



Comment

It seems that the first issue of Merlo NewsLITE was very well received, which is naturally a relief! It seems that the readers like the people-oriented content,

In this issue there are some new faces at Ringwood, strengthening our dealer support, and we introduce three new dealers.

National Sales Manager – Agriculture, Glyn Stanton, reports that all the new dealers featured in the first issue are up and running well. Indeed, Collins Services has already sold some 40 new and used machines and TRP Tuxford over 20. Well done.

This issue will be distributed at the Royal Smithfield Show, and is primarily of agricultural interest. For construction readers, do not despair, there is a full Merlo News planned for December!

has officially retired, having served with Merlo UK from its earliest days.

MD John Iles said of Chris; “I’ll personally miss him a lot, since we started Merlo UK together, and his experience has been invaluable for our success over the years”.

Peter Coward also brings a long ‘hands-on’ experience to his new role as Service Supervisor. He joins from a Merlo dealership and has some 25 years in the agricultural machinery business.

David Clark is currently working his industrial placement year as part of an engineering course at Harpers Adams Agricultural College. He will be assisting Nigel with technical matters and marketing support for the Service Department as a whole.

And finally, we are delighted to welcome Paul Bellas to Merlo UK, as Northern Area Regional Manager.

The previous incumbent, Bill Bennell, has been promoted to the overall role of National Sales Manager – Construction (well done, Bill) and Paul replaces him as ‘our man’ in the



Service Team - David Clark (left), Nigel Perrin (centre) and Peter Coward (right)

North of England and Scotland.

Living in Barnard Castle, County Durham, Paul is a graduate agricultural engineer who has worked at dealer level, in sales and technical support, and as an Area Manager for a major tractor franchise, covering much the same territory.

In fact, several of his past dealers are now also selling Merlo, so he’s able to start with a bit of an advantage!

“I’ve always liked the ruggedness of the Merlo product” says Paul, “And this role will give me a chance to become involved in the construction market as well as agriculture. Of course, it’s a great advantage knowing many of the dealers and customers already.”

Merlo UK News



New Merlo UK PA - Pam Powers

Providing the main external contact for Merlo UK is our new PA, Pam Powers, so she is the voice you’ll most likely hear when calling in on 01425 480806.

Pam joins us after being PA to a large paint company, so is well used to the pressures of dealing with customers and dealers.

“So far” she says, “It’s a challenge but very, very enjoyable!”

A number of recent changes strengthen the technical support based at Ringwood. Service Manager, Nigel Perrin, is now joined by Peter Coward and David Clark.

Meanwhile, Technical Manager Chris Oliver



Paul Bellas - Northern Area Regional Manager

UK Dealer News

We have three new dealers to welcome to the Merlo UK fold in this issue. Two are companies of very long standing in their respective areas, bringing a wealth of knowledge, experience and customer loyalty to the Merlo dealer body.

The third is a relatively newly-formed dealer but, nevertheless, highly experienced with the Merlo product and offering a specialised service and support to his local customers.

You can’t get much further North in the UK than Robertsons of Tain Ltd, nearly 700 miles from Ringwood!

Established in 1959, they have premises in

Smithfield

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See Merlo UK on stand 140!



Tain and Wick, and cover Orkney and Shetland through sub-dealers, Kemp Engineering.

MD, Roddy Robertson says; "We've been involved in the sales of agricultural materials handlers from the very earliest days in the UK. The Merlo range represents the finest engineering and innovation that we have seen. We're proud to be members of the Merlo team!"

OVER 45 YEARS OF EXPERIENCE!

And, what a start, with two machines already sold into Orkney and Shetland, including a ROTO! There's tremendous interest in the MultiFarmer concept, says Roddy, and, the demonstrator is already hard at work in the Tain area - so watch this space!

You can be sure that your Editor will be covering this story in more detail. The fact that the Glenmorangie distillery is only a couple of miles away is, of course, irrelevant!

Robertsons of Tain
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The past few months would have tried the patience of most dealer principals, but Risborough Agricultural's MD, Jim Dance is made of sterner stuff.

After many years of building a firm reputation in his Buckinghamshire territory (running the company since 1985), and with an excellent



market share for a major tractor franchise, it came as a shock to lose it overnight!

"It wasn't of our doing" says Jim. "We were just part of a rearrangement of territories to suit another dealer. But, we've now replaced that marque with another well-known name and acquired more territory. It's freed us to choose the best of allied products, rather than being required to stick with the main brand".

And, one of those products is Merlo, covering Buckinghamshire, East Oxfordshire and West Hertfordshire. Risborough Agricultural is no stranger to handlers, either, having been pioneering dealers for pivot-steer machines over many years. Whilst many customers in the area still like their pivot-steer units, son George Dance sees the Merlo future as very bright;

"We've always been very conscious of the Merlo product, and those in the area have a great reliability reputation. People with Merlo machines like them and we've already got the demonstration machine out and working."



Risborough Agricultural Services
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A NEW LOCAL DEALER FOR MERLO UK

Since April, Merlo UK's 'local' dealer has been Mid West Machinery, based in Dorchester.

In fact, MD Mike Shrimpton has been selling Merlo since 1999, as Sales Manager of the former dealer, so he knows both the patch and the product very well.

"The chance to start out on my own came along a year ago" says Mike, "And everyone at Merlo UK has been very supportive during our start up period. We are specialising in Merlo, and have become a main Distributor for the new Cingo tracked products".

Covering Dorset, South Somerset and parts of Hampshire and Wiltshire, Mike has two service engineers to call upon, and expects to be shortly moving into larger premises.

Mid West Machinery
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UK Dealer News

Stuart Johnston in Nantwich begs to differ with the conventional wisdom that farm handlers don't put on the hours in the same way as construction units. His Merlo P26.6 SPT has worked some 8,450 hours in just three years!

Stuart replaced the existing handler at Dorfold Dairy Farm, in Acton, with a new 6m lift height Merlo P26.6 supplied by local dealer Barlow Agricultural Suppliers, in 2001. With a 500 head milking herd on TMR all year, Stuart reckons that it has already handled some 30,000 tonnes of feed and 4,000 of concentrate!

The little Merlo gets used to its limit. Silage is put in by contractors, but the P26.6 is used for rolling, and its superb power to weight ratio makes short work of climbing the clamps.

Some nine or so attachments were retained from the previous handler, including a silage shear grab, for which the P26.6 has plenty of reserve from its 2600 kg lift capacity.

Important in this application are the low overall height and width, together with the hydrostatic transmission ("we only come out of high range for the silage" says Stuart) and visibility is "superb".

Barlow's Agricultural Supplies
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The amazing success of the unique MultiFarmer naturally led to calls for more lift height. Now, a 9m model joins the range at Smithfield, with new Classic models.

THE MULTIFARMER FAMILY GROWS

Although not intended as a serious contender in production ploughing, the unique MultiFarmer has, nevertheless, astonished the industry with its tractor-like qualities. It is a highly successful combination of handler and tractor technologies, and has proved itself at numerous public events and with end users.

One of the main comments from some users has been the need for more lift height. Now, new 9m variants have arrived to fill that need. Fitted with a new three stage boom, the MultiFarmer 30.9 adds another 2.5m to the lift height - plenty for all farm applications. Its lifting capacity, at 3 tonnes, remains the same to 7.5m, and it even lifts 2500kg to the full 8.5m height. This lifting performance is more than the equal of 'conventional' handlers of the same size!

And, tractive performance is identical to the existing 6m MultiFarmer. The turbocharged 114HP Deutz engine drives a two-speed 'Shift-on-the-Go' hydrostatic transmission, and the MultiFarmer is fully homologated in Europe as an agricultural tractor with travel speeds of up to 40kph. So, once again, there is no compromise in its tractor performance!

Classic analogue instruments

Like other MultiFarmers, the new 9m models are also available in the Classic form, which uses traditional instrumentation in place of the MERlin digital control system.

The current MultiFarmer has similar pulling performance to a 100HP tractor. In this size range, few tractors are engaged in production ploughing, so the sophistication of the MERlin

system may be unnecessary. Also, some users are a little overwhelmed by the MERlin display and prefer a simpler system.

The Classic MultiFarmer answers these requirements.

There is still control of the three point linkage, of course, and fine control of speed is still available. The control is, however, via conventional levers and knobs,

rather than the 'press-screen' controls of the MERlin system.

The result is simpler and less intimidating, but every bit as effective as the standard MultiFarmer!

Affordable EN280 compliant platform for 6 - 9m machines

And, the MultiFarmer word is spreading outside of the farming community, to municipalities and utility companies.

Work platforms have always been a part of telescopic handler use, but regulations are forcing safer and more complex platform systems. Merlo SpA has been a world leader in the development of integral control working platforms for their handlers (as you would expect).

Now there's an integrated control platform specifically for 6m - 9m machines, including the MultiFarmer. Designed to comply with EN280, but at an affordable price, the new basket is rated at 200kg for two-man operation, and even includes a load limiting device.

Prearrangement includes foam filled front tyres - except on MultiFarmer models, which uses its axle locking feature as tyre burst protection.



 Resplendent in 'municipality orange' - 9m MultiFarmer and work platform



CAMPUIR

Campmuir has been a major distributor for Merlo in Scotland for several years. Recent corporate planning has seen a new MD, reorganisation, and changes to their main franchises. Merlo News interviewed MD, Andrew Parsliffe, for his insight on Campmuir's future.

"We took the decision to change our tractor franchise, based on the profitability of the tractor business" says Andrew. "It simply was not viable to continue in the high numbers/low profit sector. Our expertise and experience is in providing a high customer service level with quality products, so we have now a tractor franchise with perceived high quality and valued-added factor for the end user".

The same thinking has seen the branch basis analysed and consolidated, with Managers appointed for the main business sectors – agricultural, construction and ground care. Agricultural Manager, Richard Spark, is based at the Inverurie branch and is very positive about the future, particularly with Merlo;

"We have pretty much of a new sales force now, highly motivated and eager to continue our success with Merlo. Our experience so far has shown the product to be very reliable and well accepted by our customers, and the huge range means there is always a model to match client needs."

Quality products and quality service are Campmuir's aims, and Merlo continues to be a key product in their armoury.

Jim Singer, of Campmuir's Inverurie branch, has supplied the first Classic MultiFarmer in the UK.

FIRST UK CLASSIC

Working with Aberdeen-based Jim Jamieson's Grampian Building Company, this machine is a true maid of all work. Although purchased for farm work, it's currently working as site tractor and handler on a quarry conversion site near Ellon, twenty miles North of Aberdeen.

This 20 acre site is being turned into a landfill waste site and the 9m MultiFarmer is ideal to fulfill both tractor and handler tasks.



BCA The first UK MultiFarmer Classic!

They would most likely have bought a tractor, but the MultiFarmer is far more useful. And, as it will never be used for draught work, the full and sophisticated control of the MERlin system isn't necessary.

The manual controls of the Classic still allow set up of road speed for best use of attachments like the road sweeper.

Campmuir

Forfar: 01307 468556

Inverurie: 01467 621591

Conan Bridge: 01349 866021



Yorkshire Handlers Ltd
the best solution for materials handling

North Stainley Estates, near Ripon, have just received the UK's first 9m MultiFarmer from Yorkshire Handlers.

It's a Comfort Plus model with all the trimmings and it's a great success so far. Replacing a P30.9KT TurboFarmer, it's proven even more capable when towing. In fact, they reckon it is more stable on the road than the tractor when loaded.

FIRST 9M MULTIFARMER

Farm Manager, George, has to service a 1000 acre arable unit, plus woodlands and several outlying farm units, and help out in

the quarry, so the MultiFarmer and tractor are very busy! Their handler traditionally operates as a second tractor, and the new MultiFarmer was a natural choice for George, he says, but they needed the 9m version;

"We were used to the 9m of the TurboFarmer, so we couldn't go back" he says "And, there are jobs in the quarry, especially, where more reach is always needed".

Visibility from the MultiFarmer is impressive, as is the Deutz engine ("Very smooth and powerful"), with few dislikes – "The front mudguards are a little short and there's no sun visor" says driver Alan.

"But, the climate control is fantastic!"

Yorkshire Handlers Ltd

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BCA The first UK 9m MultiFarmer 30.9!

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Now Merlo has two solutions to Farm handling problems. As well as 10 TurboFarmers, there is the new award-winning MultiFarmer; the next quantum leap in farm handler design! With dealers all over Scotland, it's easy to try one.

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