

NEWS



Lloyd

Investing in our future
to support yours

www.lloyd.ltd.uk

Welcome to Lloyd News

After the challenges of 2020, it has been a relief to have a relatively normal year albeit with different issues for both our customers and our company. Being able to adapt to the changes in COVID guidelines and in post-Brexit rules has been vitally important to enable us to continue to support our customers and your own businesses.

Thankfully, our staff have proved to be as flexible, resourceful and committed as we knew they were so the disruptions have been minimal and we have, as always, put our customers' needs at the forefront of our own operations.

It has, therefore, been an incredibly busy 2021 so we wanted to take this opportunity to share with you more about Lloyd Ltd, what it means to work here and what we offer from our branches across the region as many of you will only be aware of your local dealership.

I have been proud of how we have developed the company over the past 57 years, moving with the times and the innovations of our manufacturers, growing and adapting our business to deliver what our customers need. This year has been no exception and the scope and scale of Lloyd Ltd continues to grow while we maintain the levels of quality we know you need and expect.

From our place as one of the largest dealers in the UK for New Holland, Bobcat and Manitou to the growth of our Mercedes-Benz Unimog sales and hire business, there is plenty going on at Lloyd Ltd which we would like to share with you in this newsletter.



I would like to thank you, our customers, for all your support and patience over the past two years. We have always tried our best but appreciate that there is often even more we can do to help. We strive to be the very best in the industry and are always looking for ways to enhance and develop our services.

In this newsletter you will learn more about Lloyd Ltd, our people, our brands and our premises, as well as about some of our customers. I believe that it is our people which make Lloyd Ltd the company it is and we continue to recruit to support our growing operations.

If there is one thing I have learned over the past decades it is that we should never take the present situation for granted and it is our people who will help us grow and change for the better, which will in turn benefit our customers.

There is already a great deal planned for 2022!

Wishing you and your family all the best for the festive season and the year ahead.

Barry

Barry Lloyd
Chief Executive



MOO HOLLAND IS BACK!

In 2016 Lloyd Ltd was the successful bidder at a charity auction for Moo Holland, a life-sized fibre-glass cow painted to depict a countryside landscape by artist Jenny Leonard and sponsored by New Holland as part of the Surrey Cow Parade, a fund-raising public art exhibition.

The proceeds from Lloyd Ltd's bid went to the Parade's charity, the Surrey Hills Trust Fund, and New Holland's choice, farming charity Addington Fund, ensuring money raised from the auction provided much-needed funds to help farmers in England and Wales. For the months after taking delivery of her, Moo Holland did a tour of the Lloyd Ltd branches and we decided it was time for her to have a second round now we have more room in our premises with the new buildings. She certainly brightens up the place!

BROWSE OUR WEBSITE FOR OFFERS & STOCK

Our website - www.lloyd.ltd.uk - not only provides plenty of information about the new products we sell and our latest offers, but also has a large quantity of our used and ex-demo stock listed. You can therefore browse our range and contact your local Lloyd Ltd Sales Specialist or branch who will help you source the machine you need.

Our News & Events section also provides information on any changes to our opening hours, exciting projects and customer testimonials, and our company's activities while our Careers section regularly has a selection of job opportunities to support our growing business.

www.lloyd.ltd.uk



NEW KIDS' QUAD FRANCHISE

Lloyd Ltd is delighted to announce that it is now the dealer for Apache ATVs across the north of England and south of Scotland from all its branches.

Apache ATVs are the number one brand of children's quad bikes, providing the perfect combination of robust build quality, safety features for peace of mind and easy performance for plenty of fun.

Suitable for children from 4 – 15, the Apache ATV range includes the Tomahawk Mini 50 S mini-quad, the RLX 100 S 100cc SuperSport and the top-of-the-range SX 100 S 100cc SilverSport model.

For full details, visit our website or contact your local Lloyd Ltd Sales Specialist.



ISUZU SOLD OUT FROM LLOYD LTD DUMFRIES

As you are no doubt aware, this year has been particularly difficult for the automotive sector, which has been beset by both production and component limitations due to COVID and delivery delays. We have an Isuzu pick-up franchise at our Dumfries branch, which has been affected by this too. Thankfully we did have a large number of pick-ups available and they have all been snapped up.

Given the launch of the impressive new 21-model year Isuzu D-Max last year, it is not surprising that the new design, features and performance of this "smarter, safer and stronger" generation has been in demand.

One of our valued customers, Buccleuch Group bought these three new Isuzu D-Max DL20 pick-ups and a new Isuzu Utility with extended cab as they are the ideal pick-up for use around the estates.

For more on the Isuzu range, or our selection of quality used vehicles, contact Sales Specialist John Jamieson on 01387 720461, 07971 491083 or john.jamieson@lloyd.ltd.uk

www.lloyd-isuzu.co.uk



MANITOU ROADSHOWS SHOWCASE NEW RANGE



Getting behind the wheel - or joystick - of machines is the best way to experience their features and performance. In August we hosted the Manitou Roadshow at our Bishop Auckland and Carlisle branches to give our customers the opportunity to do just that.

A selection of the latest agricultural and construction telehandlers, as well as access platforms, was available to try, with Manitou's own product specialists on hand to provide advice and answer any questions.



A number of customers came to each event and several made purchases of new machines following the event. For your own demonstration of any of our machines, contact your Sales Specialist.



PROUD TO SUPPORT OUR LOCAL NHS

In May, Lloyd Ltd Carlisle delivered a new 21-plate New Holland T5.105 tractor to Castlegate & Derwent Surgery & Pharmacy to replace the previous model which they have been using to tow Lloyd Ltd's hospitality unit to provide Outreach Health Services around the local area. This innovative approach to getting Health and Wellbeing support out to more rural communities was incredibly successful at the start of the pandemic as it enabled the practice to give over 3,000 flu jabs across the area and Drive-Through Flu Services.

It also meant that GPs themselves could get out to more isolated patients when the snow hit. Patients were reassured with the knowledge that home visits were operational, despite the weather.

Such was the success of this approach that Rachel Edwards, Castlegate's Prescribing Support Lead & Pharmacy Hybrid Manager, applied for further funding and this was approved to the delight of Rachel and her colleagues. "Being able to get our services out to our customers during COVID-19 has been such a relief both for our staff and our patients.

It has enabled us to provide extended operations into the community. Having this new funding for our outreach activities means that we can now offer even more community support, from mental health-related activities to the next round of flu jabs. Lloyd Ltd have provided us with a fantastic solution to the challenge of rural medicine, an outreach to new communities, our agricultural sector and we are delighted to have Lloyd Ltd as a local partner to work with, an outstanding contribution to the NHS."

A FOND FAREWELL

At the end of October we wished a very Happy Retirement to Brian Wilson, one of our senior engineers at Lloyd Ltd Kelso. He had been with Lloyd Ltd for almost 36 years and it is hard to think of anything to do with Grimme machines that he doesn't know!

Part of his retirement gift was a bespoke display case with a Grimme machine and a Lloyd Ltd van so he will have a permanent reminder of his time with the company. Here he is on the right with our Kelso Dealer Principal Stewart Crighton.

When we posted about his retirement on social media, it was so nice to see the comments from customers, suppliers and colleagues who all wished him well and appreciated his many years of loyal service to Lloyd Ltd and the surrounding agricultural community.



As a business, we pride ourselves on having a large number of staff who have stayed with the company for decades.

Alnwick



INVESTING IN OUR FUTURE

Having been founded in 1964, it was inevitable that Lloyd Ltd would outgrow its premises as the business developed over the decades.

In the past couple of years we have invested in brand-new buildings for our Penrith and Bishop Auckland branches, as well as refurbishing Newcastle and Alnwick. Lloyd Ltd Kelso is the next to be developed, extending the showroom to offer more versatile facilities.

This expenditure is a sign of our commitment to our customers and our manufacturers while helping us to move with the times and create state-of-the-art facilities for our workshop, parts and sales staff.

Kelso



Bishop Auckland



Newcastle



Carlisle



Dumfries



Penrith



ALL-NEW PIONEER ADDS TO HONDA ATV RANGE

The world leader in the ATV market, Honda has a deserved reputation for innovation and building reliable workhorses to do the tough jobs, be that on your farm or your estate. Earlier this year, they revealed the all-new Honda Pioneer 525 side-by-side, which combines all the benefits of an ATV with a more spacious and comfortable driving environment suitable for two people.

Our Sales Specialists have carried out a number of demonstrations to customers in a variety of sectors. They have been impressed by its performance, compact size and manoeuvrability, which is why stock numbers are currently limited. For more information, contact your branch or Sales Specialist.



LLOYD LTD TECHNICIANS ACHIEVE NEW HOLLAND'S HIGHEST LEVEL

In the last 12 months Lloyd Ltd Carlisle's agricultural engineer Jamie Fleming (left) has joined Jimmy Little (right) in achieving New Holland's Master Technician status. Jimmy became a Master Technician in 2019, attaining the highest, most competent accreditation a technician can achieve within the New Holland network, which reflects the exceptional levels of expertise and knowledge he and Jamie have both reached.

As befits this level of accreditation, it is not easy to achieve. It requires not only having achieved professional status, but also factors in the technician's reputation with customers. New Holland then undertakes a professional review with their Aftersales Manager, the Training Department and the Technical Support team to assess the technician's ability against the requirements of the standard.



Mark Dixon, Dealer Principal of Lloyd Ltd Carlisle, commented: "It is a real honour for Lloyd Ltd Carlisle to have two technicians who have reached this level. However, the credit must go to Jamie and Jimmy who have worked incredibly hard to get to this point, which is shown in the outstanding feedback we get from customers and their impressive knowledge of New Holland's agricultural machinery. They are a valuable part of our team here and we are proud to celebrate their achievement."



As New Holland's larger machines - T7 and T8 tractors, combines, forager harvesters and big square balers - bring with them greater complexities in terms of innovations and technologies, it makes sense to have an in-house specialist who knows these machines inside and out. Joseph Dixon has been one of our leading agricultural engineers for some years and therefore was the ideal candidate to take on this role.

Joseph's passion for the New Holland product range is evident when you speak to him so this newly-created position was an obvious match for him too. "I have been so impressed by New Holland's product development over the time I have been working on their machines. Recently I have been going out with our Sales Specialists to help with demos to our customers who clearly valued having that additional expert knowledge when it came to setting up the machine and going into detail on key features.



**INTRODUCING OUR NEW HOLLAND
PRODUCT SPECIALIST: JOSEPH DIXON**



These larger machines are easy to use once you have been taken through them, but our customers have really appreciated having that extra support and I enjoy the satisfaction of helping them ensure they get the most from their machine. It is such a significant investment for them that they need the reassurance that they know how to optimise the machine themselves, but with the peace of mind that I can come and assist them throughout their ownership of the machine.

Having previously been based just in the Carlisle area, I am really looking forward to getting out and about across the group and giving our customers and Sales Specialists the support and advice they need. This seemed like such a great opportunity to develop my own skills and knowledge too - I am really excited by this new challenge!"

NOW IS THE TIME

This is the perfect time of year to have your machinery serviced so that it is ready to work next season.

Whether it is your tractor, your excavator or your lawnmower, our expert engineers are fully trained by our manufacturers to ensure that your machines are working at their best when you need them most.

Contact your local Lloyd Ltd Service Department to take advantage of our seasonal offers on servicing parts and labour.



LLOYD LTD IN CONSTRUCTION

Chris Stephenson Lloyd Ltd Construction Sales Manager

2021 has been exceptional for the Construction sector at Lloyd Ltd, building on the successes of previous years. I was brought into the business five years ago to provide more focus for the Construction side and, thanks to the superb team we have put together and the excellent brands we represent, we have been able to continue to grow.



Given the extensive product portfolio we have available, our customers come from a wide range of businesses, from sole traders to large civil engineering and plant hire companies. We have continued to add to our range, with Lumag coming on board with their mini-dumpers. Whether you are digging foundations, excavating in a quarry, shifting recycling materials or hiring machines to your customers so they can do that, we have the right machine to help you.

Bobcat, Doosan, Manitou, Kobelco, Thwaites Dumpers, BOMAG, Toyota Material Handling, Thwaites Dumpers and New Holland Construction - all these manufacturers work closely with us to ensure we can get our customers the machinery they need, backed up with our fully-trained after-sales service and parts teams.

We also represent Brian James Trailers to make transporting your machines even easier.

Each branch has a dedicated Construction Sales Specialist who can help you identify the right machine for your requirements. Finance options are available too to help you fund your purchase to suit your business model.

For information on any of our Construction machinery or our after-sales support, please contact your local Lloyd Ltd branch.



SPECIALIST MACHINES PART OF OUR PORTFOLIO

In addition to the highly versatile machines we have in our range, such as this Bobcat E60 mini-excavator, we are also able to offer specialist equipment which is designed for one particular task. Earlier this year, Lloyd Ltd Kelso's customer, Owen Gillard Groundworks, added this new Herbst Compact Towable Screener to their fleet. Its first job was to sort and recycle 500 tons of topsoil and cobble stones on site, saving material from being sent to landfill, and importing new topsoil, significant costs. Contact your local Lloyd Ltd branch or Sales Specialist for more on how we can help your business.



LLOYD LTD PULL-OUT PAGES

WORD SEARCH

Find these words in our Wordsearch!

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Tractor | <input type="checkbox"/> Forklift |
| <input type="checkbox"/> Plough | <input type="checkbox"/> Telehandler |
| <input type="checkbox"/> Digger | <input type="checkbox"/> Combine |
| <input type="checkbox"/> Dumper | <input type="checkbox"/> Chainsaw |
| <input type="checkbox"/> Trailer | <input type="checkbox"/> Sprayer |
| <input type="checkbox"/> Lloyd | <input type="checkbox"/> Pickup |
| <input type="checkbox"/> Mower | <input type="checkbox"/> Skidsteer |
| <input type="checkbox"/> RTV | <input type="checkbox"/> Loader |
| <input type="checkbox"/> Quad bike | <input type="checkbox"/> Roller |
| <input type="checkbox"/> Forager | <input type="checkbox"/> Baler |
| <input type="checkbox"/> ATV | <input type="checkbox"/> PLM |

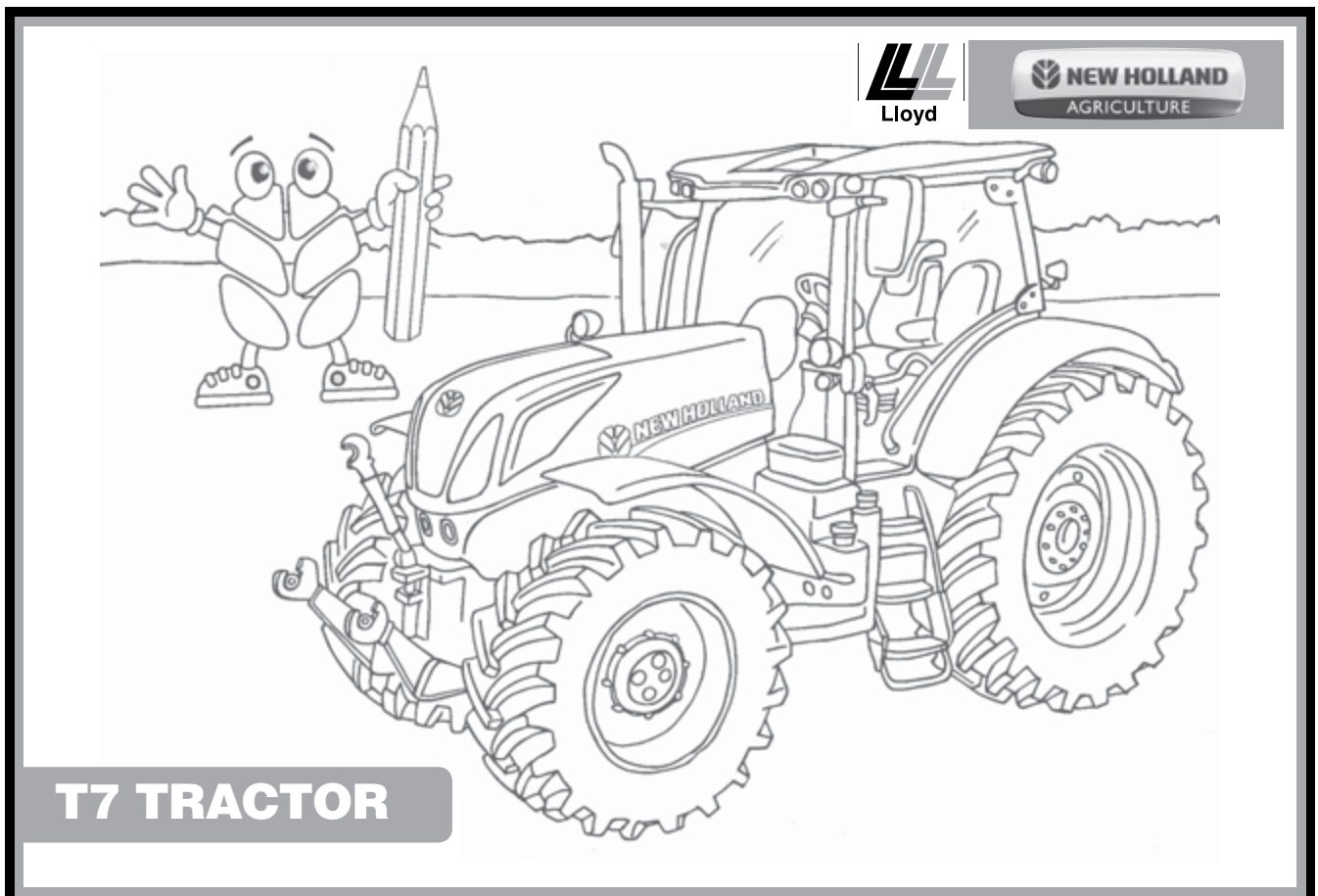
They can be upside down, back to front and on a diagonal too!

Answers on p15.

F	Z	A	G	D	H	D	G	E	R	O	L	L	E	R	P	O	N	B	S
O	E	D	F	L	T	R	T	V	O	W	K	A	R	H	L	A	H	F	D
R	P	G	G	K	D	E	E	R	H	A	E	G	H	D	O	N	F	J	U
K	L	W	E	S	H	L	L	Q	M	F	D	F	E	A	U	S	A	B	D
L	S	Q	T	F	W	A	E	G	S	K	P	Z	D	I	G	G	E	R	F
I	L	S	R	A	U	B	H	H	R	G	G	L	K	E	H	T	T	H	A
F	U	V	A	T	G	P	A	J	S	L	G	W	A	S	N	I	A	H	C
T	N	U	C	H	I	O	N	A	H	U	L	J	D	H	L	B	Z	U	O
M	S	O	T	C	J	B	D	F	N	T	B	O	T	N	N	R	D	P	M
Z	A	P	O	L	R	F	L	N	I	P	E	G	Y	F	E	T	L	L	B
A	W	T	R	U	V	A	E	I	O	L	R	K	H	D	T	Y	S	V	I
D	F	O	R	A	G	E	R	W	T	M	N	B	A	Z	Y	A	L	Y	N
T	Q	F	N	R	E	L	I	A	R	T	I	O	J	C	E	P	Q	B	E
H	F	D	B	G	M	S	Y	P	D	M	L	N	F	T	B	M	L	D	K
R	V	S	P	R	A	Y	E	R	A	T	C	P	X	P	I	C	K	U	P
M	J	W	A	I	P	G	F	A	B	Q	O	T	S	N	P	W	G	M	C
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T	I	W	N	S	N	B	P	Q	U	A	D	B	I	K	E	F	A	E	T
V	L	M	E	P	D	C	U	S	L	N	W	N	R	Q	G	S	Y	R	M
S	N	D	Z	R	Y	S	K	I	D	S	T	E	E	R	B	W	P	P	O

COLOURING SHEET

Will you keep the blue tractor blue?



LLOYD LTD PULL-OUT PAGES

CROSSWORD

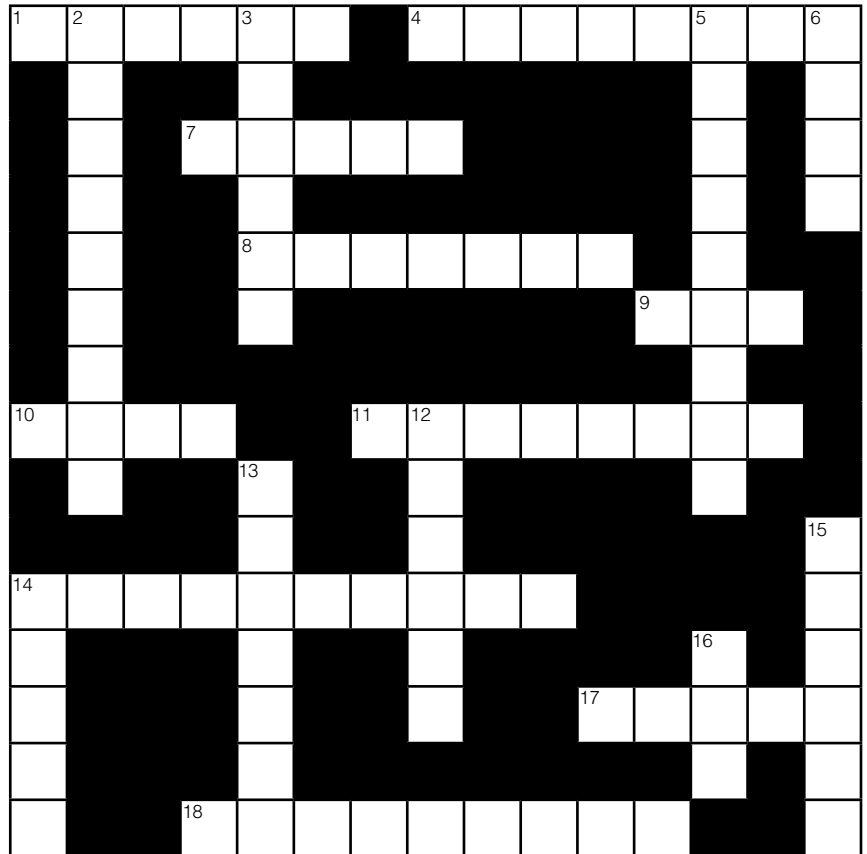
Get your brain cells working! You might need to search online or visit our website to get some of the answers. Solution on p15.

Across:

1. Colour of New Holland forage harvesters (6)
4. The city of Lloyd Ltd's head office (8)
7. Pottinger make ***** and tedders (5)
8. The country where BOMAG is based (7)
9. Another name for a quad bike (ATV)
10. The brand of groundcare machinery which is coloured dark red (4)
11. Which Lloyd Ltd branch is an Isuzu pick-up dealer (8)
14. The brand of transporter trailers Lloyd Ltd sells (5, 5)
17. Lloyd Ltd branch in The Borders (5)
18. Husqvarna's robotic lawnmower (9)

Down:

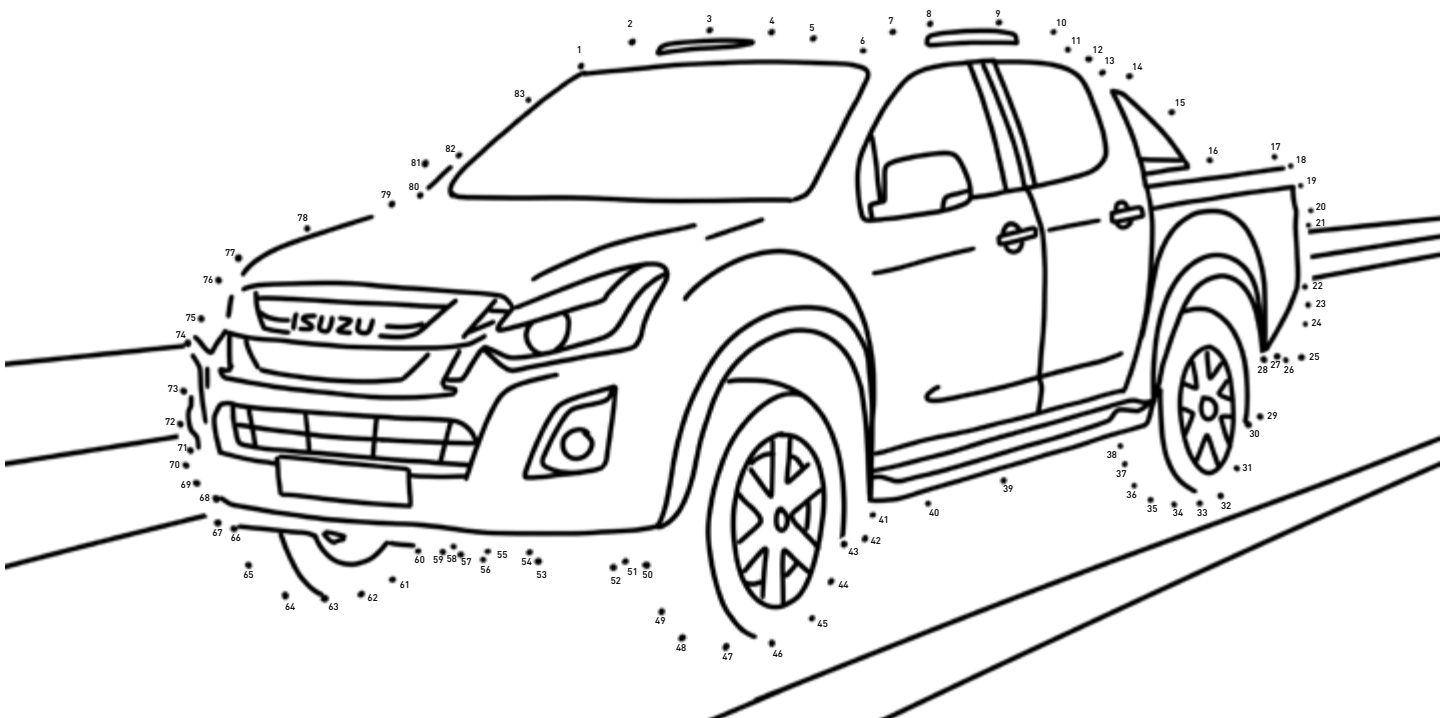
2. Another word for a digger (9)
3. The colour of Doosan machines (6)
5. The wheeled version of a Bobcat tracked loader is called a.... (9)
6. Brand of hedgecutters and chainsaws.
12. The Mercedes-Benz implement carrier (6)
13. Manufacturer of telehandlers (7)
14. Manufacturer of light compaction rollers (5)
15. Japanese material handling forklift brand (6)
16. Autoguidance technology initials (3)



JOIN THE DOTS

Complete the picture and colour it in in your favourite colour!

ISUZU
THE PICK-UP
PROFESSIONALS



LLOYD LTD IN LAWCARE & GROUND CARE

Simon Holmes Lloyd Ltd Groundcare Sales Manager

It goes without saying that this has been a challenging period with the combination of COVID, Brexit and a worldwide shortage of steel and components. Nonetheless, our Sales Specialists for Groundcare and Lawncare have all done a very good job of working with our customers to support them and adapting to the changing situation. We appreciate their support.

We focused on stocking up for the rest of the summer months to keep availability at a good level so we didn't let anyone down, but when everything is out of our control it isn't easy. It is the case, though, that everyone is in the same boat and we are fortunate to be able to make the most of stock across our group to give our customers what they want.

Throughout the pandemic our groundcare business has continued to increase and 2021 has given us our best ever sales with both Toro and Kubota. It has been extremely hard to manage customer expectations with the delivery times changing on a weekly basis but due to the excellent relationships our salesmen have with their customers, they have managed to keep the majority happy.

We are seeing a noticeable increase in interest in technology, namely battery and robotic mowers. You may have seen Husqvarna's Automower® TV adverts which have been very prominent and we are getting a lot of enquiries for these amazing machines. We are fully geared up with trained staff and cable-laying

machines for quick and professional installations to get your robotic lawnmower up and running so you can enjoy the good weather.

Offers are always popular so many customers have made the most of the various campaigns through the year for Honda, Stiga and Mountfield both in the branch and online. The website – www.lloydlawncare.co.uk – has really come into its own over the past year, providing the opportunity to buy online for click and collect or local delivery, but also many people browse online before coming in to the branch to take advantage of the advice and support of our Sales Specialists to ensure they are choosing the right equipment. There is, after all, no substitute for expert knowledge.

Groundcare and Lawncare are important parts of our business and our back-up support from our Parts and Service teams are a key part of our sales success. We represent leading brands which are designed to give you many years of stress-free gardening and we are here to help you every step of the way.

Thank you for your support.



LLOYD LAWCARE ONLINE SHOP

An extensive selection of our lawncare equipment is available to browse and buy (if you prefer) online, supported by live chat to enable you to get further advice on what you need with our Lawncare Sales Specialists direct.

With the option of low-cost local delivery (or free depending on the item purchased) or click & collect from our branches, you can keep your garden looking its best all year round. All our lawncare equipment is offered at competitive prices, plus we build and prepare your machine so it is ready to work from the minute you receive it.

We are also able to repair and service your current equipment.

Browse or buy online at
www.lloydlawncare.co.uk



THE VERSATILE UNIMOG MEETS THE NEEDS OF CONTRACTOR BRIAN GREIG



Aberdeenshire farmer Brian Greig also works as a fencing contractor and has a snow-clearing contract with his local council, so he needs a vehicle that is capable of fulfilling a variety of roles in often challenging conditions, and eating up the miles without breaking the bank.

No wonder, then, that Mr Greig is so pleased with the 4x4 Mercedes-Benz Unimog he has recently purchased from the Newcastle-upon-Tyne branch of Dealer Lloyd Ltd. The legendary Unimog offers outstanding all-terrain performance and versatility. Not only does it beat an agricultural tractor in terms of comfort and agility, but it is also faster – with a 56 mph on-road cruising speed – and more economical.

The Greig family grows oats, winter wheat and spring barley for malting on 980 acres at Milbethill Farm, near Banff, some 45 miles north of Aberdeen. Its fencing business trades as WLB Contracts – most assignments are undertaken locally to the farm, although the work regularly takes the company's three- and four-man teams further afield.

Mr Greig placed his order after Lloyd Ltd's Unimog Sales Specialist Simon Holmes arranged a week-long trial of one of its demonstration vehicles. "The Unimog impressed from the outset," recalled Mr Greig. "Not only was it quicker, but on the first day it used 45 fewer litres of fuel than our tractor on exactly the same job.

The implement carrier supplied by Lloyd Ltd for the demonstration was a U430 variant but when he sat down with Simon Holmes to specify his own vehicle, Mr Greig opted for a U530 with higher, 13.5-tonne gross weight.



His Unimog's 7.7-litre six-cylinder engine produces 220 kW (299 hp) and 1,200 Nm of torque. In addition to its standard eight forward and six reverse gears, the automatic gearbox came with an optional working range that provides another eight forward and six reverse gears – the extra ratios are ideal for operation on particularly treacherous ground and steep inclines.

"The work entailed hauling manure from neighbouring farms up to six miles away, and putting it in stock piles. We ran both vehicles back and forth for a couple of days but I didn't even bother comparing the diesel consumption on the second – the Unimog was so much nicer to drive, very stable and with an excellent view from the cab, that I was already won over."

"The Unimog is a fantastic all-rounder, and makes us a lot more efficient," enthused Brian Greig. "It will do pretty well everything a tractor can, and so much more as well. I have plenty of jobs lined up for it. The 'Mog will spend a lot of its time off road, of course, and the winters can be pretty arduous up here, but I envisage that it will be working in one role or another year-round. We'll even use it with a plough blade on the front to clear snow."

He continued: "I'd spent a long while looking for a secondhand Unimog. They hold their values really well, though, so in the end I took the view that as this vehicle represents a long-term investment I'd be better buying new – that way I'd know exactly what I was getting, and would also benefit from the three-year manufacturer's warranty.

"Simon Holmes arranged the demonstration very quickly. He's highly knowledgeable about the product, so was extremely helpful when we came to specify the vehicle – the Central Tyre Inflation system is already a favourite feature for me, as it makes a big difference when we're crossing soft ground. The Dealer's mobile technician has also been up to us to give the vehicle its first check. All in all, I can't fault the service I received from Lloyd Ltd."

For further information or to book your demo, please contact our Unimog Sales Specialist Simon Holmes on 07814 860985 or simon.holmes@lloyd.ltd.uk

www.lloyd-unimog.co.uk



GOING ELECTRIC FOR STAFF VEHICLES



As we plan for the future, we have invested in electric solutions for our company car fleet to help our impact on the environment as well as to keep fuel costs low. In 2020 we bought four Tesla electric cars and we have recently taken delivery of a fleet of seven Skoda electric vehicles for our Sales Specialists who prefer those to pick-ups.

Having installed charging points at all our branches, this is the start of our plans to make electric vehicles the standard for our company.





KIDD MACHINERY JOINS LLOYD LTD'S PORTFOLIO

Earlier this year, Lloyd Ltd added Kidd Farm Machinery to our range of agricultural machinery suppliers, offering their products as a solus dealer from all our branches.

Straw bedders and post drivers are proving to be the most popular, offering Kidd's renowned well-designed and -engineered solutions.

Contact your local Lloyd Ltd branch or Sales Specialist for more information.



A BUSY DEMO SEASON WITH COMBINES

Every year we have an excellent selection of New Holland combine harvesters available for demonstration and this season has been particularly busy for all our branches. The new machines available from New Holland include the CR, CX and cross-over CH models, which offer different features to suit your particular needs.

We also had a MacDon header available as part of our demonstrator fleet, providing additional functions and extending the usability of the combine.

To learn more or to arrange your demonstration, contact your local Lloyd Ltd branch or Agricultural Sales Specialist.



OUR EQUESTRIAN OPERATIONS EXPAND INTO HORSEBOX HIRE

As part of our role as a one-stop shop for the rural community, our Lloyd Equestrian shops at our Carlisle and Dumfries branches offer extensive selection of clothing, helmets, footwear, tack, accessories, and feed and bedding. We have a large number of regular customers and are pleased to have been able to continue to support them throughout the challenges of the past year.

Earlier this year, we branched out into horsebox hire from our Carlisle branch, providing Overlander R160 Horseboxes for self-drive hire. Whether you have a short-, medium- or long-term requirement, please contact Ian Irving on 01228 517100 or email lloyddequinettransport@lloyd.ltd.uk to learn more about availability and our competitive prices.

www.lloyddequinettransport.co.uk

PLM SOLUTIONS FOR PRODUCTIVITY AND REDUCED COSTS

PLM technology enables you to get the most from your machines and your land, maximising profit and productivity while minimising costs and wastage. At Lloyd Ltd we have our own PLM Specialist Mark Harwood who can help and advise on the right solution for your business, providing you with the support and knowledge you need to get the most from your PLM investment.

Adam Mulley and Zoe Alderslade of Adam Mulley Contracting have worked closely with Lloyd Ltd's Group PLM Specialist Mark Harwood to find the PLM solution which suits their business and have really noticed the benefits that PLM can bring. Watch our video to find out more about their experience using PLM to help with slurry spreading this summer - www.lloyd.ltd.uk/plm

For more on Lloyd Ltd and our PLM solutions, contact Mark Harwood on 07826 285761 or mark.harwood@lloyd.ltd.uk



GOING GREEN WITH ELECTRIC MOWERS

New into our lawncare showrooms this year is this Mountfield Freedom 30 E, their first battery-powered collecting lawn tractor. Quieter than a petrol-powered mower without the inconvenience of needing to get petrol to run it, this is an exciting new addition to the Mountfield range and is available now.

Spec includes:

- 48v 30Ah Lithium-Ion battery.
- compact 84cm cutting width.
- 7 cutting height positions.
- Ideal for lawns up to 3000m2.
- 240-litre grass collecting box.
- Mulching plug, battery and charger included.
- Comes with a three-year extended warranty.

For more information on this or any of our Lawncare equipment, please contact your local branch or Lawncare Sales Specialist.

www.lloydlawncare.co.uk

LLOYD LTD ACQUIRES BORDER GROUP

In March this year, Lloyd Ltd announced it had acquired Border Group, joining together these two family-run, Cumbria-based businesses to build for the future. Including Border Barrier Systems, Border Loos and Border Show Services, Border Group was founded in 1989 by Philip Armstrong, who sadly passed away in 2020 after a long illness. Barry Lloyd and his family have been long-standing close friends of Philip and were keen to acquire the opportunity to continue his legacy and build on his success, with the natural synergy between the two businesses making it an exciting proposition for buyer and seller alike.

Border Group's extensive portfolio covers the construction and events sectors. As construction projects and events re-commence, there are great opportunities as Henry Lloyd, Director, commented: "The new demand for events and experiences will make Border Group the go-to company for event equipment."

They have always supplied both local and national events – including the London 2012 Olympics – so we are excited for the future."



www.bordergroupltd.com

The Lloyd family is making a significant investment in this well-known company to help generate future growth from its successful foundations and create additional employment."

Lloyd Ltd has further strengthened Border Group by completing a second transaction, investing in the Rhino Barriers intellectual property from PolyJohn International. This gives Border Group control of the product from design through to manufacturing and distribution, resulting in greater market opportunities. Henry added: "Border Barriers" has always been commercially important to the company, providing essential vehicle and pedestrian safety products, and the Rhino acquisition gives Border Group yet more scope to develop this part of the business. We are looking forward to revitalising Border Group, using the alliance between the two companies to develop new opportunities."



QUALITY USED PICK-UPS AND 4X4S



John Jamieson: 01387 720461
M: 07971 491083
john.jamieson@lloyd.ltd.uk

www.lloyd-isuzu.co.uk

At our Carlisle and Dumfries branches we also offer a wide range of quality used pick-ups and 4x4 vehicles through our Lloyd Isuzu and Lloyd 4x4 brands. We typically have a good selection of leading brands including, of course, Isuzu, as well as Ford Rangers, Mitsubishi L200s and Toyota Hilux models.

For more on our current stock visit our website or contact our Sales Specialists.



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NEW HOLLAND INNOVATION - THE WORLD'S FIRST METHANE TRACTOR

The New Holland T6 Methane Power is the world's first 100% methane powered production tractor and is key to CO₂ reduction without compromising performance. This is the final piece of the jigsaw to complete the virtuous cycle of the Energy Independent FarmSM concept, which lies at the heart of New Holland innovations. Farmers can make use of agricultural or animal waste (as well as specifically-grown energy crops), to generate biomethane, which powers the tractor, which, in turn, helps to grow those very crops. Alternatively, refilling can be performed directly from the gas grid network or at specific biomethane stations New Holland can provide an eco-friendly solution to all your business needs.

To learn more about this exciting new model, contact your local Lloyd Ltd branch or Agricultural Sales Specialist.



TOYOTA MATERIAL HANDLING GROWS

From our Carlisle branch we represent Toyota Material Handling across the whole of the region and their range of world-leading forklifts and pallet trucks is continuing to prove popular with our customers across a range of sectors, from warehousing to farming. With the option to hire instead of buy, our Sales Specialist Andy Thomas can work with you to find the solution you need.

For more information, contact Andy on 07584 661654 or email him at andy.thomas@lloyd.ltd.uk



A RECORD-BREAKING YEAR FOR FORAGE HARVESTER SALES



New Holland's Forage Cruiser range is the rising star in the company's already impressive portfolio and the past 12 months have been Lloyd Ltd's most successful yet with this particular machine, selling six of them to customers across our regions.

One of the sales was from our Carlisle branch to Arthur Ritchie for his extensive contracting business. He bought a new New Holland FR550 Forage Cruiser to replace the previous FR9060 model he had been running since 2010. 11 years is a long time in agricultural machinery technology so he has noticed a significant improvement in key areas which prompted the upgrade.

"The first most obvious change was in fuel efficiency. We have saved a considerable amount of fuel in moving to this new machine which clearly operates at a greater level of efficiency than the older model," commented Mr Ritchie. "It's quieter too so it's a much more pleasant environment to spend your day in!" It is not just the fuel efficiency which has evidently improved. "The biggest difference is in the crop feed through pick-up. The feed is much smoother so the chop is more consistent and there is the added bonus of having less wear and tear on the machine as it is all running more smoothly and consistently too."



KIDS' PAGES - THE ANSWERS



THE VALUE OF RELATIONSHIPS FOR WILF HUSBAND AND LLOYD LTD

At Lloyd Ltd we have many customers who have dealt with us for decades, which usually means we have built a relationship with more than one generation. This is the case for Wilf Husband Topsoil & Aggregates in Houghton-le-Spring, where our Construction Sales Specialist Ray Chapman dealt with the company's founder Wilf Husband for over 50 years, then his son, and most recently his daughter Janette. Sadly, Wilf Sr and Wilfred Jr are both no longer with us, but Janette has taken on the business with great success and has her own daughter Naomi, nephew Keaton and niece Erin working with her as the company continues to thrive.



Wilf Husband has purchased several Doosan excavators from Ray over the years, but this latest addition – the Doosan DL 350-5 – is the first Doosan wheel loader they have bought. Janette commented, "Ray and his team go way back with my Dad and we've always dealt with them. We needed a new wheel loader and, after years of great back-up from the service team at Lloyd Ltd and the very high specification and competitive price of the Doosan, we decided to go with this new machine. We have been very busy so it's great that we chose this wheel loader which is bigger than our usual ones as it will be able to get the work done in half the time and improve our productivity."

Wilf Snr
Wilfred Jnr
Always in our hearts
Forever by our side

Janette added, "The service from Lloyd Ltd and Construction Plant before that has always been second to none. Also, the personal touch Ray has done adding the tribute to my Dad and my brother on the new machine is really special."

Ray commented, "It is excellent to see the business growing and investing in their own future. The team here at Lloyd Ltd look forward to continuing to work with them for generations to come."

BUYING LOCALLY HELPS BARKER & BLAND DEVELOP THEIR SUSTAINABLE COMPOST BUSINESS



Climate change and sustainability are prominent topics in global politics today, but they have been at the forefront of Professor Jane Barker and Simon Bland's Dalefoot Composts business for the past decade. Combining their scientific expertise with the natural resources on their doorstep at Dalefoot in the Heltondale valley near Penrith, this pioneering couple are focussed on delivering the optimum peat-free compost whilst also trying to make their whole operations as sustainable as possible.

Working together with Lloyd Ltd's Penrith branch, they have invested in a range of agricultural machinery which helps them manage the various aspects of their business as efficiently as possible, making as little impact on the natural environment as they can. An impressive endeavour, it is even more inspiring to see exactly how they go about achieving their aim for the circular economy for which they are striving.

Simon Bland explained: "We work as much as possible to have a circular process whereby we create no waste. For example, we were using plastic for wrapping the grass and comfrey bales, so instead we bought a Pottinger 6010 Forage Wagon from Lloyd Ltd which enables us to take the plastic out of the process. Now we are phasing out baling and clamping the grass instead. We are always looking at what changes need to be made and prioritise the easiest ones, but things are constantly changing and we need to change with it."

Part of that change also came from the increased focus on online sales which boomed during last year's lockdowns, doubling the company's overall sales to over one million bags a year.

Being able to keep up with this demand, which is forecast to double yet again this year, meant that they needed to bolster their machinery fleet. This now includes five New Holland tractors - four T7.210 Auto Command models and a T7.245 Power Command - as well as three Manitou telehandlers, a Manitou masted forklift, a Toyota 2.5 Toner forklift, a KEENAN 350 MechFiber diet feeder, Pottinger 301 ED and 302 ED front and back mowers, two Seico grinders and a Honda 520FA6 ATV. Lloyd Ltd were able to provide all this equipment thanks to the extensive scope of their own operations and there were other benefits which Simon achieved from working with such an experienced dealer.



"We try to buy British-made products where we can. We have been a Lloyd Ltd customer for over 35 years so looking at New Holland tractors, which are built in Basildon, made sense, plus the low noise they generate is ideal for working at night without disturbing local residents. It is the back-up from Lloyd Ltd, though, which really sets them apart. Whenever we have needed support, the sales, service and parts staff at the branch have worked together to help us. It is as close to an old-fashioned dealership as you can get - and I mean that in a good way! It's not just about hitting targets, but about providing the back-up that allows our business to continue as it could cost us a lot of money if we can't. Over the years we have built up an excellent relationship with key staff at the Penrith branch and it all helps to get really good service. I've dealt with Clive Lawson there for over 25 years and he has always been so helpful - he and the team are a pleasure to work with. People buy people after all."



With the growth forecasts heading on a steep upward trajectory, Simon and Jane have a great deal to think about to ensure that the business continues to focus on both sustainability and productivity without having to compromise on either. The machinery they have invested in from Lloyd Ltd will be a key way of achieving that aim and, with agricultural machinery manufacturers looking at greener technological developments such as New Holland's methane tractor - the first in the industry - Dalefoot Composts should be able to achieve their aims and support the circular economy for many decades to come, to the benefit of their business, the environment and gardeners everywhere.

For the full story, visit the News page of our website.

Branches at:

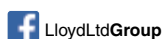
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