

GROUNDSMAN LAUNCH NEW WEBSITE

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Groundsman Industries Ltd was established in 1990 to develop and manufacture their unique range of elliptical plunge action turf aerators. The original Groundsman website www.groundsmanindustries.com was subsequently created to promote their products and for over 30 years has played a vital role in the success of the company.

Billy Warke is the founder and managing director, an engineer at heart, he was responsible for the highly successful original aerator design but he acknowledges that having a great design and a quality product is only half of the equation.

Yes, a product like that does as they say 'sell itself' but only if it's seen and demonstrated. That is especially true with an unknown fledgling company promoting an unknown brand with limited track record to its credit, a very difficult task indeed. Back in those days the fax machine was the latest technology, amazing, who would have thought you could send a letter through a telephone line! Then, if you said, that's nothing, next we will be sending letters images and yes, even videos to outer space to bounce them off a satellite back to the other side of the world, it would sound more like science fiction!

The internet was in its infancy and to reach an international market required attending exhibitions to display and demonstrate your products around the world. This was very costly and only possible for larger well established companies. The internet and websites changed all that, the global marketing landscape became flat and available to small start-up companies and even individuals.

The early websites were generally only viewed on a PC but gradually mobile phones became much more sophisticated to the extent that they become a permanent personal attachment, an absolutely essential piece of kit you never leave home without. Greenkeepers, Landscapers, Machine Operators simply pull it out of their pocket in their days work and browse the internet to find whatever they are looking for. Websites have evolved to accommodate this trend, they are more picture image and video orientated especial on the front end, more text content with technical information can then be found by simply clicking **MORE**.

Groundsman's new website is based on this new style of template and we invite you to have a browse where you will not only learn about our Aerators, Core Collectors, Turf/Sod Cutters and Attachments but we are excited to tell you that we have been busy developing some new products, more about that later in the year. **OUR STORY** since 1990 is well illustrated in **ABOUT** section on our new site, our journey and goals are ongoing and we encourage our dealers and end users to assist us in that journey by contacting us via the '**SEND YOUR FEEDBACK**' section in this new website.



We will be exhibiting again in September at Groundsfest Stands OSA201 & 28A and then at SALTEX Stand C080 in November and BTME in January. If you are planning to attend we invite you to visit us, we will be happy to greet and assist.

For more information please visit our website www.groundsmanindustries.com Email enquiries@groundsmanindustries.com or call +44 (0)28 2766 7049