on demand content of all types, some of the *State of the Nation* report’s other key findings will be of interest to anyone with a media budget...

What types of on demand content are Kiwis watching? – Although 77% of Kiwis still watch free to air TV, 83% also now access one or more types of content on demand.

- Of these on-demand consumers:
- 57% visit news or newspaper websites during the week.
 - 52% stream or download music, radio, TV or films.
 - 50% visit YouTube in an average four weeks.
 - 24% already pay for a Video On Demand (VOD) service at home.
 - 12% watch free-to-air TV via catch-up.

Who do Kiwis get their on demand content from? – Of the paid VOD options, Spark’s Lightbox may have been first out of the blocks two years ago but it’s Netflix that’s netted the most growth with 264,000 subscribers (7.5% of the NZ population aged 15+), compared to Lightbox’s 128,000 and Sky Neon’s 22,000 at the end of last year.

How do Kiwis get their on demand content? – The number of Kiwis streaming music, radio, TV and movies is now twice as big as those who are downloading. Almost half of Kiwis (46% actually) now stream one or more content types (up from 28% in 2012), while 23% download (up from 20%).

What about free to air content? – During the week, 77% of Kiwis watch free-to-air TV shows via broadcast. 39% record shows, and 12% watch catch-up, but only 5% now watch free to air TV only by recording or catch-up.

www.roymorgan.com



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When paperwork = profit



ONE AREA WHERE I believe too much profit is lost in many stores with a high number of trade accounts is in goods inwards.

So a straightforward way of double checking credit for returns is the topic of this article.

I know this may seem stupidly simple but I estimate that millions of dollars of profit are lost each year with the industry not recovering credits for short deliveries and/or damaged stock.

And, despite the feeling that the internet is taking over, controls still need to be implemented to track disputes and credits.

It all starts with the goods inwards procedures. There are three stages in the process...

Stage #1: Ordering

The first stage is ordering. It is now 2016, not 1956, so I would suggest the days of simply picking up the phone and placing an order are over.

You should have a system that can produce an order to suppliers and distributors that has the following information:

- Order number.
- Supplier.
- Description of product.

- Quantity.
- And, importantly, the dollar cost of the order!

Stage #2: Goods Receivable

The second stage is the most important Goods Receivable procedure.

The key here is checking the product in, involving using the order document as the basis for making the system work.

“The most important part is physically checking stock in and identifying and communicating any discrepancies”

Check the description and, more importantly, the quantity received – after all, orders usually come with a packing slip and not an invoice.

But= it is a recipe for disaster if the checking in is not done correctly or you just assume that the supplier has sent the right quantity and right product.

Of course if a discrepancy is found then a

credit claim needs to be raised and followed up for a credit from the supplier or a request for replacement stock.

In this process check you need:

- Quantity.
- Description.
- Quality.
- Cost price (if product is delivered with an invoice).

Stage #3: Payment

The third and final part of the procedure is payment.

It is important to ensure you are only paying for what you have received and you are paying the correct unit price against the original order.

And, if the person paying the supplier accounts is not notified of a short delivery

or damaged stock issue, then it would be fair to automatically assume that it is OK to pay the account...

Paperwork = profits

So there are three parts in the process of goods inwards.

The most important part is the middle stage – that is, physically checking stock in and identifying and communicating any discrepancies.

If that is not occurring, then the whole system breaks down.

With some in the industry being continually challenged by increased competition, sales are golden.

So it's counter-productive to have to make sales to cover simple errors in your operational procedures.

There are two key things to remember in the goods inwards procedure:

1. Do not expect a supplier to provide a credit if you haven't asked for one!
2. Paperwork = profits!

Finally, consider this: being smart with goods inwards is why your store may be achieving a Gross Profit Margin that's slightly higher than the competition but with a far bigger Dollar profit as a result! ■



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