• JCB LONG REACH MACHINES EXTEND HIRE FLEET
• JS EXCAVATORS TO HELP WITH CHALLENGING PROJECTS
• HIRE FIRMS ON A ROLL AS CONSTRUCTION UPTURN CONTINUES
• NEW DEPOTS. NEW BUSINESS. NEW ORDERS.
MOVERS AND SHAKERS...

Thanks to the very evident uplift in the fortunes of the construction sector our business is growing again and we are delighted to welcome the following new staff to our team.

Amy Warbrick, Service Controller, Farnham
Greg Field, Industrial Service Engineer
Helen Holt, Accounts Assistant/ Payroll
Franke Pace, Service Controller responsible for Burgess Hill & Totton Depots
Louise Harris, Marketing Manager
Nicholas New, Generator Sales
Annie Whittle, Service Controller responsible for Farnham Depot
Tony Cavey, Parts Advisor/ Driver, Wrotham
Kevin Legg, Parts Advisor
Reenie Adams, Payroll & Accounts

FROM LIVELINK TO SALES

We’re always interested in helping our staff to get the broadest possible experience in our business which is why Sophie Ford has changed her role from LiveLink Supervisor to Sales Support. We wish her all the best in the new job.

LEE IS ONE OF THE BEST TELETRUK SALESMEN!

Our own Lee Davison is delighted to have won an award from the JCB factory in recognition of his success at selling the unique JCB Teletruk. He was second top salesman in the world in 2013 with sales of 39 of JCB’s unique industrial forklift. Can he go one better in 2014?

AND FROM WORK TO RETIREMENT

We are sad to wave goodbye to two valued members of staff who are about to enjoy a well-deserved retirement:

Paul Howard, Industrial Service Engineer left in December after 26 years’ service
Reenie Adams, Payroll & Accounts, left us in March after 5 years’ service

LONG SERVICE

We take it as a compliment that so many of our staff work with us here at Greenshields JCB for so long. There’s no doubt that their continuity of service helps us to provide our renowned continuity of service to you. The following employees have reached their long service milestones in the period Dec, 2013 to March, 2014 and their valued contribution to our business is widely acknowledged. Thank you each and every one for your loyalty.

Peter Tann 40 years
Paul Serby 26 years
Mark Nicholson 18 years
Andrew Keep 14 years
Yvonne Walter 13 years
Lee Seaman 13 years
David Havas 12 years
Andrew Milen 11 years
Clive Chandler 11 years
Melania Craig 10 years
Thomas Lynch 10 years
Ronald Deacon 10 years
Graham Stockbridge 10 years

Welcome to the spring edition of Greenshields JCB Backchat. There’s always so much information to share with you that we’ve decided to re-launch our customer newsletter for 2014. Hitting your desks twice per year Backchat is designed to bring you the latest news about our people, our depot, machines and offers; not forgetting stories from you, our all-important customers.

It is said that the British have a fascination with the weather and never is that more true than now, as we have had the wettest period since records began; swiftly followed by an unusually warm spell that has seen spring burst to life.

That said the recovery in the economy is well under way with all house builders reporting an upturn in sales and profits. This has had knock on effect on the construction business with groundworkers and JCB Dealers recording similar growth.

Our Farnham Headquarters are due for completion during May and this together with our investment in IT we look forward to serving you even better.

With more confidence in the industry we can confidently look forward to 2014 and with the industry’s best finance company in JCB Finance we can tailor finance to suit your business needs.

After a disappointing number of years we wish you a profitable 2014.

George Greenshields
Managing Director
JCB LONG REACH MACHINES EXTEND HIRE FLEET TO HELP WITH CHALLENGING PROJECTS

With the issue of flooding dominating the headlines over the winter, Greenshields JCB was delighted to secure the business for 9 new JCB JS145 and JS220 JCB long reach excavators and rigs which are designed and manufactured in-house at JCB's state-of-the-art manufacturing plant in Staffordshire. The combination of weight and reach on both excavator models was ideal for the work in hand at Land & Water.

Richard Maclean, Director of Land & Water, was instrumental in specifying the JCB machine:

“We are one of the UK’s biggest users of long reach equipment and this year, to cement some partnering relationships, we are adding more long reach excavators to our fleet than ever before. These new machines will not only enable us to fulfill our current contract work but will also be used by our external customers.

JCB’s rigs are well proven and designed and built in-house which was part of the purchase criteria. We particularly like the JCB’s new low emission engines because they do not require a diesel particulate filter. The team at Greenshields JCB has been extremely helpful from start to finish.”

With a history firmly steeped in fluvial projects the Mackley Group has evolved over its 85 year history to manage a variety of complicated civil engineering projects that many other companies shy away from. Their extensive past portfolio includes work in infrastructure, energy, waste & water, ports and harbours and flood defence work.

Quality equipment is central to the company’s operating principles as a timely sales call on the company by Greenshields JCB Sales Manager, Matt Sephton, proved to be the key in securing an order for 3 new JCB excavators; 2 of the new JCB JS220’s and a JS290 to upgrade the existing fleet of machines.

Mark Wakefield is Plant Foreman at the Mackley Group:

“We were on the verge of ordering competitive machines, but Matt called in to see us and provided a detailed critique of the machine specifications for the jobs we had in hand. This process actually saved us money as there were features that we didn’t actually require that we’d been quoted for and standard build machines actually suited our needs better.”

The excavators each use the latest JCB Eco engines which are not only hugely fuel efficient but don’t require any expensive after-treatments because they deal with emissions at source rather than via a cumbersome diesel particulate filter. JCB’s innovative engine design eliminates the need for a DPF by using clean burn technology developed by JCB engineers.

“We were delighted to buy British made machines and a visit to the JCB factory sealed our decision. The eco engine was a key factor, due to our work in environmentally sensitive areas for public sector clients so this has helped us to meet our own eco credentials. We’re so impressed with the machines that we’re ordering another two of the JS220’s which are due for delivery this month.”

JS EXCAVATORS

Pick your model...

£104 a week* 8018 CTS
£72 a week* 8016 CTS
£68 a week* 8026 CTS

JCB has designed its mini excavator range to incorporate five key characteristics; comfort, control, unrivalled service access and an exceptional operator environment - all in a compact package that's competitively priced and yours for the taking.

Still think it's too good to be true?

Call Greenshields JCB on 0330 900 39 39 to find out more. Simply tell us which JCB mini excavator is for you and we’ll do the rest.

www.greenshieldsjcb.com

*Offer available to Greenshields JCB Limited customers only, subject to acceptance application for a maximum of 1,000 hours per annum. All payments are subject to interest rates. The lease payment illustrated is based on a 3+33 monthly payment profile with 3 payments due on signing and on the machine working in a medium to high emission project. The lease payment terms are subject to change prior to signing, depending on movement in money market interest rates. The figures are dependent on precise machine specification, hours and application. The figures are subject to acceptance by JCB Finance Ltd. The weekly value used is for illustrative purposes only and is dependent on precise machine specification, hours and application. The figures provided are subject to change prior to signing, depending on movement in money market interest rates.

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HIRE FIRMS ON A ROLL AS CONSTRUCTION UPTURN CONTINUES

NEW DEPOTS NEW BUSINESS NEW ORDERS

It’s been a busy start to the year for Charles Wilson Engineers. The upturn in the fortunes of the construction industry has had a major impact on business and, as a result, the company is not only ordering replacement machines but extending the fleet to stock up 3 new depots in Southampton, Barking and Basildon that have opened in the last 6 months. Originally covering the South, the progressive company has expanded and now has depots and hire shops across much of the UK.

Their recent order included 150 JCB telescopic handlers, 20 JCB VMT rollers, 40 JCB midi excavators, 20 mini excavators and 20 JCB RTFLs. As official distributor for Thwaites Dumpers an order for 28 dumpers was also placed via Greenshields JCB who are pleased to provide a ‘one-stop shop’ for the customer.

Gary Gay, Asset Manager for Charles Wilson:

“The pace of demand for machines has not ceased this year which is great for our business. We pride ourselves on the quality of our fleet which is why we choose to work with Greenshields JCB. Their service is first class, the machines are reliable, plus our customers ask for JCB so we listen to them and give them what they want.”

A PLANT-IFUL ORDER FOR 2014

As one of the UK’s leading equipment hire companies with over 100 Service Centres and more than 1,800 employees A Plant’s business mission is to deliver value, innovation and growth to customers’ businesses; an ethos mirrored by us here at Greenshields JCB.

We are delighted to be a key machinery supplier to the highly accredited company and their latest order for approaching 1,000 machines for 2014 ensures they can continue to offer class-leading machines to their customers.

The fantastic order includes 515 JCB mini and midi excavators spanning the entire range from 0.8 tonnes to 8.5 tonnes and 300 JCB Loadall telescopic handlers from 4m to 17m plus a number of JCB’s TL’s and RTFLs.

As the distributor for Thwaites Dumpers we have also secured an order for 90 dumpers.

This spread of machines ensures that all jobs, large and small, can be accommodated through A Plant. The order will be fulfilled throughout 2014, a year in which the construction sector is expected to climb back to its pre-recession peak of 2007.

GRAB A HAT-TRICK OF GENUINE JCB FILTERS!

Spend £250 to receive 5% off
Spend £500 to receive 10% off
Spend £1000 to receive 15% off

Always choose JCB filters to maintain optimum performance and ensure maximum productivity. JCB filters are designed to give your engines maximum protection against wear and tear. They are made from high-grade materials to ensure maximum life and functionality. As the genuine JCB filter is specified by us, we can guarantee our filters will give you the best performance from your equipment.

JCB filters protect engines against abrasive particles of dirt, salt, grit and dust entering the engine and fuel system, preventing wear damage to valves, pistons, liners and bearings as well as injectors, nozzles and carburettors. JCB filters ensure that your machine receives a sufficient volume of clean air to give correct fuel consumption, prevent loss of performance and comply with the correct emission legislation.

Spend based on one transaction on a single invoice exclusive of VAT. Offer can not to be used in conjunction with any customer discount already in place. Offer open from 1st March 2014 to the 31st May 2014 at any Greenshields JCB Limited depot.

FREE car flag available for a limited period only.
NEW OR USED?
THE CHOICE IS YOURS

Buying new is great, but for some companies the opportunity to buy a used machine better suits their needs and budget. Used JCB Teletrukks are particularly popular and rarely come on the market - our research shows that customers tend to find a use for their old JCB Teletruk even when they decide to replace it with new. The machine currently in our yard is in superb condition with ultra low hours and has several years of productive life left in it.

2007 JCB TLT30D HL
Genuine 1,025 hours
5 spool valve block
£19,500 +VAT

For further information on used machines at Greenshields JCB please visit our website www.greenshieldsjcb.com/used_machines or contact us on 01420 525930