

A winning formula

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Hako news – Autumn/Winter 2018



Hako

Back to the future

A trip down memory lane to
celebrate Hako UK's big 40.



Winter warning: Beware a return of the Beast from the East, see pages 12 & 13

Hako

Clean ahead



Times have changed...

Hako's history can be tracked back to 1924 when Hans Koch invented the world's first small mechanical cultivator in Germany.



There are better ways!

Things have moved on apace over the last 40 years with Hako now operating in more than 60 countries.

The Hako range includes scrubber driers, indoor sweepers, multi-functional street cleansing sweepers and an array of commercial cleaning equipment. From a compact wet and dry vacuum cleaner, up to a six tonne Citymaster 2200 road sweeper. Make it happen, make it Hako.



Hako Scrubmaster B45



Hako Scrubmaster B175 R



Hako Sweepmaster 980 R



Hako Citymaster 2200

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Welcome

It's been a full on 40 years

Welcome again to insideout which this time around is a celebration of Hako's 40 years in the UK and, as you will see in this issue, it has been a pretty full-on four decades. But some things never change and one consistent theme for Hako since the late '70's has been our values.

While we look back over the years, you will see how even from those early days our values were core to everything we did, as was the great partnership between good old British ingenuity, aesthetics and design and great German engineering, organisation and functionality.



Adaptable
Flexible enough to adapt to change.
Strong enough to support your business

Changes happen in business – both internally and externally, such as political, climatic changes and requirements for our machines to be environmentally friendly and meet stringent legislation.

It has been a double act which has produced world class sweeping and cleaning machines ensuring that reliability, longevity and efficiency have become our watchwords.

So don't take it from me, but take it from our customers, be they in the commercial, industrial or ever growing municipal sectors, some of who are featured over the next 20 pages.

So what can you, our customers, expect from us other than great equipment? I suppose it all boils down to three things and they are, Hako will always be Professional, Adaptable and Dependable.

Professional
We know your machine, so you don't have to

Our expert aftersales team are all original equipment manufacturer trained to ensure your machine receives the highest possible standards of service and maintenance. Plus, our customer support team is on hand to deal with your request from first contact.

Hako meet these challenges head on and are robust enough as an organisation to ensure continuation of service and supply no matter what external influences we encounter.

Dependable
Make it happen, make it Hako

Not only through our products but through our team, Hako make it happen. This gives you the confidence to deliver the standards of cleanliness you, your business and your customers need. If you want to ensure you deliver, trust us to make it happen.

Finally, one last thing. If you would like to join us at our Hako 40th Birthday Celebrations at Silverstone on March 14th then please let us know. Full details on pages 4 and 5.

Sylvie Giangolini,
Managing Director, Hako UK.

“ Not only through our products but through our team, Hako make it happen. ”

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A winning formula

40 years on

Celebrations are underway as Hako reaches its 40th anniversary in the UK and in this issue we look back at some of the major milestones and talk to some of the people who helped make Hako what it is in the UK today.



Fact is that Hako's history can be tracked back a further six decades to when Hans Koch invented the world's first small mechanical cultivator in Germany.

Things have moved on apace since then with Hako operating in more than 60 countries with close to 2,000 employees. It is now part of the Lubeck-based Possehl Group which has an annual turnover of more than 3.5 billion Euros.

Hako launched in the UK back in 1979 and in March Managing Director, Sylvie Giangolini will be leading the company in celebrating its Big 40 at Silverstone's world-famous Grand Prix circuit.

"Customers, suppliers, partners and staff will be invited to join us in what will be a great event celebrating our heritage and also looking to the future," said Sylvie, who was appointed Managing Director earlier this year.

"I am so pleased that this milestone has happened on my watch. In the past 40 years we have forged a unique position with our wide product range supplying all types of customers be they in the commercial, industrial or municipal sectors."

Hako's birthday event will combine instruction,

networking and fun and will be staged on March 14th at the home of British motor racing. "We

wanted to say an enormous thank you to all our customers, staff, partners and suppliers and what better way of doing that than by taking over Silverstone for the day?" said Sylvie.

As well as having a winning formula, Hako also has some heritage in motor

sport which Lewis Hamilton would approve of. Back in the 1960's the company actually supplied do-it-yourself go cart kits and had a racing team with its own works drivers.

As a spin off from that, the company formed Hakoette-polo with the Hako team of the 1960's emulating Mercedes of today by winning virtually every tournament.

"The company has come a long, long way since those days and the Hako line up is staggering and a defining factor of the business," said Sylvie.

"Included in our range are 12 indoor scrubber/drier variants, ten indoor sweepers, an array of commercial equipment and our four multi-functional street cleansing Citymaster sweepers.

"We offer everything from a compact wet and dry vacuum cleaner right up to a six tonne Citymaster 2200 road sweeper," she said.

- Anybody interested in joining Hako at Silverstone on March 14th, be they existing customers or perhaps those interested in finding out more about the Hako range, please contact **Natalie at natalie.gilling-cave@hako.co.uk or call her on 01788 825600**



Hako now operate in more than 60 countries with close to 2,000 employees.



Hako history tour

1924



Where it all began... invention of the first rotary cultivator by Hans Koch in 1924.

1961



The Hamster – Hako's first vacuum sweeper for dust-free indoor and outdoor cleaning.

1981



Automatic ride-on sweeper-drier, the Hakomatic 100 accompanied by a contingent of more traditional cleaners. Health and Safety wasn't a big issue in 1982!

2003



The extremely manoeuvrable Hako-Citymaster 90 sweeps into action featuring new hydraulic rear axle steering.

1950



Things have come on a long way since the Koch family produced its model range back in the 1950's.

1965



Forty years ahead of its time. Launched in 1965 the Hako VielfraB.

2003



Another member of the outdoor cleaning group the Hako-Citymaster 90

1956



The first Hakoerette – a powerful rotary cultivator – a versatile single axle machine.

1966



The first fully hydraulic vacuum sweeper, the Hako Jonas 1600 which launched in Germany in 1966.

1995



The Citymaster breaks cover for the first time in 1995 – a new concept for cleaning pavements, car parks and pedestrian zones.

2005



After eight years in the outdoor cleaning sector, the Hako range pictured here became a world leader offering its complete product range.

1968



The Hako Flipper enabled 250,000 customers to leave their brooms in the cupboard once and for all.

1996



Hako's Citymaster 1750 was launched in 1996 and became a favourite of many local authorities.

2009



A Hako first: Anti-bac tanks for clinical machines.

1960



Hako produces do-it-yourself go-cart kits and has its own racing team with works' drivers.

A clean sweep for Bernard

Forty years on the man who helped kick it all off for Hako in the UK takes a look at how it all happened. Mum's the word...

Mothers are invariably right. Bernard Malloy's mum certainly was when she said that he'd probably end up sweeping the streets if he didn't work hard at school.

And that's virtually exactly what happened although in a somewhat exalted position, it must be said, as the first Managing Director of Hako UK.

Now, some 40 years on, Bernard looks back on his tenure at Hako with huge fondness for the great people and iconic brand which he helped to develop as the major force in cleaning it has become today.

"My my mom said I would end up cleaning the streets; mums are always right but at least I was driving a machine I helped design," said Bernard, who started his working life as an apprentice engineer.

Hako had actually already launched in the UK when Bernard joined the company but he is certainly regarded as the man who got the ball rolling and helped Hako establish itself in the UK.

"The company was literally operating out of a tin shed in Northampton when I took over and it was turning over about £800,000," he said.

Engineering is very much in Bernard's DNA and he lays much of the credit for the early success on the engineering team who helped him build the business.

"The engineers were delightful and very good and they looked after our customers so well. My key objective was to build a team that would interact with customers and solve problems."

There were no shortage of doubters around though, he said, questioning whether the cleaning business was one which was really going to be worth carving a career in. "People didn't give the sector much attention or significance in those early days," he said.



Looking back to Hako's early days – Bernard Malloy.

Inset: Bernard at the unveiling of the Crick HQ.

Amongst Bernard's proudest achievements during his Hako career was working with the Cleaning Industry's Lead Body and developing City and Guilds courses and apprenticeships for street cleaning – a result of which was that in the late 1980's he was awarded the freedom of the City of London.

"I really can't tell you how important being at Hako was for me. I worked with some lovely people and saw people grow. We took on apprentices and developed them, took on great managers and created an iconic brand.

As well as developing the people, Bernard was also central to developing the Hako Citymaster although it wasn't always plain sailing. "I remember saying to my German colleagues that we needed

“ Now, some 40 years on, Bernard looks back on his tenure at Hako with huge fondness for the great people and iconic brand which he helped to develop as the major force in cleaning it has become today. ”

a street cleaning machine but they were far from keen and couldn't see the market.

"So I modified a particular model called a Hamster 1050 and called it the Citymaster.

"We took it to an event in Torquay and there was a lot of interest. Then, about 18 months later, the Germans said to me, why are you selling so many of these machines? I said, do you mean the machines which there is no market for in the street cleaning sector?!"

Bernard had successfully taken Hako from the industrial world into the street cleaning sector and the company has never looked back, with around a third of its sales into councils.

Personality and passion were the watchwords for Bernard in those early days and have remained at the core of Hako's values. "The engineers really did help to build the business. With a leading super market chain coming on board I knew we had to offer them service over and beyond anything they would normally have expected and that meant 24-hour back up at all their centres.



Above: Sweeping away the opposition – Bernard Molloy pictured with Margaret Thatcher.

Left: 1994 and a new era of cleaning begins: Hako presents the prototype of its autonomous cleaning robot.



"They were very impressed and we not only reduced the cost of their cleaning but improved the standards of cleaning in their distribution centres and that was also the case for all the major supermarkets who became our customers. That, together with the street cleaning business, meant that we simply blew people away with our service and support."

Bernard was also a key player when it came to helping to develop the articulated ride-on Citymaster which has so many advantages because of its fantastic manoeuvrability.

"The combination of British ingenuity, aesthetics and design and the German skills in organisation and functionality meant that we had a perfect blend of skillsets and cultures." In short it was, and still is, a great double act," he said.

"I am immensely proud of how Hako developed and continues to develop both its people and its great machines. The company is so far ahead of the game. It is right up there as one of the very best, or maybe even the best in the world, in its sector," he said.

So, some 40 years on is Bernard putting his feet up and tending the roses? Not one bit of it. When *insideout* interviewed him, he was in Austria heading for Slovakia to advise Jaguar Landrover on how to improve productivity and their lineside feed. He is also a director of Unipart and a self-confessed serial networker.

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Keeping your **customers** close

Joining in on Hako's 40th anniversary is one of Hako's key global men who says the company's success is not just about great product but also about ethos.



'Mittelstand' is not a German term that would be familiar to many of us but it is one that many would love to adopt as core to running their businesses.

Its English translation is 'a small to medium sized business' and while Hako is some leagues above Mittelstand, the man who runs sales and service on most of the planet for Hako sees the Mittelstand approach as core to the company's success.

"In a nutshell Mittelstand companies have a culture of being very close to their customers and have a great grip on what they are doing and what is happening in their sector at any moment in time," said Frank Ulbricht, who is a member of Hako's Executive Board in Germany.

German born, Frank's responsibilities for sales and service in the €400 million annual turnover business cover everywhere apart from Germany, Austria and Switzerland. Everywhere else is his patch including the UK.

The company, part of the Possehl Group, now operates in more than 60 countries and has almost 2,000 employees which hardly qualifies Hako as Mittelstand which is defined as a business having up to 499 employees with a maximum €50 million euro turnover.

"Mittelstand companies are very good at communicating with their customers and always keeping close to them which is at the core of the Hako culture.

"Furthermore, they tend to have a very clear focus on what their core business is



Frank Ulbricht.

and never stray from that. In our case floor cleaning is in itself made up of a vast array of different situations so we will not do anything that is not related to it.

"Business is good, particularly in Europe and Asia and, overall, the structure of our business means that we generally don't have many very large customers but we have a wide customer base. Our objective is straightforward and that is to talk to them. As often as possible that means face to face.

"Floor cleaning is very much related to a country's GDP – the higher it is, the bigger our market."

Frank, (51), has been with Hako for some 18 months and before that was Vice-

President for sales for Hyster Yale Group the US materials handling company.

Based in the UK for Hyster Yale since 2008 Frank, who has a Masters in Business Administration, was responsible for all sales in Europe, the Middle East and Africa.

"Hako produces premium products which was one of the attractions of joining them. When you are premium you cannot compromise on quality. Selling a product is one thing but keeping that customer is something else and you will only keep them if you offer them great products with great back up and service."

So what of the future for Hako?

"Well, as I said, the market is good and we are operating very well and we will continue to do so. We always have an eye for the future and have a number of key developments in the pipeline, some of them cutting edge innovations in the robotic and power unit areas.

"We have a major focus on the municipal sector and low emissions is clearly very important to them so our engineers are developing electric and hybrid solutions to meet their demands.

"Hako prides itself on service and, while anybody can say that, we continually monitor our customers and check on how we are doing. Our feedback is very good but that doesn't make us complacent as we are always looking to improve and stay ahead of the game.

So how will Brexit and other world events affect Hako? "Sadly my crystal ball is a bit hazy on the Brexit issue but then I don't think I am alone there. All I know is that we need to prepare for all eventualities and whatever challenges are thrown up we will be in a good position to face them."

“Selling a product is one thing but keeping that customer is something else and you will only keep them if you offer them great products with great back up and service.”



Spotlight on Hako's long servers

As Hako approaches its 40th anniversary in the UK we put the spotlight on some of the company's longer serving people and ask what makes Hako the great organisation it is today.

Bob's been through the ranks

In military terms Hako's National Field Service Manager, **Bob Brook** has been through the ranks in his 16 years at the company, starting life as a technician and now runs the 17 field-based engineers.

"Inevitably things have moved on apace in my time here, particularly on the technical front and I think it's fair to say that when I first started the job was 100% spanners. Now it is 50% spanners and 50% personal computer," he said.

That, says Bob, brings its own challenges but the engineers are all equipped to tackle whatever is thrown at them. "Our guys have a wealth of expertise and our job is to work with customers to both fix problems and also to identify potential issues before they arise," he said.

"The majority of the team have 15-plus years' experience working at Hako so there's nothing they can't sort. Training is critical, of course, and we always have to ensure that engineers are up to the minute with new innovations.



"While Hako is a very innovative organisation we do not introduce new technologies before we are 100% sure that they work. There are organisations out there who will put out equipment which perhaps has not been as thoroughly tested as it could have been. Nothing goes out from Hako before it is absolutely ready.

"I think there is a danger that some alternative suppliers get carried away with technology in their equipment. When I first started, robotics was being introduced but it came and went for safety reasons.

"Clearly robotics are now very firmly back in vogue but they are not the answer to all situations. Robotics in a nice big people-free warehouse or supermarket is one thing but a very different kettle of fish when

there are people milling about and, with our much extended working hours in these areas, health and safety is a real issue.

"So whatever we do here we will always ensure that we take the risk out of operating Hako equipment," he said.

"I would say that most equipment problems are down to operator error, perhaps an attachment has been put on the wrong way or there has been a blockage. But whatever it is, it's our job to get it operational again.

"Clearly diagnostics now play a huge part in sorting problems and a full suite of diagnostic equipment for an engineer runs to about £10,000 so the investment is no small matter," said Bob. "Although we will still need a spanner to sort out some problems for a while yet."



“Our guys have a wealth of expertise and our job is to work with customers to both fix problems and also to identify potential issues before they arise...”

10

Hako long servers



Trainer **Keith** playing a key role

After 20 years on the road as a Hako engineer, **Keith Windle** knows more than most about the company's machines which is why he now plays a key role in Hako's technical training department.

Regarded as a top class facility by Hako customers and staff alike, the training department keeps the team of Hako's mobile engineers up to the minute with the range. As Technical Support and Training Adviser, Keith travels to Germany to



aspects from software, hydraulics, electrics and so on," said Keith.

"Since I joined Hako, inevitably, there have been some huge developments with the equipment, particularly on the software and electronics

Hako's base for training and then runs courses for the 17-strong team.

"As well as the staff training we also run courses for our customers – councils, for instance, who come to our depot at Crick for a day long course. In that day we will cover all

side of things. Machines have become far more sophisticated and, when you may have ten or eleven different internal control units all communicating with one another on a machine, an engineer has got to be well trained," said Keith.

Walking the **talk**

It's been a brilliant year for one of Hako's longest serving people – **Mark Wilding**, North West Area Sales Executive who joined the business back in the early '90's.



"We've done some great business in 2018 and sold a lot of equipment and there's plenty more where that came from I am pleased to say," said Mark.

As highlighted on page 14 Mark sold Hako's first Citymaster into the UK to The Emerson Group some 23 years ago.

"In those early days we didn't have a lot to go on and it was all about cold calling and knocking on doors. It was hard work, no doubt about it."

"Emersons are a great case in point in that they have found how reliable, efficient and robust the equipment is which certainly makes the job of selling it a lot easier than trying to sell other makes.

"I have had two stints at Hako, one for 17 years after which I left because I wanted to try other things. But I came back two years ago because I genuinely love the equipment. It is second to none.

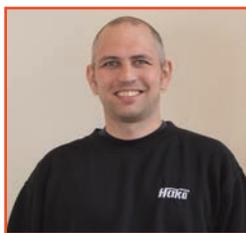
"Customers know the machines are good and, furthermore, Hako has a reputation of doing what we say we are going to do. All our customers are busy people and if we say we are going to get something sorted we do just that. The biggest sales tool is to do what you say. Simple really."

Ship shape and ready for **action**

Senior Workshop Engineer **Lewis Hollowell** has notched up 17 years at Hako and takes a real pride in ensuring that every machine that leaves the Crick headquarters is battle tested and ready for action.

"Every machine has to be ready for whatever a customer throws at it and it's our job to make sure they are up to the task," said Lewis.

"In my time here Hako equipment has obviously changed a lot. There is far more technology on a machine now and where there used to be a lot of metal there



is now a lot of much lighter plastic. I think it's fair to say that the machines used to be a lot more basic. They are now much more

sophisticated.

"The range has really grown too which makes life in the workshop more interesting, particularly for me when building machines which are not standard and customers specify various accessories which have got to be fitted and tested," said Lewis.

“ Every machine has to be ready for whatever a customer throws at it. ”

For more information on training call the Customer Support team on 01788 825600.

Citymaster 600 ticks all the boxes

It was a case of testing times at Amber Valley Borough Council, Derbyshire before deciding to add a Hako Citymaster 600 to its fleet.

With no shortage of choices out in the sweeper market, the council's fleet officer, Dave Fisher said before making the decision to buy the Citymaster he and his team really put it through its paces.

"I and two colleagues, including the guy who was due to be operating it, really put the machine through its paces I have to say it ticked all the boxes for us," said Dave who has been with Amber Valley for 11 years.

With a head to head demonstration against another supplier the Hako came through on top. "We haven't run a Hako machine before, but I have to say it is performing well. We had one or two glitches initially, which is often the case when changing from one machine to



another, but I am pleased to say that it is operating very well now in Heanor town centre"

"We have been well supported by the Hako engineer and we have now taken

out a Gold contract for servicing and maintenance."

Hako's Mark Fellows, UK Municipal Sales Manager said, "I am delighted that Amber Valley BC decided to purchase the Citymaster 600, the machine will be a great addition to their fleet of sweepers.

"The Citymaster 600 will prove to be a very flexible and versatile machine, not only able to sweep the pavements and roads of the district but the machine could also be used for winter maintenance duties, washing/flushing if required," said Mark.

“ The Citymaster 600 ticked all the boxes for us... **”**



Barnet takes seven Citymaster 1600's

The Citymaster 1600 popularity continues to grow apace among UK councils as they discover how the sweeper combines so many of the features usually found in larger machines and can, of course, also be driven on a B Class licence.

And it was these benefits that helped convince Barnet London Borough Council to buy a fleet of seven 1600's to tackle the many miles of paths and roadways among this, one of London's largest council areas.

Municipal Sales Manager, Andy Harling said the 1600 was a great workhorse. "And councils really like the versatility of the machine with its tool-less quick change system and the added benefit of both winter and grounds maintenance attachments," he said.

His sentiments were further echoed by Barnet's workshop controller, Kamaljit

Chahal. "The machines have been running very well since we took them on the fleet, no complaints. Hako communicate with us well and, when we do have an issue, they work hard to sort things out."

Before acquiring the 1600's, Barnet had been running machines from another supplier. "It took a long time to happen but I am delighted to say that they bought Hako in the end," said Andy.

Kam – as he is known – said the operators liked the machines and he had had only positive feedback. "I have not had any negative reports and they seem to be well up to the task. This is a large area to cover," he said.

"As often happens when one council takes on Hako, other councils will see

what they are operating and often become interested in a demonstration. "In this case we have recently carried out a demonstration at Harrow who showed interest after liaising with their Barnet colleagues," said Andy.



Beware a return of the

Snow, leaves, slush. Welcome to the Great British winter and the variety of challenges it throws at us. Might we be in store for another bashing by the Beast from the East?

With the unpredictability of our climate we could be in for another extreme few months ahead. If that is the case then Hako's Managing Director, Sylvie Giangolini, has a few wise words on coping with Winter.

"As we approach the festive season and the inevitable influx of Christmas shoppers, it is essential that councils, in particular, have the right equipment ready and waiting to ensure towns and cities are safe and easy to navigate around for pedestrians," said Sylvie.

"Also, councils are having to make spending cuts and have to do more with less. Hako provides multifunctional and technical solutions for all cleaning and municipal requirements. The Citymaster range is designed with multifunctionality in mind, ensuring you get the most out of your investment.

"Our range of Citymasters are capable of so much more than sweeping. They're ideal for use in a variety of environments and provide all season solutions ranging from snow clearance and de-icing through to ground maintenance," she said.

Citymaster 600

The smallest in the range is the Citymaster 600. Its compact and agile design ensures it is perfect for accessing small, confined areas whilst providing an ergo dynamic and

comfortable cabin for the operator.

The extreme manoeuvrability and articulated design of the Citymaster 600 means it can sweep debris from tight corners all with the flick of a steering wheel.

The Citymaster 600 is more than just a sweeping machine. Its quick change system allows the 600 to be converted to other applications in minutes (no specialist tools required) such as; snow plough, grounds maintenance or Citycleaner attachments.

Citymaster 1250+

Next up is the Citymaster 1250+. At 2.6 tonnes it sits perfectly between the 600 and the 1600. Featuring the same interchangeability, the Citymaster 1250+ offers a full range of equipment to carry out winter service tasks efficiently, from fighting black ice through gritting or brine spraying to snow clearance with the snow brush and snow blower.

The Citymaster 1250+ when used with the scrub deck function can also clean up oil smears efficiently, meaning you can dispense with the time consuming use of oil binding agents. The water recycling system with filter system enables particularly long operating times and keeps water consumption to a minimum.

Citymaster 1600

Weighing in at 3.5 tonnes the Citymaster 1600 is at the top end of the compact sweeper range, with the added benefit of interchangeability with various year-round accessories giving it a multifunctionality incomparable in the market.

The fuel efficient 4 cylinder VW diesel engine results in low maintenance helping keep overall whole life costs to a minimum. The Citymaster 1600 also has the same level of manoeuvrability and versatility found within the smaller compact sweepers in the Citymaster range but can also boast a 1.2 tonne payload.

The Citymaster 1600 benefits from being certified to EUnited PM10 levels and has standard eco operating modes helping to minimise the impact on the environment and minimise noise levels. It is highly appropriate for noise sensitive areas and can be driven on a class B licence.

Citymaster 2200

The largest solution in the Citymaster range is the Citymaster 2200. Boasting a payload of 2.9 tonnes of its 6 tonne frame, coupled with the travel speed of 62 km/h makes this Citymaster ideal for larger areas.

Quality components meet the highest standards of modern municipal technology in terms of quality and durability.

“

Citymasters are ideal for use in a variety of environments and provide all season solutions ranging from snow clearance and de-icing through to ground maintenance.

”



Hako Citymaster 600 Grounds Maintenance

Call now
to arrange
your FREE
demo



Hako Citymaster 1250+ Citycleaner

Beast from the East

Prepared for all season use and with the multifunctionality expected from Hako sweepers, the 2200 offers snow plough, snow broom and a full body gritter fully utilising the 6 tonne gross vehicle weight. A great workhorse all year round.

Safety and comfort go hand in hand with the 2200, the two-seater cabin provides optimal working conditions for the operator. Individually adjustable seating position, multiple adjustable steering wheel and a comfortable chassis to reduce jolts and vibrations and the VM euro 6 engine meets all relevant environmental standards.

“Professional, Adaptable, Dependable”

“At Hako we pride ourselves on delivering a high-performance total solution and it is this ethos that has made us one of the leading suppliers of quality machines for use in commercial, industrial and municipal sectors with a diverse product range, offering wet and dry vacuum cleaners to six tonne road sweepers we have the solution whatever your application,” said Sylvie.

“Our team of factory trained, skilled engineers ensure the equipment we supply is maintained and serviced throughout its lifetime. Hako’s on call service and express spare part delivery guarantees maximum availability minimising downtime and each customer at Hako Machines benefits from their own dedicated customer support coordinator that understands that customer’s specific business requirement from beginning to end.



At Hako we pride ourselves on delivering a high-performance total solution.

“With a range of maintenance and finance options in place, we are perfectly positioned to provide our customers with the flexibility and reliability that is so vital in today’s market,” she said.



- To arrange your free demonstration on any of the Citymaster range, or to enquire about any Hako Products call our Customer Support Team today on 01788 825 600.



Hako Citymaster 1600 Winter Maintenance



Hako Citymaster 2200 Sweeper

“

Hako provides multifunctional and technical solutions for all your cleaning and municipal requirements.”

2018



1995



Hako's Mark Wilding hands over the new Citymaster to Margaret Keeling.

Long life, it's in our DNA

Twenty three years ago Hako sold its very first **Citymaster** in the UK.

The salesman responsible was North West Area Sales Executive, Mark Wilding who clinched the deal with property development company, The Emerson Group.

Recently the very same Mark Wilding sold Emerson another Citymaster and, if anybody needed proof of Hako's longevity or quality, then consider the fact that the company has only needed to buy a total of three machines since the original deal.

"It's been a great relationship and the machines have really done us proud," said Emerson's property and contractor administrator, Margaret Keeling. We have always stayed with Hako and we don't really consider any other makes."

After Emerson took delivery of that first Hako Citymaster, a 1750, 23 years ago it stood the test of time, eventually being replaced by the 2000 model about 11 years ago and, during the summer, a 2200 took its place.

The original Citymaster was still in operation and still going strong when Margaret joined the company in 2005. The next model also proved it had plenty of staying power having been bought in 2007. "It was a great performer but,

inevitably, things start to wear a bit as the years went on so we took the decision to acquire another Hako.

"Judging by past performance I don't see why the new 2200 should not still be operating with us for at least the next seven years."

The Emerson Citymasters see plenty of action around the Greater Manchester and Cheshire area cleaning the car parks and access roads to many of the Group's leisure, residential and commercial developments.

"We operate the Citymaster six days a week so we have to be totally confident that it is up to the job. As the machines have had, and will continue to have, a lot of use regular maintenance and servicing is essential but if you look after them they will give you everything you ask of them."

"If proof was ever needed of the longevity of Hako equipment then I think this is a good example. It's not as if the machines are under-utilised. They are real workhorses and will outperform anything on the market," said Mark.

- **Mark can be contacted on 07774 941104 or at mark.wilding@hako.co.uk**

It's a case of night and day when comparing the cleaning capabilities of Dundee based **C J Lang's new Hako Scrubmaster 175** to the company's previous machine. Distribution Director, Colin Chapman is one happy guy because of it.

"The Hako is brilliant," said Colin after having taken delivery of the very first of this new model in the UK. "It really is a case of night and day in comparison to what we had before. The machine hasn't stopped since we got it. It's not an exaggeration to say that it is going flat out," said Colin.

CJ Lang and Sons is Scotland's largest independent retailing and distribution company and supplies hundreds of Spar stores across the country. The Scrubmaster's task is pretty awesome in that it has to clean the company's 180,000 sq ft multi-temperature warehouse. "Other than the actual freezer area, the Scrubmaster is tackling the entire place," said Colin.

"The Hako Scrubmaster is a massive upgrade on what we had before, which was a very old Lincoln model, and I am delighted we have got it. It really is totally fit for purpose."

Dan Phinn, North East Area Sales Executive who carried out the initial site survey said it had been the very first 175 sold to a UK customer. "I was beaten to having the first Hako Group sale by a major deal in France where 40 were sold three days before my order but I was still pleased. Mind you 40 would have been even nicer!"

"Colin Chapman was no stranger to Hako as he had previously been with a leading supermarket, who are a major user of our machines. While

Scrubmaster is going flat out



we didn't demonstrate the machine, I sent over a video of the new 175 in action and that was enough to convince Colin that it was up to the job.

"It really is a brilliant piece of kit and nicely fills the gap with its 175 litre water capacity between our 140 litre machine

and the 310 litre. That, together with an LED screen, really makes it state of the art and operators are going to love using it," said Dan.

- **Dan can be contacted on 07708 309654 or at daniel.phinn@hako.co.uk**

“The Hako Scrubmaster is a massive upgrade on what we had before, which was a very old Lincoln model, and I am delighted we have got it.”



Citymaster 1250+ is zoo's roaring success

When you have got 21,000 animals and 1.9 million visitors to care for you need to make sure your site is clean and safe as the team at **Chester Zoo** can testify.

As the UK's most visited wildlife attraction, Chester Zoo is renowned the world over (it is rated as the third best zoo on the planet) and it is home to some of the world's most endangered species.

Running an operation the size of Chester Zoo must be challenging enough but there's one challenge which Hako is helping the zoo cope with and that is to ensure the leaves from the 125-acre site don't create a problem for visitors.

With 15 kilometres of paths to keep clear, the zoo recently acquired a Hako Citymaster 1250+ and the zoo's head of guest experience, Jon Turley, said the machine was working well and the staff liked it.

"We have no complaints at all," said Jon. "Obviously when you have the number of visitors we have their safety and wellbeing is really important."

The 1250+ is a multifunctional and versatile road sweeper which fits the zoo's requirements ideally with its articulated steering for great manoeuvrability and a travel speed of 30km/h.

"The machine is being used every morning to clear the paths before the visitors arrive and then it will be out all day so there's no shortage of



The Chester Zoo team with Mark Wilding.

work ahead of it," said Jon.

The Hako man who led the sales process was North West Area Sales Executive, Mark Wilding, who said it was crucial for the zoo team to have complete peace of mind in the cleaning process. "They had had some pretty bad experiences in the past with other suppliers and were keen to avoid any repetition which is why they chose Hako and also took a full maintenance package," he said.

"After our demonstration they were particularly impressed with the performance and manoeuvrability of the 1250+ which suited the big job that they had for it. It was a pleasure working with the team and Jon in particular. They are a cracking bunch."

A perfect partnership

Shared cultures between cleaning equipment manufacturer, Hako and Atalian Servest, the recently merged international facilities services company, have helped forge ever close links between the two organisations.

Prior to the merger, Servest was a major customer for Hako UK but the link has become a global one following the amalgamation, said Sylvie Giangolini, Hako UK's Managing Director.

Atalian and Servest merged earlier this year, a union which was strongly welcomed by Hako. "Our French company Hako Labor was a supplier to Atalian, a French company, and in the UK Servest was also a very important customer for our division," said Sylvie.

The merger has further strengthened the links between Hako and Atalian Servest as the newly formed organisation wanted to create a consistent supply chain around the world and streamline its procurement approach for all its global divisions.

"Hako is in 60 countries worldwide so we could offer a global solution and deliver a consistent service with top rate equipment with maintenance and parts back up globally," said Sylvie.

Hako's premium equipment range, combined with top rated service and support, are absolutely critical to the relationship. And so is their very similar culture and ethos," said Sylvie.

Appointed as MD earlier this year, Sylvie has worked in the equipment sector for the past 18 years - the last six with Hako.

"Atalian Servest UK share so many of our values and strategies. There is a very strong synergy between the two companies," said Sylvie.

"Good people are key to making



Sylvie Giangolini, Hako's UK managing director.



visions and strategies come to life. Good leadership guides, mentors and motivates."

"While both our organisations are very much aligned in their culture being innovative, aggressive in their growth strategies, focussed on people management and settle for nothing less than delivering a great service to our customers.

"Hako is a premium equipment supplier. Our machines are built in Germany and are very robust and are built for a long life. They often operate in very arduous environments so have to be up to any task which a customer may throw at it."

"A company like Atalian Servest has to depend on its suppliers to understand the challenges they face and support them with the right solutions. They do not

need equipment headaches. They need equipment that is robust, reliable with the knowledge that they have great back up from their supplier.

"Even the best of machines will go wrong from time to time – and it is essential that we get them back on track as fast as is humanely possible. Our ethos is, you guys worry about your staff and we will worry about the equipment. Our job is to take away as many problems as we can.

"Atalian Servest is a company that is great at collaborations. They understand the value of working with a partner or supplier and the way they work with us is really refreshing. They believe in frank, open and honest feedback – and that works both ways – with this approach everyone supports and collaborates to deliver a contract that works for the client." said Sylvie.

“ Good people are key to making visions and strategies come to life, good leadership guides, mentors and motivates. ”

The advantage of Advantage

With some 70 per cent of industrial customers and half of councils taking out Hako's Advantage Service and Maintenance plan, it would seem there are some pretty clear advantages.

"For many it's a pretty clear cut decision," said Andy Harling Hako's Municipal Sales Manager. It's about peace of mind in that one price can cover everything, however many call outs you have."

"When it comes to it, nobody can look after a Hako machine better than we can. If something does go wrong, and a part is needed, we will always get hold of that part quickly. We have direct access to our colleagues in Germany whereas a customer, who does not have a contract, will take longer.

"The take up of service and maintenance contracts is high as customers see their value. Some 70 per cent of industrial users take out a contract and something in the region of 50% of councils," said Andy.

Engineers can spot problems or parts that may need replacing before they fail, which can lead to long term cost savings and reduced machine downtime, said National Field Service Manager, Bob Brook who heads Hako's 17 field-based engineers.

"Our service programme aims to ensure that a customer's equipment is always working to its maximum. With our engineers completing regular, planned maintenance service visits" said Bob.

The Advantage service programme is based on a 48-hour response time and includes reduced labour rates and call out charges. "A customer can also chose to tailor their service programme by choosing one of our Added Advantage packages," he said.

The four Hako Advantage programmes:

 **Advantage 1** – Replacement of appropriate consumable items including Squeegees, drain and suction hoses, castors, suction box skirts, wear plates, hopper deflector, side skirts and belts.



“Hako aim to exceed customer expectation.”

 **Advantage 2** – Free of charge replacement of traction batteries on Sweepmaster and Scrubmaster models. Check of charger and associated power cables.

 **Advantage 3** – A combination of service consumables for your machines and traction batteries for Sweepmaster and Scrubmaster models. Check of charger and associated power cables.

 **Advantage 4** – It's up to you the customer. Hako can build a service and maintenance programme tailored to your exact requirements, allowing you to budget accurately and keep your equipment running to its full potential.

Hako UK Managing Director, Sylvie Giangolini said it was her mission to strive to provide outstanding customer service at all times.

"Customers throughout the country will agree that they buy Hako because

of our first class product quality and reliability as well as our outstanding service support," she said.

"Our new range of service and maintenance packages reflects our ongoing commitment to leading the market when it comes to delivering products and services that exceed customer expectations."

- **For more information on the new look service packages call your Customer Support Coordinator now on 01788 825 600 or visit www.hako.co.uk**



Biker Chris is a real nuts and bolts man

Area Sales Executive South West, Chris Simpson is a guy who is into the nuts and bolts of things, be it through his lifelong passion for motorbikes or Hako's equipment range.



Chris was particularly impressed with the in-depth training that Hako provides its new starters. "It's very thorough and includes two days at the Wakefield site where we really get to grips with the machines and put

"I love the technical side of things and I have been restoring bikes, taking them apart and putting them back together for years which was one of the things that attracted me to working with Hako," said Chris, (27).

"Of course, I don't get involved in fixing any Hako machines but I like to think I am pretty technically minded and have a passion for the mechanical side of our products which really helps when I am talking to customers," he said.

Prior to joining Hako Chris, who lives near Exeter, worked for a furnishings company and before that in medical sales. "This is my first time in the cleaning sector but I love it. I love the kit and can really appreciate the quality."

them through their paces," he said.

"The products are great and the backup is fantastic. The whole Hako team has been really supportive so I feel confident about the range."

As to the future how does Chris feel about the future at Hako? "Well, I suppose I am pretty ambitious so my main aim is to have the South West as being the best area in the country.

"There are a variety of markets here in the South West, with the farming community, leisure and industrial sectors including the various ports and harbours so the potential is huge."

- **Contact Chris on 07826 872478.**
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“The whole Hako team has been really supportive so I feel confident about the range.”

No shortage of variety in the north



Variety, it is often said, is the spice of life and there's no shortage of variety in Mark Foster's life...or that of his team.

Mark is Regional Sales Manager for the north and runs a team of four sales people in that patch. As well as his team

putting in the miles so does Mark.

In just one morning he had seen customers at Meadowhall Shopping Centre, a leisure complex, a bakery and a local abattoir. "They all have floors and they all need cleaning," said Mark who is 39 and married with a two-year-old son.

Mark has been with Hako for 11 years and focuses on the industrial sector. "Our customers come in all shapes and sizes but they all buy from us because of the great build quality, the reliability of the machines and the ease of use, together with Hako's aftersales service.

"There are a lot of elements that go into a sale and relationships are very important. So is the quality of the kit though. I have customers in my area who are on their third renewal of Hako machines which does, of course, speak volumes.

"They wouldn't keep coming back if they were not convinced about the excellence of the machines.

"Hako machines sell themselves and when we do head to head demonstrations with alternative models we do very well," said Mark

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It's all about team work

Team work pays dividends in any organisation and that is particularly true at Hako when the demo team gets into the mix.

North East Sales Executive, Dan Phinn, who is a relatively new face at Hako having joined last year, said one of the key elements to a successful sale comes through the support from the Hako demo team.

"There are a number of elements that make Hako so popular with our



customers and that includes build quality and our really great backup. But a lot of our buyers come from an engineering background so it makes a massive difference when our demonstrators can talk the same language.

"Hako demonstrator, Steve Pointon normally does my customer demos and he does a superb job. He worked as an engineer for many years and so has great technical knowledge

which customers really appreciate. It's great that we have people with such a wealth of knowledge. It's a real asset in the sales process."

"A lot of companies will claim to have the best service team, but with OEM factory trained engineers Hako can really match up to that and that is so important to our customers."

- **Contact Dan on 07708 309654.**
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Greg's well qualified for running **Hako workshop**

If anybody was qualified to take on the critical role as Hako's Workshop Supervisor then recently appointed, Greg Tynan was.

Five years prior to joining Hako at its Northants headquarters in Crick, Greg worked in Berlin for a main distributor of Hako machines.

And not only can he find his way round any of Hako's extensive range but he is also fluent in German which comes as an added benefit for the UK division.

Greg's prime role while working in Berlin was to service and maintain a big fleet of Hako Citymasters for Berlin City Council. "Over a two year period they bought 20 machines from us and all were under a maintenance contract so I was heavily involved in keeping the fleet up and running," said Greg.

Greg's background was in agricultural



engineering working for a company in Exeter but his passion for the job was born much earlier. "For as long as I can remember I always loved tinkering with cars and my mum's vehicle got worked on a fair amount when I was a lad which gave me a taste for the job.

"I really enjoy my role here at Hako running the workshop. I have some tremendous guys working here and we get plenty of experience ensuring the individual specification is precise and, of course, all machines have a pre-delivery inspection."

“
I really enjoy my role here
at Hako running
the workshop.”



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