

### *Hako hits 40*

Hako will soon be notching up its fourth decade in the UK. Details on page 08

### *Keeping hospitals healthy*

New partnership cleaning up in healthcare. Read more on page 09

### *Finance made simple*

We look at all the leasing benefits. Find out more on page 11

# **Hako**

**Clean ahead**

# insideout

**Hako news – Spring/Summer 2018**

Welcome to our first issue

## Hako are Hot Favourites

UK racecourses say Hako are surefire bet

## Polished performers

Hako's unique approach to market

**Hako Machines: Everyone a thoroughbred...**



*A solution for every application*

**Hako**  
Clean ahead



## Outdoor Cleaning

Our range of multifunctional road sweepers are ideal for use in a variety of working environments ranging from street cleansing to lawn cutting and winter maintenance.

Road sweepers from Hako are compact, manoeuvrable and economic. We offer a clearly staged range of machines and a variety of optional attachments are available including full winter maintenance, lawn cutting and Citycleaning function.

- Bespoke service packages
- Flexible finance solutions
- UK parts distribution centre
- Free site surveys and demonstrators

### Citymaster 600

A multifunctional compact sweeper with the ability to offer both winter maintenance and grounds maintenance attachments

#### Key Features:

- Quick-change system
- Permanent all-wheel drive
- Travel speed of 25km/h

### Citymaster 1250+

A multifunctional, and versatile roadsweeper, winter and grounds maintenance machine

#### Key Features:

- Universal stainless steel hopper
- Articulated steering for improved manoeuvrability
- Travel speed of 30km/h

### Citymaster 1600

Combines the many qualities usually found in larger sweepers while keeping to a total weight of 3.5t

#### Key Features:

- Class B driving licence category
- Full-suspension chassis
- Permanent all-wheel drive with automatic load and slip compensation

### Citymaster 2200

A high-end compact sweeper, designed for municipal and commercial use

#### Key Features:

- Euro VI VM 4-cylinder diesel engine
- All wheel steering as standard
- Two-person full comfort cabin
- 2.5 tonne payload



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# Welcome

## A warm welcome to **insideout**

'Not another bit of marketing blurb I hear you cry as Hako's newsletter **insideout** hits your desk. Because time – or, rather, lack of it – is a commodity in short supply. And reading another newsletter is unlikely to be your top priority today.

But I hope **insideout** will prove worth investing a few minutes of your time to catch up on what's happening within our World and by *ours* I mean Hako, our customers – existing and potential – and our colleagues too.

If we can provide a bit of an insight into the cleaning industry – and what's going on within it – then **insideout** will have done its job.

I have only recently become Hako's UK managing director, although I have been with the company for six years now and time has most certainly not stood still during that period.

You will have seen the launch of new Hako models and we have welcomed valuable new customers from all industry sectors together with major focus and growth in the municipal arena.

And to cater for all of that, we have been restructuring the company as well, ensuring that not only do customers get the very best from our great sales teams and demonstrators but also from our trainers and engineers.

But I would say that wouldn't I? So don't take my word for it but read on and see what some of our customers think about our equipment, our service and our culture of delivering nothing short of excellence.

And how time flies... because next year will be our 40th birthday in the UK and as with any 'big one' we are planning a very



special celebration. I will not go into all the details today though. I will save that for our next **insideout** later in the year but, suffice to say, it will be a party to remember. And you may well be invited.

So I will finish where I came in, hoping that you can spare a few minutes of your time to catch up on your industry and the part that we at Hako play in it.

I hope you have a great Spring and Summer and look forward to catching up with you in the next issue of **insideout**.

**Sylvie Giangolini**  
Managing Director, Hako UK

“ And how time flies... because next year will be our 40th birthday in the UK and as with any 'big one' we are planning a very special celebration. ”

### IN THIS ISSUE

Polished performers **04**

Challenges don't come much bigger **06**

Sweepmaster fits the bill **07**

Hako hits the 'Big 40' **08**



The Ability to keep hospitals healthy **09**

Keeping the financial option simple **11**

Hako people **12**



Getting around Oxford's tight corners **13**

Councils back Hako **14**



Bring on Summer in the Lakes **15**

Team take bull by horns **16**

Versatile and flexible **18**

The hot favourites **19**

# Hako – polished performers

Hako is a business which is not restrained by convention. Be it through its top flight equipment range, its unique approach to market or the fact that in a male dominated industry most of its top managers are women.

In fact, of its six strong management team, no less than four are women, led by newly appointed managing director Sylvie Giangolini who is no stranger to working in the equipment sector with 18 years under her belt.

The last six have been with Hako, joining as regional sales manager for the Northern region and then as general manager before being appointed as MD in February.

Her fellow female management team members are Alison Conroy, Sales and Marketing Director, Jo Veasey, Customer Support Director and Jacqui O’Boyle, Finance Controller. Aftersales Manager Steve Brimson and IT Manager Mark Parton make up the rest of the team.

So does a female senior management team operate differently to an all-male team?

“Any good management team, be they male or female, must have diversity of skills, be very focussed, have real clarity, be passionate and be prepared to challenge and speak out when they need to,” Sylvie said.

“There are no egos or hidden agendas here. We have a job to do and my job – and that of the team – is to try and ensure everyone does it to the very best of their ability to the benefit of our customers. “Nobody undermines anyone,” she said.

As well as her senior managers group, Hako in the UK also benefits from Sylvie’s role as part of a six strong group of fellow managing directors from France, Spain, Scandanavia, Poland, the Benelux countries and the UK who regularly meet to discuss strategies and market trends. And, yes, she is the only female MD.

“Inevitably we all operate slightly differently. In the UK we are much more focussed on industry and third party channels and our sales approach is very bespoke – as it is all across Europe – with a strong ethos of site surveys to ensure we never sell a machine which is not absolutely fit for purpose.

As far as the subject of Brexit is concerned, Sylvie is keeping something of an open mind. “To date I suppose Brexit has had an impact on us with

## HAPPY WITH HAKO

### Twinnings Teas

“We were already using the Hako brand so we were sure that the new machines (a Sweepmaster B900R and a Scrubmaster B115R) would also meet our requirements. The aftersales care has been good with all questions answered and matters dealt with. There has also been a good response to all service and repair requests. Overall I am very satisfied with both the sales and service sides of Hako,”

### Oxford University

“We needed to regularly clean the hard surface infrastructure of the university and we had limited resources and equipment to carry this out to the required standard and frequency. The Citymaster 1600 has helped expand the range of services we can offer our customers and helped with enhancing the appearance of our current sites. We were very impressed with the service we got from the sales team... the aftersales team and service staff were very helpful and on-site training was well received,”

the relative weakness of Sterling to the Euro and Dollar but our competitors also have to face those problems as well.

“What really concerns me is the possibility of a hard Brexit and, along with that, a hard border which would make our life – and those of our competitors – more difficult with such issues as importing our equipment from mainland Europe.

So what does the future look like for Hako? “Well the market is moving technologically with developments including automatic units, hybrid vehicles and robotics. Inevitably they will continue to play an ever more important role in our machines.”

But while Hako is never afraid to defy convention when it benefits its customers, it does not aim to be the first into any particular sector just for the sake of being first.

“We do not try to be an early innovator, the product has got to be right before we launch it. The managers have a lot of experience in the industrial cleaning and municipal sectors and we have all seen horror stories of adopting fledgling technology when it goes wrong. If the technology is right then we will adopt it.

“Telematics are also becoming more and more important to customers who want to be able to audit equipment use so they can better manage their business.

“Longevity is also very high up in our customer demands,” said Sylvie. “Hako equipment has an excellent reputation in this area and recent independent tests carried out for a major supermarket chain showed that our life cycles for indoor equipment were six years against three and four years for two of our competitors.

“Hako machines are built for long life and they are tough. They have to be as they operate in very arduous environments.

“We also take great pride in the fact that our range is multifunctional and our sweepers can be put to efficient use in a variety of roles all year round from street cleaning and ground maintenance to snow clearance and de-icing.



“Hako is making tremendous inroads into the markets because of the combination of a great product range, great people and great service and back up.”

**Team work:** left to right: Steve Brimson, Jacqui O'Boyle, Alison Conroy, Sylvie Giangolini, Joanne Veasey and Mark Parton.

“Other developments will include the development of hybrid engines for our outdoor range.

“We are working on an alternative solution at Hako and will launch it once we're totally satisfied with its low environmental impact and its reliability and performance.

The fact that Hako has four women on the Board was not a conscious decision said Sylvie. “They were the right people for the job. I appreciate that in this male dominated sector it is unusual but we are not making any statement. It is just the way it has happened. We recruit the best people.”

Before joining Hako Sylvie was working for another capital equipment market leader where once again she was one of a handful of key women in the business.

“I think it is fair to say that when I first joined Hako there was a certain amount of resistance from some members of the team. I think there was a mentality of ‘what is this non industry female going to teach me?’

“In the first few months I was taken to the dirtiest and most testing environments to see if I could hack it. I think the team had a little challenge

amongst themselves but I have always risen to confront situations head on, both privately and professionally.

“When talking to women in the workplace too often we hear about their weaknesses. “We all have weaknesses but I believe my weakness is also my strength: if someone tells me ‘You can't do that’ I make it my mission to prove that I can.

“You cannot work selling capital equipment for 18 years without becoming thick-skinned. It is one of the hardest sales channels to get into but the rewards are so worthwhile.

“I do hope, though, that it may encourage other women to get involved in this and other male dominated sectors. I hope in some small way we may be empowering women to get out of their comfort zone.”

One major initiative in recent months has been the partnership between Hako and Briggs Equipment UK which has been appointed as Hako's national dealer. (See page 10)

“It does give us an unrivalled position in our sector and is very positive for our customers, providing a three-hour response time to breakdowns with 600 engineers across the UK and a large sales force,” she said.

### HAPPY WITH HAKO

#### LG Electronics

“We went out to tender for this equipment and Hako offered the best quality and value for money by far. The design of the machine (a Scrubmaster B310R) is fantastic and well thought out. The machine has resolved our problems and has helped reduce the dust and dirt massively. I would definitely recommend Hako to other companies.... should we ever require future machines we would only consider Hako,”

“We have a job to do and my job – and that of the team – is to try and ensure everyone does it to the very best of their ability to the benefit of our customers. Nobody undermines anyone.”

**HAPPY WITH HAKO****International Centre for Life, Newcastle.**

"The machine (a Citymaster 1200) has resolved many problems we faced previously almost overnight. I would like to thank Hako for the professional and helpful service they have provided us with during the whole process."

**Longhill Primary School, Hull**

"With a large school comes a lot of litter... initially we chose Hako because the prices were very reasonable... it was obvious after the demo that the school had made the right choice to purchase the machine (a Sweepmaster 800). I was very satisfied with the whole process from the initial enquiry through to the demo and then purchase of the machine."

# Challenges don't come much bigger

Challenging environments don't come much bigger than **Manchester's Trafford Centre.**

When you have 30 million visitors a year you need to have the right machines to keep things ship shape.

And those machines need to be reliable and robust which is why Environmental Services Manager, Doreen Hutton invested in Hako machines to tackle the task.

"When we opened back in 1998 we bought Hako machines as we were already aware of the range and its use at other shopping centres," said Doreen.

"It was vital for us that they could cope with the different environments and various surfaces as there are polished granite and wood, unpolished wood, travertine and natural stone floors at the complex.

"Because of the size and scale of the Trafford Centre, we needed machines which could consistently cope with the



demands and pressures of both the internal and external areas," said Doreen.

"As part of our work with Hako, we have an induction course each month for new staff and refreshers every six months for everyone on the team. "Hako also provides a 'train the trainer' course which includes a certificate to acknowledge their skills so that we have senior staff on hand with extended knowledge of the machines and applications.

"Our selection of machines and the equipment's ability to cope with the floor types also means that training is easier for

the staff as some of the Hako machines can be used on several types of floors with the same cleaning pads.

"We also have a Hako engineer on hand to answer any queries and provide support to the cleaning team as well as servicing the machines on a monthly basis.

"When we need to add more machinery or review the current machine selection we do investigate other manufacturers but over the past ten years Hako has remained the only company which can fulfil all our needs when it comes to service and repair," said Doreen.

“When we do need to add more machinery... we do investigate other manufacturers but Hako has remained the only company that can fulfil all our needs...”

## Prestige is the watchword

Working in complex urban settings, the **Ballymore Group** is a property developer where prestige is a watchword. The Irish based company is one of London and Dublin's most active developers and is also an advocate of Hako machines.

Ballymore's head of facilities, Peter McAsey explained that he needed a cleaning solution for eight developments and Hako was asked to bid for the contract.

"We had requirements for general external cleaning of paved and hard standing

areas including car parks and podium levels," said Peter. "They were very labour intensive to maintain."

Hako had previous contracts with some of the Ballymore sites and clearly the company was impressed by the overall performance of

## ballymore.

its machines and the service Hako provided. Hako then won the latest bid putting in a variety of machines including a Sweepmaster 1500, a Scrubmaster B70, a Powerboss Combi and a Citymaster 1600.



**HAPPY WITH HAKO**

**Carlisle City Council**

Hako Citymaster 1600's (pictured above) are on the frontline keeping Carlisle's streets clear and clean. The Citymaster 1600 is one of the best machines for its size on the market. Very agile with a great vacuum. It can handle a variety of work from town centre sweeping to heavy detritus and leaf fall.

**Sweepmaster fits the bill**



Founded over 40 years ago as a supplier of wood based panel products, Triesse Ltd has grown to become one of the UK's leading privately owned specialists in its sector.

Due to the nature of its products, Triesse – which manufactures wood based panel processors and veneered, laminated board – faced a problem with fine dust which meant the company needed a machine that would be able to satisfy the needs of the Health and Safety department and work within its budget. And the Hako Sweepmaster 900R fitted the bill nicely.

Director, John Nield explained that Triesse is a privately owned company with a loyal and skilled workforce. "As well as investing in the latest technology and advanced machinery, we are aware that the true strength of a business lies in the quality of its workforce. Over the years we have invested heavily in our people, many of whom have been with the company since it was formed, and together we have a wealth of experience, which is the envy of many of our competitors."

We asked John why he selected Hako. "I was particularly impressed with Steve Pointon's (demonstrator) knowledge and ability with the equipment." He added: "Emma Ovington worked tirelessly to help find us the right solution within our budget."

John also mentioned that the support from the after sales team was excellent and he would absolutely recommend Hako Machines Ltd. "The level of cleanliness in the factory has moved forwards fabulously and has reduced dust levels across the site since we brought in the Hako.

"As one of the largest processors in the UK this is great for our business, it covers our Health and Safety requirements allowing us to ensure a better working environment for our staff," said John.

**Hako plant cleans up in garden centre**

Robust and reliable sweepers were key attributes for East Yorkshire garden centre, Coletta and Tyson when it needed to ensure its three sites were clean, tidy and, most importantly, safe.

With more than 25 acres of land across the garden centres near Beverley, it was imperative that the family company, which was established over 70 years ago, found a cleaning solution that ticked all the boxes.

And that's where Hako came in and Area Sales Executive for Yorkshire, Emma Ovington came up with the solution. After a site survey and demonstration, Emma advised that the answer would be a Sweepmaster P1200RH. The Sweepmaster has been in situ for a few months now and Coletta and Tyson's Operations Manager, Steve Gore was asked how things were going.

"The machine is spot on. It does everything we need it to and it performs really well. We needed a reliable and robust cleaning machine to ensure our sites were clean, tidy and most importantly safe," said Steve.



"When our plant pots and trays are removed they leave a lot of compost behind. This was being cleared up by hand until we decided to purchase the Hako Sweepmaster, and we have found this solution is best suited to the job, as they get a lot of use.

"By purchasing the Sweepmaster we have saved an enormous amount of time in labour and we are also very happy with the aftercare and overall experience. I'd definitely recommend Hako," he said.

- Emma Ovington can be contacted on 07774 612104 or emmao@hako.co.uk

# Hako hits the 'Big Four O'

Hako will soon be notching up its fourth decade in the UK as one of the country's leading manufacturers of industrial cleaning machines.

But the Hako heritage goes back a good deal further than that – in fact its origins can be traced to the 1920's when a German gentleman by the name of Hans Koch (no prizes for guessing how he came up with the Hako brand name) invented the world's first small mechanical cultivator.

But it was another 24 years before Hans founded Hako in Germany on Christmas Eve

in 1948. With its headquarters now in Bad Oldesloe, Schleswig Holstein, things have moved on a pace since the days of the small cultivator.

Hako now produces an incredible range of products supplying all types of customer be they in the commercial, industrial or municipal environments.

From outdoor cleaning with its Citymaster multifunctional road sweepers to its Scrubmaster range of pedestrian and ride-on scrubber-driers to its Cleanserv cleaning and polishing machines, to the excellent Sweepmaster range of compact pedestrian and ride-on sweepers, Hako has got

all angles covered.

Hako now operates in more than 60 countries and has almost 2000 employees. It is part of the Possehl Group which has an annual turnover of more than 3.5 billion Euros.

"We have our roots in Germany benefitting from its top class engineering capability, excellent build quality, innovation and reliability," said Hako's UK managing director, Sylvie Giangolini.

"From the very start customer satisfaction has been the focal point of our business. Increased productivity, robust construction and long service life are just a few of the features which influence us," she said.

"In the UK we are unique because of the wide product range we offer which includes combination machines that undertake scrubber drier and sweeper functions. Our portfolio goes right up to machinery such as six-tonne road sweepers.

"We remain confident that nobody provides the range of equipment we can," she said.

"I am delighted that our 40th birthday in 2019 will happen on my watch and I am also very pleased to say that we are planning a rather special birthday party, details of which will be appearing in our next newsletter later in the year."



## Boom time for municipal sales

Why is the municipal side of Hako's business booming? That's a question we put to Mark Fellows the man whose job it is to look after councils in northern England and Scotland.



"You can't put it down to any one factor, it is a combination," said Mark, who is based in the West Midlands and is a man who knows more than a thing or

two about the municipal sector.

"Prior to joining Hako last year, Mark, a trained engineer, worked in sales for a competitor and before that for the Jack Allen Group. "I have had 16 years in selling to the municipal sector so I know a lot of people within it.

"As with any business, relationships are a hugely important part of the business but, to be honest, with Hako the jobs half done thanks to the products.

"The Citymaster range has a tremendous sweeping performance which is a major plus for councils as is the Hako

reliability, plus they are very easy to work on," said Mark.

"Another significant factor are our patented anti-collision brushes. Other manufacturers work on the sheer bolt principle where, if a machine is in a collision with a bollard or the like, then the bolt will sheer off. This is all very well but that means the sweeper can then be sitting in a workshop for several days waiting for the repair.

"But with Hako if an operator collides with something – and it does happen – then the brush just pops out of the socket which can be very easily popped back in again. So no downtime.

"We will never be the cheapest on the market on the upfront cost but we are certainly one of the cheapest when it comes to running costs over five years. And

we can substantiate that.

"Another important factor," said Mark, "is that drivers are getting younger and councils are sometimes reticent about putting their people through courses to upgrade their licences to a C plus 1 category to enable them to operate a five or six tonner. We have got the market leading products for 3.5 tonnes which can, of course, be driven on an ordinary car licence."

Hako councils in the North of England include Carlisle, South Lakeland, Northumberland, Newcastle, Sunderland, Hull, Redcar and Cleveland to name but a few.

- Mark can be contacted on 07825 796175 or email [markfellows@hako.co.uk](mailto:markfellows@hako.co.uk)
- For more municipal focus news, see pages 13, 14 and 15.

# The 'Ability' to keep hospitals healthy

Hako has teamed up with leading independent machinery supplier Ability Handling to work together in the healthcare sector to help fight infection in UK hospitals.

Hako has teamed up with leading independent machinery supplier Ability Handling to work together in the healthcare sector to help fight infection in UK hospitals.

Ability Handling specialises in materials handling equipment and electric vehicles and has many years of experience supplying its machines to the country's hospitals.

"The partnership enables Ability Handling to sell Hako's exclusive range of white cleaning machines to the NHS and other medical facilities. These machines have been specifically designed to help fight the battle against infections," said Hako's Sales and Marketing Director, Alison Conroy.

Hako machines have a range of automatic scrubber driers that address directly the issue of potential infection or cross-contamination in the water recovery tanks with its hospital specification scrubber-driers.

"The Hako Healthcare range

of scrubber driers are fitted with the unique 'AntiBac' system which is proven to kill 99.9% of the most common forms of bacteria, ideal for use in hospitals and medical facilities where heavy duty cleaning is required," said Alison.

The AntiBac technology is incorporated into the dirty water recovery tanks and provides continuous antibacterial properties which kill the most common bacterial strains but significantly, Staphylococcus Aureus, Escherichia Coli as well as Aspergillus Niger Fungus.

"Infection prevention and control is high on the agenda for patients, nurses and key decision makers across the network of hospitals and primary care facilities in the UK," said Alison.

There are currently three models in the Hako Healthcare range, the B30CLH, the B45CLH and the B70CLH. The range comes with many new features including a clean white and

grey design, quiet operation for healthcare environments, simple controls, electrical brush release system, quick change squeegee, on-board charger and detail cleaning kit plus the unique AntiBac infection prevention system.

A range of brush heads, drive plates and pads ensures the range can be adapted to clean any floor surface.



*The AntiBac technology is incorporated into the dirty water recovery tanks and provides continuous antibacterial properties which kill the most common bacterial strains.*



**Hako**  
Clean ahead

**Ability  
Handling**

Providing the "Ability" to achieve polished results and perfect cleanliness – day in, day out

To book your free demonstration call 01709 821821 or visit [www.abilityhandling.co.uk](http://www.abilityhandling.co.uk)

# Making industry waves

Hako is an organisation which is not afraid to make waves in its industry and its recent deal with Briggs Equipment UK is regarded as a game changer.

“We guarantee a three-hour response time for breakdowns so no customer is left high and dry”

*Leigh Edgley Briggs.*

Last year Briggs became the national dealer for Hako in the UK creating a proposition unrivalled within the cleaning sector.

Briggs national account manager, Craig Metcalf said the combination of Hako's broad product range with Briggs' nationwide capability is a move that is already benefiting existing and potential customers throughout the country.

“Briggs has got a sales team of 100 and a massive engineering base which means we now have an unrivalled offering for our customers. With 600, or so engineers, our customers have got huge support. This really is a game changer,” said Craig who has been with Hako for three years.

“This partnership sets the industry up in a different way altogether and gives us the ability to service our customers much quicker. We are really making waves in the cleaning industry.

“We complement each other's products and culturally the businesses are very similar. We both want to work with each other because we share similar core values.”

Briggs sales director, Leigh Edgley endorsed Craig's sentiments saying that the partnership would benefit all parties and was already yielding benefits for customers.

“We guarantee a three hour response time for breakdowns so no customer will be left high and dry in an emergency,” said Leigh who has been with Briggs for 22 years.

“The Hako/Briggs alliance will enable Briggs' engineers to receive overnight, in-boot parts deliveries, speeding up the reaction time for service visits and, in doing so, set new standards.

“The relationship with Hako has also enabled us to widen our portfolio of products from materials handling to being able to supply the very best in cleaning equipment which, again, is good for the customer.

“Many of them, particularly in the industrial sector, like to work with a single supplier.

So where we were supplying forklifts in the warehouse we can now complement that with cleaning machines as well.

“Hako has a great product range and is renowned – as is Briggs – for its quality products. Furthermore, both companies have an excellent record of customer service and support. This partnership further enhances it,” said Leigh.

“Briggs has developed to become more than a materials handling provider. The Hako product range, technical support and appetite for growth matches our strategy perfectly. We are looking forward to developing new opportunities and pooling our combined expertise to deliver an exceptional customer experience.”

The full range of replacement parts, attachments and specialist detergents is available through this leading edge supply chain and every industrial floor surface, potential spillage or debris is catered for.



**WE REQUIRE  
HIGH STANDARDS,  
SO WE CLEAN  
WITH HAKO.**

## THINK BRIGGS.

**We're delighted to announce that Briggs is now the national dealer for Hako in the UK.**

This appointment revolutionises the customer experience with Briggs' renowned service offering:

- 600 mobile engineers across the UK
- 3-hour guaranteed response time to vehicle breakdowns
- Fleet management through online portal
- In-house financing and contract rental options

Choose the market-leading range of Hako industrial cleaning equipment from Briggs and deliver the health and safety compliance and productive, clean working environment that your business demands.

**See how Briggs can deliver a cleaner solution for your business**

Call **03301 23 98 50** or email [think@briggsequipment.co.uk](mailto:think@briggsequipment.co.uk)



Hako partnerships

# Keeping the financial option simple

Simple is good. Why complicate a finance package when it can be really straightforward? With a lot of benefits for Hako customers.

With leasing packages running from one to seven years, finance is a compelling avenue for many, says PMD Business Finance Director, Lee Schofield. PMD has been working alongside Hako for five years supplying finance solutions for Hako's equipment buyers.

"We usually arrange finance on a lease hire basis which allows customers to pay monthly or quarterly, including VAT, on any term from 12 months to seven years," said Lee who initially forged the deal with Hako.

Sylvie Giangolini, Hako MD said the relationship was a very good one and the two companies had grown the leasing side of the business substantially over the years.

"Something in the region of 25% of our business is on a lease hire or lease purchase basis and that will undoubtedly grow," said Sylvie.

Lee explained that all types

of customers opted for a leasing option mainly because it gave them easy access to money and was often simpler for companies to acquire equipment.

"Like Sylvie, I really see the business developing because there are a lot of benefits to leasing. First of all we make it simple. There is the lease hire option which comes with a full maintenance contract. At the end of the contract the equipment goes back to Hako and, usually, the customer will take out a fresh contract.

"We offer seasonal terms whereby the customer will pay more during busy times, which for companies, perhaps in the holiday sector, is likely to be during the Summer months," said Lee.

The package then allows them to pay less during the low season allowing them better cash control. PMD also has a lease purchase option which allows

a similar finance structure but at the end of the contract the customer owns the equipment.

"Because of the longevity and build quality of Hako machines we offer a seven-year finance option for ride on models which is, of course, pretty rare in the equipment and machinery sector. Hako machines will run and run. On pedestrian machines, because of their usage, we offer a five-year option.

Finance is very easy to raise for Hako customers because of their excellent credit rating. The majority are triple A rated. "The benefits to customers are straightforward and customers are on board from the start. Leasing gives them complete peace of mind with the maintenance contract all part of the deal. Payments are, of course, fixed, which allows them to budget accordingly and it means a low initial outlay," said Lee.

*Above: PMD Business Finance Director Lee Schofield*



# 12

## Hako people

### Jacqui's in a roll that counts

Financial Controller **Jacqui O'Boyle**, is new to Hako but is part of the six person senior management team.

Prior to joining the Crick, Northamptonshire based company she worked in accounts departments in the food industry, debt collection sector and fleet telematics. "I think I can safely say I have had a pretty wide range of experiences in my career to date and have enjoyed a variety of roles.

"I have to say, though, that Hako does have a lovely culture and that permeates



throughout the company. It is a very flexible organisation in that I, like others here, have children and so I need some flexibility in my working hours," said Jacqui.

"Hako gives me that and I do think they have a visionary way of looking at job roles both for men and women. Whether that is because most of the senior managers are women I don't know but it works and I am very happy to be part of it.



"I can tell you other companies do not all share the same values as Hako but I have no doubt the company

gets more from its staff in the form of loyalty and support than firms which do not adopt a forward thinking culture."

### Salesman Mike was a loyal Hako customer

When you are selling something it doesn't half help to love what you are selling. Ask **Mike Morris**, Hako's Key Accounts Sales Executive for the South East.

"Before joining Hako I was one of their customers and I was always really impressed by the build quality, robustness, reliability and performance of the machines.

"We also used other suppliers so I was well qualified to compare and Hako gave us maximum utilisation compared to the others. It is great to sell a brand which you have huge respect for.

"Ninety-eight percent of customers understand the Hako values. The machines are very reliable and the company will not



bring anything to market which is not completely thought through. There is no risk with Hako product.

"As with many things a deal will often come down to price. Everyone knows how good the quality is and they want the equipment because of that. Companies have to justify costs, of course, and the ones who look at running costs, parts, downtime and repair will always find Hako hard to beat. It makes sense to buy high quality."

- **Mike can be contacted on 07741 246588 or michael.morris@hako.co.uk**

### Dull moments are few and far between for Adam

Technical Support and Health and Safety Manager, **Adam Bennett** has chalked up 12 years with Hako and – as with all the Hako team – there are few dull moments in the working day.

Adam's job takes in a wide role with responsibility for all customers when it comes to technical support. He also has overall control of the demonstration team and Hako's health and safety.

With a background as a heavy plant engineer, Adam is invariably at the frontline when a technical problem comes in.

"We must offer our customer the very best in technical support and if they have a problem then we will solve that problem in one of two ways... either on the phone or by going out on site.

"In fact 80% of issues can be solved on the phone. By the time we are alerted to an



issue it is usually quite a complex problem, it invariably centres around electronics which are usually fixed with the combination of a phone call and a laptop.

"Solving a customer's problem could take as little as a five minute phone call or it may result in a day long visit. But whatever a customer's issue we are there to solve it and we will.

"There is no doubt that since I joined Hako as an engineer in 2005 there has been a transformational change in machine electronics but, as I said, the vast majority of problems can be solved by a phone call to us," said Adam.

“ It makes sense to buy high quality. ”



## Getting around Oxford's tight corners

As the 'City of dreaming spires' it will come as no surprise to anyone that there are some pretty tight corners around Oxford and it is in those awkward spaces that Hako is doing its bit helping to keep the streets spick and span.



**Proud as punch:**  
Citymaster 1600  
champion, Oxford  
City Council's  
Richard Probets.



Fact is, Oxford City Council recently took delivery of three Citymaster 1600's and the fleet will soon be boosted even further when two more are delivered in the near future.

"We have been very happy with their performance, flexibility and manoeuvrability," said Owain Pearce, fleet technical officer for the Council. Hako came out very well in comparison to other suppliers, said Owain.

"The demonstration was very good. They were tested around the city in alleyways, bus shelters and other very tight spaces and there are no shortage of those around here, believe me," said Owain.

"As well as the flexibility, we also wanted machines which would be multifunctional and, here again, Hako scored very well with the sweeper washer functions and the Winter maintenance option. Hako is a new supplier to us and things have generally been smooth-running. They have a very good team."

Owain's remarks were echoed by colleague Adrian Moss, Street Cleaning Manager for the South of the City. "We are very influenced by

the operators themselves and they like Hako a lot. The team are getting on really well with them.

"There are some tight areas to get around, particularly in the City centre and the Hako machines have shown they are very capable of doing that," he said.

Oxford has a fleet of 10 to 12 sweepers using different models for different tasks. "We have two machines which are coming up for replacement and are bringing in Hakos to replace them," said Adrian.

"While reliability, performance and manoeuvrability are key there is also the environmental element to consider and everyone needs to be reducing emissions where they can, so clearly electric power is a consideration for the future," he said.

And right at the sharp end of a Citymaster 1600 is Richard Probets, a Streetscene operative for Oxford Direct Services whose job is to ensure the university city's streets are in great shape.

"It's the best machine I have ever operated, never driven a better one," said Richard. "It is very simple to operate and has great performance. It is also very comfortable. The manoeuvrability is great. I can reach corners that I could never do before thanks to the articulated body."

“ It's the best machine I have ever operated, never driven a better one... ”

# Councils back Hako

The municipal side of the Hako business has really taken off as more councils see the many benefits of the machines from longevity and economy to top performance.



**Left to right:**  
**Andy Harling,**  
 Municipal Sales South.  
**Alison Conroy,**  
 Sales and Marketing Director.  
**Mark Fellows,**  
 Municipal Sales North.

One of the men at the forefront of this sector is Andy Harling, Municipal Sales Manager for the south who began his life at Hako more than eight years ago.

Initially on joining Hako, Andy was focussed on selling Hako's indoor range then was promoted to UK Service Manager and, towards the end of 2017, went back to head municipal sales in the South.

"There is no doubt we have made big inroads into the municipal sector because of the products' reliability, multifunctionality and ease of use," said Andy. "We provide a very flexible service and have the ability to tailor things to a customer's needs," he said.

"Longevity is, of course, very important; a machine out of action is a major headache but at some point, or other, every road sweeper will break down. It is then down to how you deal with that issue and, at Hako, we have a very proactive approach.

"If a breakdown call comes in and there is no part in stock then we see if we can get it locally or borrow one from another machine. Customers cannot be left with machines that don't work.

"I have seen the issues when I was UK Sales and Service Manager and, before joining Hako,

I also worked in the municipal sector so I know it from all sides. Customers cannot be left with a machine which doesn't work and sometimes you have to think out of the box to get machines operating again. But that's what we do. If a part is not in stock we will pull all sorts of rabbits out of hats to get our hands on one

"The municipal side has really taken off in recent times and, as well as getting increased business from existing customers, we are also winning new customers, which is tremendous.

Councils using Hako equipment in Andy's region include, Exeter, Oxford, Chelmsford, Forest Heath and St Edmundsbury, Cambridge, Norwich, Enfield, Barnet and Westminster to name but a few.

So why is Hako building ever increasing market share in the municipal sector?

"There are a number of reasons. First our product range very much fits the bill. The Citymaster sweeper range has a great reputation for its robustness, longevity and competitive running costs," said Andy.

After a sales visit to a receptive customer, be they existing or potential, Hako's demonstration team will go in and put the machines through their paces. "The demo team do a fantastic job. Sometimes you will get a situation where an operator has used a particular machine from an alternative supplier for years and, naturally, is used to how that particular machine operates so the individual may be nervous about switching to another make he is unfamiliar with.

"Perhaps somebody has not used an articulated unit for instance and he or she may be worried about operating it. Invariably though, once our demonstration team has gone in and shown the operator the benefits of an articulated sweeper, and how easy it is to operate, then they are converted. The machines have great manoeuvrability and can get into areas which a rigid unit simply cannot."

- **Andy Harling can be contacted on 07774 677719 or email [andy@hako.co.uk](mailto:andy@hako.co.uk)**
- **For more municipal focus news, see page 08**

“There is no doubt we have made big inroads into the municipal sector because of the products' reliability, and ease of use.”

# Bring on summer in the Lakes

As the high season approaches in the Lake District, George Sierpinski and the teams tasked to keep the tourist mecca clear of rubbish, need to be sure they all have the right kit for the job.

Which is where Hako's Citymaster range comes in as part of South Lakeland District Council's 100 plant and vehicle fleet which needs to cover the 620 square miles of the fabulous Cumbrian countryside.

In April, the Council acquired a number of replacement Citymasters after the seven-year contract with Hako finished. George, the council's fleet manager takes up the story: "We had previously run a number of Citymaster 2000 sweepers as well as a 1250 on contract and, as part of the package, we exchanged them after three and a half years.

"When we came to renewing the machines after the seven year contract ended, we decided we would outright purchase them with a maintenance contract. "When we looked at the running costs over a five or six year period the figures came out in favour of buying the machines outright.

"We also felt it was important to include a maintenance contact as we didn't want to have to specially train our own staff, together with the expense of bringing in specialist equipment.

"At the end of the working life with us there will also be some residual value left in the machines, particularly if they have been well maintained as, of course, they will be. It is likely we would be able to sell them on to a holiday park or similar organisation.

The Council has a policy of running a single marque where possible as is the case with Hako. "If we can standardise our fleet we like to. It tends to make life more straightforward if you can deal with a single supplier," said George who has been with the council for 27 years.

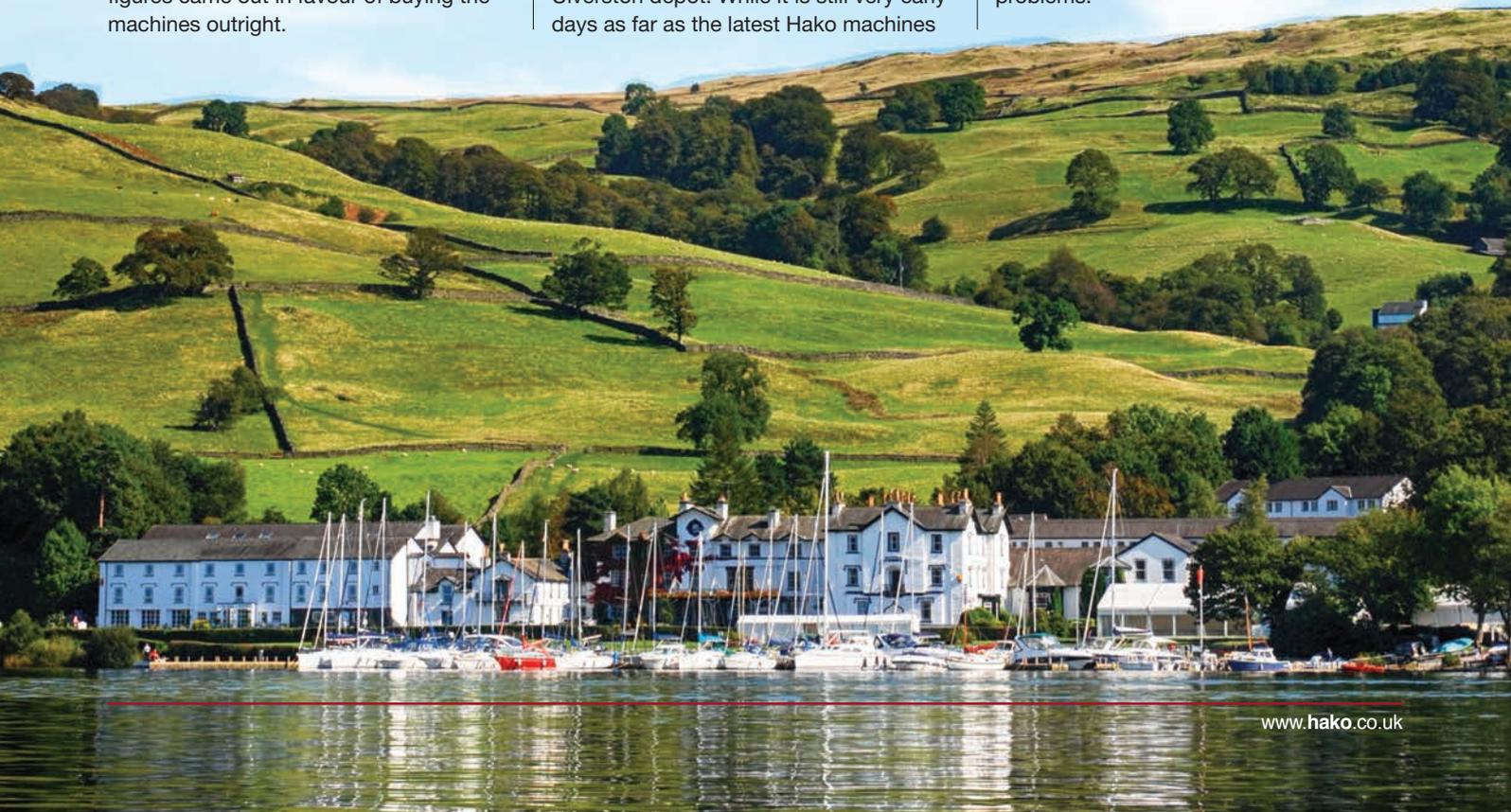
Three of the Hako machines will be operating in Kendal, two around Lake Windermere and one will operate from the Ulverston depot. While it is still very early days as far as the latest Hako machines

are concerned, George doesn't foresee any major problems ahead of him.

"There are always one or two teething problems but, if our experience with Hako in the past is anything to go by, then we should not be having any trouble.

"The machines get a lot of work as we are a major tourist area and it is essential we keep the towns and countryside clear of rubbish, which of course can be quite a task when you have tens of thousands of tourists in the region.

"Over the last 20 years we have used many different makes of compact sweepers and, to date, Hako product has proved to be the most reliable and efficient machines we have operated. The service back up has also been very good. The service engineers are very familiar with the product and are usually on site the same day, or the next day at the latest, to resolve any operational problems."





## Smooth operators

Taking the bull by the horns is something Hako's aftersales team is pretty adept at. It is after all what they believe their role is - establish if a customer has a problem then sort it. Pronto.



And that team is led by aftersales manager Steve Brimson (left) who runs the engineering team, training department, technical support and the demonstration team.

But then Steve, an engineer by trade, has no shortage of experience in problem solving having worked in some challenging sectors from the hire industry to construction equipment and commercial vehicle sales with the likes of Ace Plant, John Deere and Mercedes.

And on the way he has taken on board the mantra that anybody can do good. "But we need to go above that and 'do excellent'. If a customer has an issue then we must get it resolved. Totally and quickly," said Steve.

"That philosophy is central to how we operate. We have a lot of great staff who are passionate about the product and who are very good at the job they do. And, of course, we also have a range of great products."

Hako does have a reputation of looking after its customers which can be illustrated by the simple fact that the company is now seeing customers who are on generation three or four machine replacements.

"This is really satisfying because it tells us we are doing a great job of looking after them and they want to come back to us. They see we are not just about selling a machine but about providing a well-rounded service.

Poor communication is often one of a company's biggest weaknesses and one which Steve is acutely aware of. "Within aftersales, because of the different departments, we are constantly making sure we communicate both internally between our teams and externally with our customers. We instill that in our people."

“ We have a lot of great staff who are passionate about the product and who are very good at the job they do. ”

## The listening team

Hako customers are the VIP's of the business and nowhere is that more evident than when they come to making a call to the support team.

Whether it's a breakdown, parts order, sale or service request, the newly structured Hako support coordinators will be on hand manning the phones to sort any issue.

HR and Customer Support Director, Jo Veasey (right), heads the seven person team who will field dozens of calls every day to and from Hako's customers the length and breadth of the country.

"Each team member is responsible for a UK region and so each customer can be assured of the same contact. We don't call it a call centre but rather we regard it as a personal service, building a rapport with all customers from potential to ongoing," said Jo.

The newly structured customer coordination centre was launched in January to ensure a proactive service to customers. "The changes are a result of listening to customer feedback and



a drive from us to increase coverage across the teams. Each customer has a dedicated coordinator that understands that particular customer's specific business requirements from beginning to end," she said.

"Establishing a trustworthy relationship has always been our goal and with our new structure a customer will receive all the passion, ability, knowledge and training to support any needs, alleviating any confusion or unanswered questions," she said.

Jo, who has just received a 15-year service award, first joined Hako on work experience from school then, sometime later, joined the sales team eventually moving into her present role as a member of the senior management team.

"I love the interaction with customers as well as staff so the role combining HR and customer interaction really suits me very well," she said.

“ Each customer has a dedicated coordinator that understands that particular customer's specific business requirements from beginning to end. ”



### Meet the Hako Customer Support Team

Left to right: Helen Anderson, Susan Drake, Sylwia Fraser-Mitchell, Helen Skates, Joanne Veasey, Kim Grant, Michelle Lucas, Katie Harthen.

## 30 years for Glen



There's not much Hako engineer Glen Campbell (left) won't have seen in the 30 years he has been with the company although he was quite surprised to

see a Hako sweeper that, after 22 years in action, is still going strong.

Glen – not to be confused with his Rhinestone Cowboy singing namesake – has carried out thousands of services during his three decades with Hako and says he is still good for a few more years with the company yet.

"It's a good company and while, of course, there have been the occasional pretty average days, overall I have enjoyed my time here," said Glen who covers the North West mainly around Manchester, Oldham and throughout Lancashire.

One of his most frequent visits is to Trafford Park where a lot of Hako machines are in use. Among those machines is one run by chemical company, Houghton International which took delivery of an 1100 LPG Sweeper some 22 years ago.

"I am pretty familiar with the vintage stuff and I have serviced this sweeper over the years. Only recently the company called me up to ask some advice about it. I haven't heard back from them since so it is obviously still going strong.

"They have a few other Hako machines as well – much newer of course – so clearly they are pretty happy with the range," said Glen.

- Are you running a Hako machine which has notched up a good few years in service and still going strong? If so we would love to hear from you. Please contact Natalie Gilling-Cave either by email at [natalieg@hako.co.uk](mailto:natalieg@hako.co.uk) or call her on 01788 825614.

# A versatile and flexible approach

Flexibility is more than a buzzword at Hako. It is one of the core elements which help make the machines so popular.



UK Sales and Marketing  
Director Alison Conroy.

Clearly there are a lot of reasons that people want to buy Hako but sheer versatility is a driving force for many buyers, says Sales and Marketing Director, Alison Conroy. "The simple truth is that the flexibility of Hako machines is the most compelling reason to buy one for many customers," she said.

Hako takes great pride in the fact that its range of multifunctional sweepers can be put to efficient use in a variety of roles all year round, be it snow clearing or street cleaning.

"It is the high performance of the machines that has made Hako one of the leading suppliers in the commercial, industrial and municipal sectors," said Alison

"The appeal of Hako's flexibility makes perfect sense. Instead of buying a specialist machine for snow clearance and de-icing which sits around for ten months of the year, customers can, instead, buy a high quality, multifunctional street sweeper that can quickly switch roles and perform the Winter jobs just as efficiently. This reduces downtime and saves the entire cost of a machine."

"Take the Citymaster 2200 as an example. Customers can chose from a two or three brush system, and/or a scrubbing deck. The brush systems have intelligent anti-collision protection systems and the brush pressure is easy to adjust," she said.

"The specification can even be adapted for weed clearance without the use of chemicals. The

2.2m<sup>3</sup> hopper is designed for easy cleaning and the vacuum nozzle is designed to clean difficult surfaces such as natural stone pavements with sanded joints, without damaging them. It is a very versatile sweeper.

"When it comes to Winter, the machine has a heater, a multi-stage fan, heated windscreen, wing mirrors, and a differential lock on the rear axle for traction. All these features come as standard. Customers can fit three different sorts of gritters and spreaders (it carries 400 litres of grit) – and there is also the option of attaching snow ploughs and snow brushes," said Alison.

All the attachments are quick and easy to mount without the need for tools.

"This is not a sweeper pretending to do another job. It is the real deal. The same principles apply to all our outdoor cleaning machines," she said.

"A Hako machine does two jobs. Therefore in buying one you are halving the material and energy required for its construction as well as ongoing fuel requirements. With sustainability in mind we also ensure the use of the highest quality components. We build our machines to last and we believe they can offer considerable savings to customers in terms of whole life costs."

- Alison Conroy can be contacted on 07717 308821 or ali@hako.co.uk

“The simple truth is that the flexibility of Hako machines is the most compelling reason to buy one for many customers...”



## Citymaster 2200

A high-end compact sweeper, designed for municipal and commercial use

### Key Features:

- Euro VI VM 4-cylinder diesel engine
- All wheel steering as standard
- Two-person full comfort cabin

# The **hot** favourites

Hako machines are becoming hot favourites at some of the UK's top racecourses as a number of tracks have backed Hako to clean up their sites.



Charan Jandu.

To date five have taken machines – Nottingham, Warwick, Exeter, York and Huntingdon with the potential of more in the pipeline as groundsmen from the courses extol the virtues of using Hako.

West Midlands Area Sales Executive, Elliott Sayers, who made the sales to Nottingham and Warwick of two refurbished Hako Citymasters, said the feedback from both courses had been very positive since they were delivered last Summer.

"I know the clerk to the course, Sarah Hedley, who said she was very happy with the performance of the machines," said Elliott. "Since then other courses have either taken Hako machines or are interested in buying them. I think groundsmen who are operating them are talking to groundsmen on other courses and recounting the benefits of using

Citymasters," he said.

The latest deliveries took place at Exeter and Huntingdon over the past few weeks. Hako sold a refurbished Citymaster 1250 to Exeter and Charan Jandu, who covers Hako's East Midlands region, sold a Citymaster 1250 ex-demonstrator to the Huntingdon Course.

At York, the only one of the five courses not run by the Jockey Club, head groundsman, Adrian Kay said: "We decided to look at a new machine and Hako came in and demonstrated the Citymaster and we were very impressed.

"The machine performed very well and we were keen to buy a machine which was easy to use, easy to handle and comfortable for all the operators as well as meeting all our functional needs and having the capability of some additional options like snow clearing," said Adrian

At Exeter, clerk to the course, Barry Johnson said Hako machines had been recommended by Nottingham racecourse. "The main tasks we have at Exeter are collecting leaves and cleaning down the tarmac and sweeping up the ticket stubs," said Barry.

Prior to buying the machine, Barry had received excellent information on the product and also the delivery process worked very well. The course also signed up for a service contract.

So how will the Hako Citymaster 1250 help the running of the business? "In the long run it will save us money, requiring less manpower and will also speed up the cleaning process. Overall I am very happy," said Barry.

- Charan Jandu can be contacted on 07825 957893 or email [charan@hako.co.uk](mailto:charan@hako.co.uk)

"In the long run it will save us money, requiring less manpower and will also speed up the cleaning process."



# See us at

Supporting  
Westex at the  
Devon County show  
17-19 May

British Irish Airports Expo  
12-13 June

Southern Municipal  
Exhibition  
21 June

Supporting the  
Rydale show  
31 July

Farm Business Innovation  
7-8 November

