

AT THE  
HEART OF  
HIRE

# EXECUTIVE HIRENEWS™

THE PASSIONATE VOICE OF OUR HIRE INDUSTRY

MARKET REPORT  
GROUNDS CARE, GARDENS & LANDSCAPING

## Growth business

Alan Guthrie speaks to several hirers serving the grounds care market about various factors that are driving demand for this equipment.

Opportunities also exist in the grounds care hire market for other, non-specialist hirers. Hales Hire of Drybrook, in Gloucestershire, which is an adjunct to a timber and builder's merchant, finds this gives a steady source of business. "We acquired the tool hire activity in 2010 to enable customers to get more of what they need from a single source," General Manager Jake Hale told EHN. "The original hire business offered a broad selection of garden and grounds care equipment, which we have retained. It is popular with contractors, landscapers and homeowners, and includes items like rotary mowers, scarifiers, aerators, brush cutters, chippers and shredders from manufacturers like Tracmaster and Honda.

"A lot of equipment that people bought in the days before the recession is now getting old and unreliable, and many customers are getting us to repair their machines while they hire a replacement in the meantime. Others are still wary about buying larger items outright, and so they hire what they need from us. We are in the process of refurbishing the hire depot, and we see business expanding further in the future." ●



Hales Hire's fleet includes a range of Honda machines.