



Outdoor Power News

The official newsletter of C & R Industries CC for their Outdoor Power Equipment products range & services

Edition 3.4 November 2011

Welcome to another edition of [Outdoor Power News!](#)

Summer has finally arrived! Temperatures are rising and the season's rains have started. So far it has been a fantastic start to the season, lets hope it turns out to be a great and successful one for everyone involved in our industry!

We have a number of new products coming out over the next few months which we will keep you updated on. Our new price lists will be issued this month for our range of engines, lawn & garden products, power products, standby generators etc. Look out for them in you inbox!

Our new [September 2011 Dealer Product Catalogue](#) has been very well received by everyone. Thank you for all the compliments so far, it is greatly appreciated! As you can see we have added a number of new products – and will continue doing so – as well as upradged the quality and finish of the catalogue. As with last years catalogue, we are helping to drive prices down in the accessories market while keeping quality standards high and keeping the opposition honest. **As before, there are no “contract” or “buddy” prices, all dealers receive the same pricing to level the playing field and make it possible to compete fairly and equally in the market.**

We have quite a bit to cover in this issue so please read on and see what is happening with our products and services this season.

We would like to thank you for your continued support and we will inform you of new developments within our company and our product ranges in the next edition of Outdoor Power News. Goodbye for now!

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2011 Dealer Product Catalogue

By now, most dealers should have received our new [September 2011 Dealer Product Catalogue & Price List](#). If not, you will receive one shortly via post or hand delivery by our sales representative Dean Younie.

Should you not receive one by the end of November 2011, please contact us so that one can be forwarded to you.



C & R Industries And Briggs & Stratton Days



A big thank you to those who attended our C & R Industries cc and Briggs & Stratton days on the 6th & 7th October 2011. It was good to see so many familiar faces again as well as a few new ones who have recently joined our industry.



We trust the days were beneficial and hope the information provided to you will help you to grow your business over the coming season.

Briggs & Stratton Dealer Awards 2011

Congratulations to Estcourt Wagon Works for achieving not only the **2011 Most Improved Briggs & Stratton Dealer** award, but also the overall **2011 Top Briggs & Stratton Dealer** award! This feat has only been achieved once before since the awards were started in 1999.

It was great to see a small family business such as the Richmond's able to grow both their business and the Briggs & Stratton brand in their area. For a small town such as Estcourt, the Richmond families achievements were exceptional. Well done to Gavin and his team and a big thank you from C & R Industries cc and Briggs & Stratton RSA for all your effort. May you go from strength to strength!

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Murray Lawn Tractors Dealership Offer



MURRAY
Get it done. Go have fun.

We are in the process of signing up **Authorized Murray Lawn Tractor Dealers** throughout the Kwa-Zulu Natal region. We have signed up a number of dealers already, however, there are still some areas up for grabs.

Briggs & Stratton RSA is trying to create a structured dealership network for the Murray Brand throughout Southern Africa and we are appointing a dedicated Murray Dealership per area. If you are interested in becoming an Authorized Murray Lawn Tractors Dealer for your area, please contact us to discuss the Murray Dealership requirements.

Lombardini, Kohler & Interpump Distribution

By now you should be aware that C & R Industries cc has been appointed the **Official Distributor** for **PEMSA Technologies (Pty) LTD** for the **Kwa-Zulu Natal, Eastern Cape** and **Western Cape** provinces.



PEMSA Technologies (Pty) LTD is the sole importer and distributor for the Lombardini, Kohler and Interpump brands in South Africa. Our appointment as their official distributor will allow us to offer our dealers a vast new range of high quality engines and power products at very competitive prices. Lombardini & Kohler bring an exciting new range of engine specs that we did not have before. These new engines will allow us to penetrate new markets with the new range of power products we have started to manufacture. Watch this space!

New Kohler Command PRO Series Industrial Engines



KOHLER
engines

The new range of **Kohler Command PRO Series** industrial engines has been significantly bolstered by the arrival of a number of new spec options. The range covers from 7 HP to 14 HP single cylinder and from 18 HP to 40 HP V-Twin cylinder. The New Kohler Command PRO Series is also covered by a new 3 Year Commercial Warranty!

Exciting new additions include a 3/4 screwed and a 5/8 screwed shaft on the CH270 Series. These engines will be used for manufacturing high head fire fighting water pumps. Two pump models will be available, one as a single stage high head pump and the other as a twin stage high head pump. Another space to watch!

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Lawn & Garden Products To Look Out For In 2011/2012

There are a number of current and new lawn & garden products that should be on your radar this summer season. Here are just a few to look out for this summer season:

The **Briggs & Stratton ELITE Series SP33-W** and **SP43-W** brushcutters have proven to be a resounding success. The ELITE Series brushcutters offer a robust, durable and affordable solution to commercial cutting requirements. Both units are supplied with full accessories kits.



The **Mirage UT46/K6 Utility** and **D46/K6 Grass Box** mowers powered by a **Kohler XT-6** heavy duty OHV petrol engine have also been a major success. The UT46/K6 and D46/K6 mowers will offer years of hassle free ownership and pricing is very competitive against any other opposition manufacturer's comparable model(s).

The **Simplicity ZM/18H Zero Turn** lawn tractor is a high quality unit at an extremely affordable price. Manufactured by Simplicity in the USA, the ZM/18H is the ideal lawn tractor for large gardens, estates and homeowners with tight areas to cut. For the perfect cut, think Simplicity Zero Turn!



The **Efcó 8061** and **8091** electric trimmers are the perfect units for homeowners who want to trim long stretches of lawn edge. With powerful 600 Watt and 850 Watt rear mounted electric motors and comfortable, ergonomically designed handles, these Italian manufactured trimmers offer high quality and durability at an affordable price.

The **Simplicity 5/14** and **8/14** Series chipper shredders offer a heavy duty solution for any consumers chipping and shredding needs. Powered by Briggs & Stratton OHV petrol engines, these chipper shredder units offer portability and quality in a compact package. And at the price, you will be hard pressed to find another product that matches the performance vs Rand value the 5/14 and 8/14 offer!



Need to re-power a domestic mower for your clients? Look no further than the best selling **Briggs & Stratton 450 Series** walk behind engine. The 450 Series is the perfect solution for consumers with smaller gardens who want to re-power their old lawnmowers at a viable price. The 450 Series is lightweight, compact, fuel efficient and affordable to maintain and repair.

Talk To Us

Contact us via email at info@powerproducts.co.za or call us on + 27 31 463 1433.

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