

Can Protea redefine mower prices?

Ever wondered why quality cylinder mowers cost as much as a small car? Rivendell Projects show us how quality can also mean affordable.

Bearing in mind that their Protea machines are in some cases only half the price of the competition, they certainly justify a closer look.

12 years ago Bert Kollnick, a German engineer and owner of Protea Turf Equipment set about making affordable industrial quality mowers for the demanding South African market. He embarked on producing a simple machine devoid of expensive gadgetry that was extremely tough and easy to maintain yet still gave the precise cut demanded by professional users. Today he has a formidable market share in his home market where 100% of test cricket grounds, 99% of bowls clubs, 100% of the large municipalities plus numerous golf courses and football stadia now use his Protea machines. Saltex 2005 saw the launch of these mowers into Europe, under the guidance of Nottingham based Rivendell Projects.

So with a starting price of £1,020 plus VAT, what do you get for your money?

The Semi-Industrial range are cleverly engineered to be as simple as possible (to reduce manufacturing costs and weight), without compromising quality. The standard model is available with a choice of 6 or 9-blade cylinders and has a single height adjuster. The 6-blade is ideal for lawns where a good quality of cut is required but length of grass may be more varied. The 12-blade "Greensmower" has a double height adjuster and brush strip for even more accurate cutting and is aimed squarely at bowls, cricket and golf clubs, where its cutting performance, low price and light-weight are major factors.

The Heavy Duty range consists an 8-blade general purpose mower available in three cutting widths, and the 12-blade "Supercut" available in two cutting widths. Common to all machines is an extremely robust chassis, heavy duty components, dual-drive system and cable-free controls. The Supercut is the heaviest precision greensmower in its market and as such, is perfect for wickets and squares where a degree

of rolling is also required. The 8-blade shares a wide range of applications although cricket outfields, parks and gardens are its speciality.

Both ranges of machines are designed with easy handling and maintenance, and operator comfort in mind. Handles are ultra-low vibration and foldable on the SI range for easy transportation and storage, and controls are non-tiring and simple to use. All machines are cleverly designed to be simple to maintain and set-up. Much development has gone into machine balance, which feels perfect on all models and makes even the 36" machine a delight to handle. The splendid Subaru Robin engines are standard equipment across the ranges, and a Datatag anti-theft system is also installed in every machine.

The last piece in the jigsaw is customer service: Protea is totally committed to the UK market and you only need to look at the growing list of impressive testimonials on the Rivendell website to realise that these machines not only perform very well, but customer service is exemplary. Rivendell have started to win over some important customers now and it is surely just a matter of time before these machines become one of the big names. Finally, for all those customers who cannot afford lengthy downtime waiting for parts, Rivendell carry a full range of spares at their warehouse in Nottingham, which are available next day if required.

Protea go back to basics, concentrating production costs on a strong and accurate machine, avoiding unnecessary complexity. Rivendell's quick-reaction customer back-up service will appeal to the club user as well as the serious competition or commercial user. So if you want a good, honest mower but don't want to pay small car prices, then these are the machines for you.

Please contact Rivendell for brochures, price lists or to arrange a demo.



SI Greensmower for BOWLS, GOLF & CRICKET
12-blade 20" model £1,360,
25" model £1,700 (plus VAT)

SI Mower for GOLF & LAWNS
6/9-blade 20" model £1,020,
25" model £1,190 (plus VAT)



HD Mower for PARKS, SPORTS FIELDS & OUTFIELDS
24" model £2,552, 30" model £3,148,
36" model £3,743 (plus VAT)



HD Supercut for CRICKET WICKETS & SQUARES
20" model £2,552,
24" model £2,977 (plus VAT)

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