

# POWER *equipment* AUSTRALASIA

## INSIDE

PEA 2008 Mower Annual  
Federal Fuel Tax Credits Expanded  
OHS: Contractor Chainsaw Course  
Spring New Products

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Consumer

## Building a Secure Future Together



GRAVELY



GRAVELY





The coming season is exciting for Bush Hog Zero Turn Mowers in

Australia. Over the past 12-months APW Imports have been expanding their dealer network to further establish the Bush Hog brand here. These ZT mowers are a proud addition to the Bush Hog From heritage of tough dependable machinery. Bush Hog dealers are able to offer customers ZT mowers with outstanding performance, quality, strength and true value for money.

Bush Hog's 2008-09 ZT range sees the introduction of both Professional and Commercial series ZT mowers for wide acreage and professional users, in addition to the popular Estate and Home Series providing Bush Hog dealers with a ZT range to suit all customer needs.

Bush Hog dealers are excited about the opportunities the Brand brings their business. In addition to ZT Mowers Bush Hog manufactures a UTV vehicle and a wide range of Slashers and Finishing mowers for any application. From Homeowner to Professional, Bush Hog has a product for all applications.



**Bynorm Springboards into Wholegoods**

Bynorm's goal of being "First Choice" edged closer with the Australia/NZ/Pacific distribution of Ariens & Gravely. This closely follows our acquisition of Tecumseh/Peerless distribution. However, just having the best products is not enough. Bynorm is committed to listening to our customers and jointly developing mutually beneficial initiatives. This differentiates our 'Value Proposition' and 'breaks us from the pack!'

To develop stronger customer relationships, we have collected a dedicated wholegoods team. They have just returned from US-factory training and are fully versed with Ariens' products and culture. The motivated team will be focused on developing a Dealer

Partner network committed to growing Ariens' & Gravely's ride-on ranges. They will work closely with our Dealer Partners, and their customer base, to jointly promote Ariens & Gravely products. With a demonstration focus, Bynorm will play an important role in increasing



John LoPiccolo

the trend from tractor to Zero-Turn mowers, especially among consumers.

Building on our existing e-platform, Bynorm is further investing in on-line services to make it easier for customers to access information and deal with us. Coupled with other innovative push/pull programs, Bynorm is working harder and smarter to deliver more to our Partners.



At our recent National Sales Conference CEO Dan Ariens stated:

'Let's continue to provide our customers with the business relationship they have come to expect from any Ariens Company – and give them the best Bynorm has to offer: Best people, Best products, Best value, Best quality, Best relationship. A partnership built on our core value system with the firm intent of Astounding Every Customer At Every Turn.'

Recent years' climatic conditions have taken their toll on the Industry. However through it all, we have continued to work with our Dealers to address their requirements for a constantly changing market. The coming season will see the release of an increased range of Lawn Boss models and the introduction of the Stockman Series 3 range, including new 38" cut models along with two new Honda-Powered products, all of which were released at our August Dealer Conference on the Gold Coast.

We will continue to lift awareness of the Cox range of products via new Point Of Sales material, Television and Dealer signage. The Cox Dealer network continues to be our most valuable asset and we are confident that given reasonable conditions our market share will grow on the back of reliable products sold and serviced by professional Dealers.



Steve Lee

*Continues next page*



**The Aluminium Advantage**



Masport has been producing lawnmowers with aluminium housings for over 50 years. You can probably still find one of these mowers today tucked away in the back of a lawnmower specialist shop collecting dust with a worn out engine but a housing that is still in-tact. This demonstrates the long life and durability an aluminium housing offers and still today Masport continues to engineer and craft its mowers this way.

Masport is currently releasing its new 2008/09 range of aluminium mowers into the Australian market, 24 models in total. Featuring in this range is the Masport MSV which consists of high feature 485mm aluminium housings, Quadcut mulch and catch blade systems, some self propelled and powered by the famous US Briggs and Stratton and Honda engines.

Masport is so confident about the longevity and rust free advantages of its aluminium housing we offer a comprehensive 6 year warranty on the housing alone, this is also backed up by lifetime warranty on plastic catcher and up to 4 years warranty on selected Briggs & Stratton engines.

Aluminium is a premium material that provides premium benefits not only to consumers but also provides the Masport specialist dealer a point of difference to the big box type retail stores who are focused on hammering away at steel deck mower price points.

Masport invites you to learn more about the Masport advantage for 2008/09 and we will demonstrate why and how we can generate more profitable sales.

**We are on the road now  
call 1300 366 225  
www.masport.com.au**

# Dixon Ram Ultra

Ram Ultra ZTR is now the flagship of the Dixon Ram line-up. ULTRA models offer the latest in technology, with powerful machines at a reduced price for the larger property owner or contractor. Powered by Kohler Courage 25 & 27hp engines the three models have Kanzai DUP 10 tandem transmissions and a top speed of 13km/h (8mph). The 2.5mm thick 11-gauge steel decks have three blades and cuts of 130cm, 160cm & 190cm (51", 63" & 74.5"). Cut heights are between 3.8cm-14cm (1.5-5.5"). The cast-iron spindles are fully greaseable.

Dixon Ram Ultras have oversized welded steel frames, a smooth new hydraulic system, large tyres and comfortable Dixon seat. Other standard features include heavy-duty blade spindles and welded steel deck construction.

*Dixon ZTR are imported by Great Dane Australia, 598 Old Northern Road, Dural 2158; (02) 9651 5366  
F: (02) 9651 5399  
W: [www.greatdanemowers.net](http://www.greatdanemowers.net).*



Dixon Ram Ultra - powerful machines at a competitive price

# Gravely 260H XDZ

Gravely is the Ariens Group's commercial mower brand. Gravely XDZ units are built around a rugged, fully-welded, 5cm x 5cm x 4.8mm (2" x 2" x 0.188") box steel frame. The 153cm (60") wide, 13cm (5") deep airflow deck is both fabricated and welded. It is constructed from 7-gauge (4.55mm) steel and has is reinforced by 6mm (1/4") plates around the maintenance-free XL, cast-iron housed, spindles. V-belt tension is self-adjusting. There are nine cut heights between 2.5-13cm (1"-5") on manual lift models (hydraulic deck lift assist is optional on selected models). Mulching and striping kits are optional.

The drive train couples a 31hp Kawasaki engine with HydroGear drives and wheel motors, Gravely 260H XDZ has a groundspeed of 21km/h – 9.5km/h reverse (13 & 6mph).

Standard features include large 60L (13gal) tank and adjustable, high-back suspension seat with armrests. Options include: catcher, electric deck-lift, lights, hitch and foldable ROPS.



Gravely 260H XDC – Commercial ZT performance with operator comfort

*Bynorm's new Wholegoods Division distributes Gravely and Ariens products from: 109-111 Abbott Road, Hallam 3803; (03) 9796 4244  
F: (03) 9796 3066 W: [www.bynorm.com.au](http://www.bynorm.com.au).*

# Bush Hog Estate Series

APW Imports has introduced the Bush Hog range of ZT mowers. There are four series of mowers: Home, Estate, Commercial & Professional. The Estate Series is aimed at more demanding homeowners and light commercial operators. With a choice of Briggs & Stratton, Honda or Kohler Courage engines between 11.9-17.1kW (16-23hp) and either 112cm or 135cm (44" or 53") decks Bush Hog Estate units provide a combination of consumer economy and commercial performance. The decks are made from welded 10-gauge steel and the blades have a tip speed of 320km/h (17,500fpm)

Estate units use Hydro Gear® ZT 2800™ transaxles with infinitely variable groundspeeds up to 13km/h (8mph). The mowers have high-back seats with standard armrests and seat slides with an optional full-suspension seat for greater comfort and productivity.

*APW Imports (previously Simplicity Imports Australia) distributes Bush Hog ZTs from: 28/137-145 Rooks Road (PO Box 275), Vermont 3133; (03) 9874 0442 F: (03) 9874 0462  
E: [allan@simplicityimports.com.au](mailto:allan@simplicityimports.com.au).*

Bush Hog Estate Series ZTs are backed by a 3 year residential/1 year commercial warranty



## Fly on the Wall



Life for a small invertebrate such as myself is really quite simple, especially when compared to the complex existences you humans have. Give me a nice high cornice (preferably spider-free) that looks down on a few accessible tasty morsels of food, and your typical member of the order diptera will be as happy as happy can be.

I just wish I could understand you humans and your innate desire to feel "needed" (a fly only feels "needed" by a hungry predator!) You humans just love feeling "special".

Now we might have small brains compared to you humans, but couldn't some smart human in the Outdoor Power Equipment Business make money out of this?

"We need your feedback after every purchase so we can advise manufacturers of your comments. We will phone to ask you about your purchase."

Or maybe "Please don't choose to buy something that doesn't suit your needs or your pocket. Please call into our store for good honest advice without commitment. We know what products are out there, let us help you to select the correct machine for you, without obligation to buy from us."

These are just two ways that a retail store can show they care, making people feel needed and special. It wouldn't work on a fly, but I have something of a hunch that it might work with the odd human or two.

## Parklander Ride-on

The growing Parklander range now includes ride-on mowers. Powered by a B&S Long-Life OHV 17hp engine the Parklander TY33015 is a lawn tractor with robust steel chassis, strong box-steel front axle and long-life greaseable steering and front axles. The counter-rotating 102cm (40") cutter deck has seven cut heights from 2.3 – 9 cm and comes with a standard 300L catcher. The rear discharge design allows the ride-on mower to cut heavy, wet grass without clogging—ideal for areas affected by the unseasonal wet. A free optional grass deflector is easily fitted without tools, to allow safe mowing without the catcher. The catcher is easy to empty, using one hand, while the operator is still on the driver's seat. Aided by anti-scalping wheels the independent floating cutting deck follows ground contours.

The ride-on mower has a tight turning radius of only 75 cm and features rear wheel drive, with differential and independent axle driving each wheel, for easy turning.

*Parklands Power Products has more information at: 106 Belmore Road North (PO Box 213) Riverwood 2210; (02) 9584 7700 F: (02) 9153 9122 W: [www.parklands.net](http://www.parklands.net).*



Parklander TY33015 – Value Ride-on



Gravelly Compact 44Z – Commercial Agility, responsiveness manoeuvrability & accessibility

## Snip n Mow

Australian's have an enviable reputation for innovation in this industry. "Snip n Mow" maintains the great tradition for Australian OPE Industry innovation. Designed as a solution to the common problem of damaging plants when line-trimming, modifications made it function like a mulching mower, providing a smooth attractive finish. The benefits from eliminating flying debris, and the astonishing speed at which an operator can work, is a testament to the time spent on what appears a simple design. Snip n Mow is far from simple. The unique dual-tiered patented base design creates a vacuum of air around the bottom rim. This allows the snip n mow to turn lawn clippings into fine mulch with the aid of the trimmer's extremely high operating speed.

The Snip n Mow has created the perfect symbiotic relationship with the common household line-trimmer. Tight areas are completed with ease, plants are protected from damage, while dangerous flying debris is eliminated. The unit is ultra tough, (It has been run over by cars without a mark!)

Initially Snip n Mow will be manufactured in three different countries, and available in retail stores around the world. It featured on "Better Homes & Gardens" 29<sup>th</sup> August; just in time for Spring.

*Snip n Mow can be contacted at: 598 Old Northern Road, Dural 2158; (02) 9651 1896 F: (02) 9651 5399 W: [www.snipnmow.com](http://www.snipnmow.com)*



## Gravelly Compact 44Z

Big is not always better – even in a commercial context. Agility, responsiveness manoeuvrability and, critically accessibility can often be as important as capacity. Gravelly Compact Zs are designed for their above attributes. The range is powered by Kawasaki 17 & 19hp engines coupled with HydroGear ZT2800 transaxles, pumps and wheel motors. The mowers have speeds up to 16km/h-10mph (34Z) and 13km/h-8mph (44Z & 48Z).

There are a number of deck options. All are fabricated and welded and have 13cm (5") deep airflow chambers. The 34Z has 86cm (34") 7-gauge, 4.55mm thick steel deck while the 44Z & 48Z have 112cm (44") and 122cm (48") 3.4mm thick 10-gauge steel decks respectively. All have reinforced 6mm (1/4") plates around the spindles. Gravelly Compacts have foot-operated deck-lifts with 9 settings between 2.5-13cm (1"-5"). Mulching and striping kits are available.

Gravelly Compacts have a 32L (7gal) fuel tank and are constructed around a welded 6.3cm x 3.8cm (2.5" x 1.5") tube frame. The 44Z & 48Z models use 3.05mm (0.120") thick steel while the 34Z has 4.8mm (0.188") steel.

*Bynorm Wholegoods Division distributes Gravelly and Ariens products from: 109-111 Abbott Road, Hallam 3803; (03) 9796 4244 F: (03) 9796 3066 W: [www.bynorm.com.au](http://www.bynorm.com.au).*

# bynorm

[www.bynorm.com.au](http://www.bynorm.com.au)

Tel: 1800 335 489

## Commercial



**2 Rugged ZTR Brands - 1 Passionate Partner**



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