

KEEP

# GREEN

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JOHN DEERE NEWSLETTER | FOR PROFESSIONAL USERS

2|07

FROM SEVILLE TO ALBACETE, SPAIN

## Ten Deere among wild beasts

The story goes back 200 years.

The Flores family is the second largest farmland owner in Spain, with 23,000 hectares. Three thousand alone are at the Finca El Palomar, and a further five thousand are close by.

Today, the corporation owned by Samuel Flores Romano is amongst the largest farmers of goats and lambs in the country. The activities of the company are as diverse as their locations.

“Los Flores” not only actively farms its agricultural estates but also utilises the land as a spacious natural hunting and recreation paradise. Beyond their passion for raising fighting bulls, they are famous for their splendid “fincas”, rural properties with beautiful manorial houses or sometimes even more imposing buildings, such as their Montizon finca and castle, and for the record-size antlers of the deer they breed for game hunting.

At El Palomar, King Juan Carlos holds the national record for deer antler size shot, and many others take pride in team shooting over 1,000 partridges a day.

Their properties are spread throughout Castilla la Mancha and Andalucía, and those

**Samuel Flores**  
Owner

*“Our idea was to reduce our costs using one single tool for most of the work and hauling to be done on the fields. The new HPX Gator suits our needs perfectly!”*

that know the region say that their animals could walk from Albacete in the North to Seville in the South without setting foot outside Flores’ land. When selecting equipment they were looking for a solution that would meet a wide variety of needs, including maintaining and keeping watch over this huge area, distributing food for the animals in difficult to access areas, and above all showing their guests around the estates.

To put it briefly: The Flores family chose HPX Gators, and they made a bulk purchase of ten units. And they knew exactly why the Gator HPX was the perfect fit for their needs. In the words of Carlos Flores, the son of Samuel Flores and general man-

ager of the family properties: “We were looking for a heavy duty vehicle that was as versatile as possible. Our idea was to have one single tool for most of the work to be done on the fields. A significant cost reduction was also part of our concept.”

**Requirement**  
Versatile all terrain and all purpose vehicles  
**Best Match**  
Gator HPX

**INFO**  
Agropecuaria Sierra Morena: Finca El Palomar, Bovedilla in Alcaraz, Albacete



**David Hart**  
Division Sales Mgr  
Commercial &  
Consumer Equipment

Dear Reader,

Why do customers choose “green”? Is it the quality and reliability of John Deere equipment? Is it the outstanding spare part service offered throughout the world? Does the resale value of green equipment tip the balance? Or is it the simple fact that more often than not John Deere delivers solutions that meet customer needs?

For sure each of these points plays a role. But in this issue of KEEP GREEN, the international newsletter for professional John Deere users, we will focus on some examples that demonstrate the widespread use of John Deere equipment; in virtually all environments, all climates and for all purposes you might – or even might not – think of.

In this fifth issue of KEEP GREEN you can learn about some very special projects across Europe. Read about the needs of the IceMakers in Lapland, Sweden. Accompany us down to the Spanish fincas, or read about some really challenging environmental projects in England!

Should you be motivated by one of these stories and wish to tell about your own experiences with John Deere equipment, do not hesitate to contact your local John Deere dealer. He will be happy to forward your story to us, so we can spread the word to other John Deere users – translated in seven languages, read in 8 European countries! This publication is made for you!

With best regards

*David Hart*



JOHN DEERE



From left to right: J.M. Campo & J. Muguero from the Spanish Branch, Carlos Flores, J. Simón from the dealership at Hellin, one driver and the 10 Gators HPX in front of the beautiful entrance to the “El Palomar” Finca.

ARJEPLOG, LAPLAND, SWEDEN

# The hidden test lab

**Have you ever heard about the municipality of Arjeplog? You haven't? Well that might be because they are hiding on purpose so to say. Just some figures to raise your interest: Arjeplog is Sweden's fourth largest municipality! But that is not all. It is also the fourth least populated. But there is more to tell ...**

Arjeplog, a municipality in Norrbotten County in northern Sweden, is located by the shores of Lake Hornavan, one of the largest and certainly the deepest lake in Sweden. The municipality is popular throughout Sweden for its breathtakingly untouched natural beauty. Need a bit of quiet and contemplation? Arjeplog is the place! Across an area of 12,804 km<sup>2</sup>, to be exact, you would only have found around 1,947 inhabitants in 2005. This translates into a population density of 0.25/km<sup>2</sup>.

That is a statistical average of 4 square kilometres for each person. Not only do you have difficulty in meeting your neighbour when you are in the mood for a chat ... but the freezing cold and snowy weather may encourage you to stay at home. Obviously the climate in Lapland is not to everyone's taste – but still it has some ardent enthusiasts. Many companies of the automotive industry appreciate Arjeplog for what it is: icy, lonesome and hidden from the rest of the world!

Arjeplogs ice tracks are used for automobile testing – a natural test lab, where

you can find unknown prototypes. Ah, pardon, no, forget that information! It is top secret. Putting cars on ice tracks is a great idea, as long as it is cold enough. The ice quickly becomes very solid and the entrepreneurs can bring out their snow ploughs, road graders and big tractors. But in warmer years like for instance last year, with less cold and heavy snowfall, creating ice tracks needed other, better solutions.

This is how it goes: For a start, the snow is packed by snow scooters. This makes it freeze. A secure but slow process. Too slow sometimes. So they found that it would be better to plough the snow away, because the ice will build up quicker. Great concept! But you can't do that with the heavy tractors which were used in the past. Lars Sundström, president of IceMakers at Carstest, concluded: "When we get warm winters like these we have to have other snow removal equipment."

And this is where their favourite, a John Deere 4720 appears on the icy scene. This green multi talented tractor

**Lars Sundström**  
President of the "Icemakers"

*"We needed a special tool light enough to go on thin ice but with enough muscles to plough masses of snow. The John Deere 4720 turned out to be the perfect fit."*



weighs only two tons and is significantly stronger than other small tractors. Sundström: "We have invested in two of these tractors with a snow blower." Their new lightweight snow remover proved to be the best match for their cold needs. More and more entrepreneurs in the automobile testing industry are getting the new lightweight tractors. The Colmis Company is getting ahead of the job now. Icemaker Harald Fjellström at Colmis: "Actually ice conditions are better than last year. We have half a metre of ice across all our tracks and are starting to plane."

By investing in these they can start ploughing on ice earlier than before. It is

that simple. Time is money. And again the John Deere concept was the perfect match.

**Requirement**  
Powerful lightweight tractor  
**Best Match**  
John Deere 4720

**INFO**  
IceMakers Arjeplog, Sweden  
<http://www.arjeplogtestcenter.com/>  
<http://www.icemakers.se/>



## Arjeplog

**Area:** 12.945 km<sup>2</sup>  
**Population:** 3.300 inhabitants  
**Inhabitants:** 0.25 per km<sup>2</sup>  
**Situated:** Swedish Lapland, the Arctic Circle runs through the municipal area of Arjeplog

The winter climate is dominated by the high pressures of northern Russia which generates low average temperatures. Testing in Arjeplog means access to guaranteed good winter conditions between November and April, even if there are short periods of disruptions caused by low pressures from the Atlantic Ocean in the west.

*"Ice is a great thing for skating and sledging. Everybody likes it. But can you turn your passion for ice into a successful business? The Swedish 'Icemakers' can. And they are really good at it!"*



NATIONAL TRUST, GREAT BRITAIN

# For ever, for everyone!

**Isn't that something? The English are not only intent on achieving the best looking lawns in the world – they also actively care for the beauty of their environment, way beyond their garden fences. One of the biggest initiatives is the National Trust, a non-governmental organisation and charity devoted to the protection of Britain's widespread architectural and horticultural heritage. But it doesn't stop there.**

They also look after forests, woods, fens, beaches, farmland, downs, moorland, islands, archaeological remains, castles, nature reserves, villages – "for ever, for everyone", as they put it.

How do they do this? Relying completely on membership fees, donations, legacies and the revenue raised from their commercial operations, it needs a lot of members to achieve their goals. They actually have a total of 3.4 million members and 43,000 volunteers working and caring for over 300 historic houses and gardens and 49 industrial monuments and mills open to the public throughout Britain.

And they are obviously doing a great job: More than 12 million people visit and pay-to-enter properties, while an estimated 50 million visit the hundreds of open air properties that the National Trust protects and manages – a lot of space to care for and a lot of work. It goes without saying that an institution like this will not only care about the environment but also about environmentally friendly equipment.

And this is why the National Trust has appointed John Deere as one of its official preferred suppliers of grounds maintenance equipment for all of its properties nationwide. The use of the electric TE-Gator utility vehicles is now particularly advocated across the Trust. The environmental advantages, in terms of reducing both noise and fuel consumption, make their point.

Hanbury Hall near Droitwich Spa in Worcestershire is just one example. The 18th century house has 20 acres of gardens – including around 10 acres of amenity grass and lawns, a formal wilderness and a restored 18th century bowling green – as well as 400 acres of parkland, "... so

**Neil Cook**  
Head Gardener

*"When we needed a replacement machine, I went straight for the new TE Gator – I didn't consider buying anything else, as we've been so pleased with the older models. The E-Gator we traded in also held its value well."*



picture credit: Stephen Robison

general run-around vehicles are an absolute necessity for us," says Neil Cook, head gardener at Hanbury Hall. Neil was one of the UK's first users of the electric Gator, having bought two in 2000 when they were first launched. "One of these machines has been replaced by a new TE Gator model, equipped with optional electric tipping kit and tow hook, also supplied by local dealer Parks & Grounds Machinery of Bidford on Avon in Warwickshire."

The Gators are used with a trailer to tow walk-behind mowers and carry trimmers, grass clippings, compost, wood, waste bags and just about anything else that needs fetching and carrying. "I originally wanted to replace a different petrol vehicle and was looking at a number of battery powered alternatives, although most were not really suited to the park and all the various jobs they would have to cope with," Neil explains. After reading about the new electric Gator in a trade magazine, he asked for a demonstration.

"It proved to be just perfect, exactly what I was looking for, with the right type of turf tyres, good suspension and good load carrying capacity," Neil says. "It's only two wheel drive, but it goes anywhere. Hand on heart, I can honestly say we've never got it stuck, which is surprising as we're on quite heavy clay soil and some

parts of the park can get very wet and sticky, especially in winter. It's a lot quicker and more comfortable than driving a tractor and trailer around. In addition, for an electric vehicle it tows brilliantly, and the tipping load bed is an excellent feature too. We have a number of width and height restrictions in the park and gardens, but the TE-Gator fits through everything we needed it to without any modifications (unlike our previous machine) and we've been delighted with it ever since."

"However, the best thing for me is how quiet it is – this is the one thing I really wanted from a working vehicle, as we're open to the public. Sometimes you only want to move a few yards, and an electric vehicle lets you do that silently without disturbing visitors with the sound of engines stopping and starting the whole time. We generally only need to charge the Gators overnight once a week or sometimes even every other week, depending on workloads."

**Requirement**  
Environmentally friendly vehicle for challenging terrain  
**Best Match**  
TE Gator

**INFO**  
<http://www.nationaltrust.org.uk/main/w-trust/w-thecharity.htm>

## All new – all good!

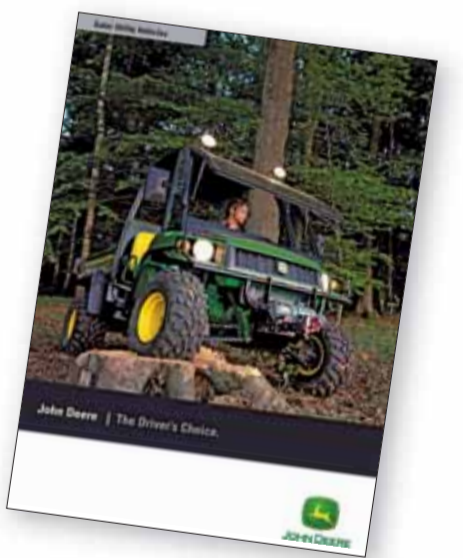
The all-new rebuilt hydraulic dump 580L and 580H Material Collection Systems are out! Great tools indeed: Pick up and stay on-the-go with these commercial models designed to fit on the X700 Series Tractors and on 2020 Series Compact Utility Tractors. Available in low and high-dump versions with 600 and 850 litres. More info? [keepgreen@johndeere.com](mailto:keepgreen@johndeere.com)



## JD Gator Brochure

Learn all about the Gator Series – including helpful and smart attachments and accessories in the John Deere Gator brochure! Be the first to know. You can order your brochure here and now:

[keepgreen@johndeere.com](mailto:keepgreen@johndeere.com)



## Perfect tyre pressure on Gators

To ensure perfect traction, the lowest possible ground pressure and a comfortable and safe ride in all conditions, correct tyre pressures are crucial not only for cars but also for Gators.

When inflating tyres or checking the pressure, use a clip-on chuck and extension hose long enough to allow you to stand to one side and not in front of or over the tyre assembly. You will find the perfect tyre pressure for your Gator model in the operator's manual. Check tyres for low pressure, cuts, bubbles, damaged rims or missing lug bolts and nuts regularly.

LEEDS, ENGLAND

# The 7 million square metre challenge!

What could one say about the city of Leeds? Well, Leeds is a lively city, rich in culture and heritage with lots to explore. More than 750,000 people live here. Over 100,000 people come to work in the city centre every day. Many thousands more tourists and visitors come to shop, eat out or enjoy the range of attractions Leeds has to offer. Is that all? No, it isn't: the next time you think of the city of Leeds, add one key word: green!



Leeds City Council actually claims to have the biggest outdoor programme in the UK. Looking at their broad range of activities, it appears that they really deserve this superlative. Glendale Managed Services is the largest specialist green service provider and currently runs a major grounds management contract in Leeds.

This is where John Deere qualities come in. Glendale's fleet of John Deere out-front rotaries based at Leeds could well be the hardest working mowers in the business. The national grounds management company has been running eighteen 1445 (31 hp) and 1545 (31 hp) front mowers on a complex and highly intensive grass cutting contract with Leeds City Council Services, which covers a staggering 7.2 million square metres (nearly 730 hectares), to be cut once a fortnight from March to October! A truly unique challenge both for man and machine.

Throughout the season the mowers are serviced monthly; each deck receives a full blade change after every two cuts, and only genuine replacement parts from John Deere are used. With each machine working up to 1000 hours a year, a significant percentage of which is spent on the road, the mowers have understandably suffered a number of mechanical and structural problems. John Deere and Glendale have worked together to overcome these inherent difficulties with a view to improving the product through 'sharp-end' customer feedback. This has involved changes to the oil cooler configuration and strengthening of the chassis to cope with the arduous demands of modern day commercial grass cutting operations.

By the way: Glendale was one of the first UK customers to buy the new 1400 Series mowers when they were launched in 2001 and has been using John Deere mowers in its fleet since the early 1990s.

Glendale's company engineer Angus Lindsay adds: "We have tried all the major makes of front rotary mower over the years and have stuck with John Deere because they take a proactive and realistic approach to addressing product issues. We're pleased with the response from John Deere and our local dealer when we do experience a problem. A realistic understanding of the demands placed on equipment in today's environment benefits all parties in the development of future machinery."

All the Leeds based machines, delivered by local dealer Bob Wild Grass Machinery, are equipped with flail decks and John Deere's commercial 157cm (62in) fastback rear discharge rotary decks. "The first two or three cuts of the year can be difficult, so we find it's better to put the flails through first and then change to the rotary decks," explains Glendale's supervisor Lenny Greenwood. "This gives a more



Angus Lindsay  
Glendale company engineer

*"We have tried all the major makes of front rotary mower over the years, and have stuck with John Deere because they take a proactive and realistic approach when addressing product issues."*

even quality finish across the season, as well as flexibility should weather conditions set off flushes in grass growth."

**Requirement**  
Heavy duty ride on front mowers  
**Best Match**  
John Deere 1400 & 1500 Series

**INFO**  
[www.leeds.gov.uk](http://www.leeds.gov.uk)

HOW'S YOUR MEMORY?

## Win a Gator Off-roading Experience



We hope that you enjoyed this issue of Keep GREEN. See what you remembered – as usual we have a few trivia questions for you: Answer our three questions and win an off-roading experience and training day for two people in 4X4 of the year 2007, HPX Gators. The winner will be notified in writing immediately after the draw. All legal recourse is excluded. John Deere employees and family members are not entitled to participate.

Offer valid until 31 January 2008.

1. When did the Spanish Flores family start their business?
2. What kind of ice do the Swedish Icemakers make?
3. How many hours does mowing equipment work in Leeds per year?

Please write your answers on the contact form. And let us know what topics are of particular interest to you.

**Credits**

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