

Adare Machinery Dec 2013

The late autumn storm that battered visitors on their way to Adare Machinery's open day in Co Limerick was stopped short at their door by both the warm welcome extended by the Cuddy family and a new feeling of optimism which pervaded the air as the talk centred around new projects and upward facing sales forecasts for 2014. The upbeat mood comes as something of a relief to the whole industry and the second generation William Cuddy in particular spoke of increased sales across the board with a handful of wheeled loaders being sold in November alone while interest in all machines was at a level not seen since 2007. The row of skid steer loaders outside of the showroom paid testament to his hearty view with all of them displaying a sold sticker along with the name of the customer. But first a quick reminder as to who Adare machinery actually are and why they were holding these two open days.

The Patrickswell based company is a family run business and is now very much part of the construction equipment scene in Munster, indeed throughout Ireland, for they were the first in the country to hold the New Holland franchise and have been selling the big yellow machines for forty years now. The company is presently run by the friendly and knowledgeable David Cuddy who founded the company four decades ago along with his wife Marion who is still very much involved in the business. They are now joined by their afore mentioned son William in addition to several other family members who are involved in keeping customers satisfied and their machines serviced. The New Holland range of equipment has always been the mainstay of their business and they have watched it undergo a continuous process of improvement over the years, yet the latest wheel loaders have raised the bar considerably in offering efficiencies and reduced life time running costs that are hard to ignore and the message is well worth passing on to operators. It was not only these developments in their major range of machinery they wished to celebrate though, for they have recently acquired two more coveted agencies and are delighted with the continued sales success of a third in the growing market of waste disposal.

The first of the new lines is the Allu range of bucket rock crushers, screens and processors which are designed and built to provide a reliable and cost effective method of handling and modifying materials on site without recourse to large plant installations. The Finnish company enjoys considerable success worldwide with sales in the Middle East looking particularly promising for 2014 as well as the UK market which has "caught fire" over the last few months according to David Maclynn their UK sales director. David is looking forward to enjoying a prosperous relationship with Adare Machinery and notes with enthusiasm their willingness to look at the whole process of an operation, such as waste disposal, where they can supply machinery to load, shred, compact and handle baled material as it passes through the collection depot. The shredder bucket being demonstrated at Patrickswell is a classic example of where such operations can gain in efficiency through the selection and purchase of the latest machinery. Allu claim that by shredding the material before it is loaded into the baler the final bale density can be increased by up to 15%, this is a great advantage where the cost of transport and final disposal is based on the number of bales rather than the total weight, the extra spent would be minimal when compared to the total investment in a baling system. However, Allu buckets are not

confined solely to the waste processing industry, in fact it's just another example of the incredibly wide range of uses to which their products are put, from landscaping to demolition via composting and soil stabilisation. These are versatile machines and the website at www.allu.net features many more applications whilst Adare Machinery would be delighted to help customers in choosing a machine that best satisfies their needs.

Waste disposal has already been mentioned and with 2.8 million tonnes of household and commercial waste being generated in the Republic of Ireland in 2011. Landfill sites are gradually being filled up and closed so there is tremendous scope for alternative methods of disposal, enter the Swedish company 'Flexus' and their heavy duty baling system. Based on much the same principle as an agricultural round baler these machines take household waste and compress it into a cylindrical bale that is easy to handle and store and is safe from spontaneous combustion or fermentation of contents, thus eliminating offensive odours. Adare Machinery is the sole agent for the company in Ireland where there are seven units already producing 900 -1,000kg bales that are shipped to mainland Europe for incineration. Although incineration provides energy for nearby homes the cost of building the plants and scrubbing the exhaust of dioxins still means that each bale carries a €30 fee for disposal which is three times the approximate cost of producing the bale when all fixed and running costs are included. The balers themselves are mounted on skid units for mobility, they produce around 28 bales per hour and are incredibly robust. The sales manager for Flexus, Peter Svensson, is proud to point out that only one object has ever broken one of the machines when passing through, and that was a grenade in Croatia! The self contained plant that Adare Machinery had on display was fresh from the factory and was waiting to be delivered to the customer's base in the new year.

Despite their branching out into new areas William Cuddy is adamant that their ongoing relationship with New Holland will form the basis of the business for many years to come. Their recent sales success proves that they are out there wanting to do business and despite the recession there is complete confidence in the future with many older machines bought in the boom years now wearing out and in need of replacement. William points out that however strong a loader may be it will eventually tire and the repair bills will accordingly rise. At some point continuing to run older machines will out run the cost of replacement and now is the time that this is happening. Richard McTurk, Business Manager for New Holland, notes that today's machine will out perform older models by notable margins, especially when it comes to cycle times and economy. He cites one operator as reducing his fuel use by a third from 18litres/hour to 12l/hour when replacing a competitors wheeled loader with the latest New Holland unit and it is this sort of saving that immediately appeals to fleet managers. Reducing the fuel bill by nearly €50 per 8 hour shift through the purchase of a new loader will very soon pay for itself which, in addition to reduced servicing costs, makes for a very attractive proposition. The latest engines are also far cleaner in operation, reduction of NOX and particle emissions have been forced through via legislation leading to machines that are not only more environmentally friendly but also a lot more pleasant to work with in confined spaces, a big bonus for the experienced drivers that companies will be looking to retain as the recovery in the industry gathers pace.

Large machines and heavy plant may well account for the greater part of the business but the Cuddy family have not been slow in spotting new opportunities presented by their location alongside the major Limerick to Cork road. Having spent some time observing the traffic William believes that around five million vehicles pass their premises each year, an exposure to the public that would be very expensive to duplicate by advertising. They have therefore also taken on a Stihl agency, dividing their showroom up into a display area for the machines and a shop for garden and landscaping equipment. A dozen chainsaws were sold in the first month of the brand being stocked and come the spring they will be taking on board a much broader range of both Stihl and Viking estate maintenance equipment ready for the summer. It is this sort of forward thinking that will set Adare Machinery firmly on course for a prosperous future enabling old and new customers alike to be confident that they have a well founded and smartly run dealership to support them for many more decades to come.