BARRUS

Est. 1917

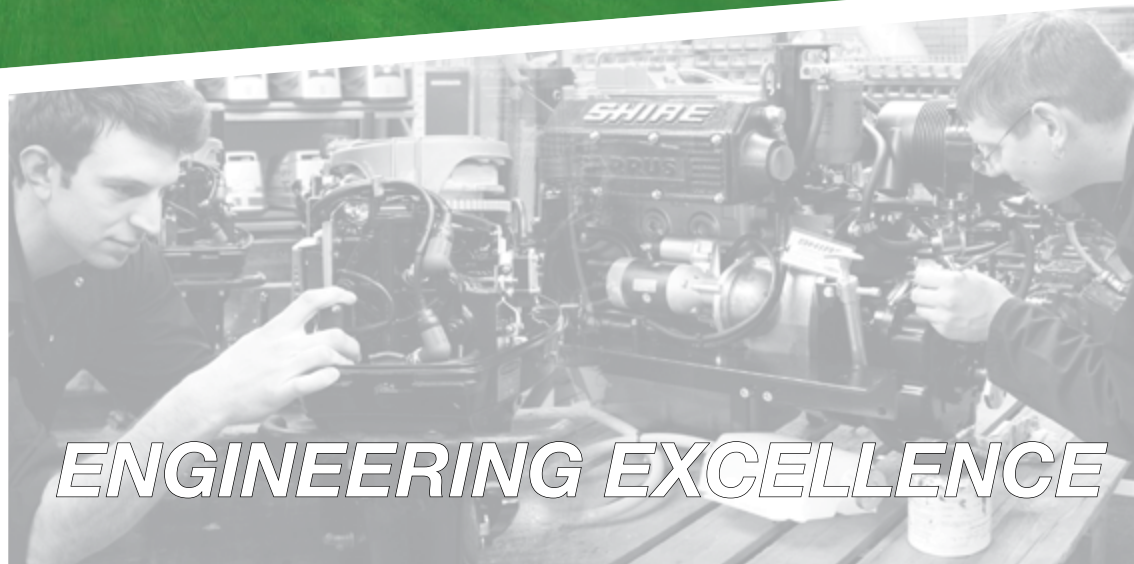
The Power Behind The Brands

MARINE

GARDEN
WILKINSON SWORD

BARRUS
BARRUS
BARRUS

4.5 tonne
INDUSTRIAL


SHIRE
ENGINEERING EXCELLENCE

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The Power Behind The Brands

A great British company founded in 1917; Barrus has a strong sales, distribution and engineering focus. Approaching its centenary, Barrus continues to display the core values laid down by its founder, Ernest Prouty Barrus, of innovation and creativity that have become synonymous with the Barrus name.

Barrus has developed partnerships with major international companies representing leading brands in the garden machinery, garden tools, marine and industrial engine markets.

Each of these market sectors are serviced and supported by specialist teams. They deliver professional sales and technical after-sales back-up to the Barrus network of over 3,000 authorised dealers to provide the highest quality products and service to the end user.

Recognised worldwide as a leading custom-engine builder, Barrus's applications engineers and engine builders ensure the optimum engine specification is supplied direct to original equipment customers' production lines.

Barrus's dedicated research and development team work as consultants with the MoD, the RNLI and other military and emergency services organisations supplying specialist engines and equipment.

The demanding operating environments that these organisations encounter set the standards that Barrus apply across all products and services.

This is what makes Barrus the power behind the brands.

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675 PILOTHOUSE

Setting the standard for excellence in **marine products**

The Marine Leisure Division has an enviable portfolio of market leading brands offering the recreational boater and professional user an extensive choice of high quality marine outboard engines, leisure and fishing boats.

Barrus has a long association with one of the world's leading manufacturers of marine engines and leisure craft, the Brunswick Corporation. Starting with the introduction of the Mariner range of outboards in the 1970's, Barrus's success resulted in Brunswick awarding the company UK distribution for Mercury outboards. Mariner and Mercury represent the very latest in outboard engine technology enabling Barrus to offer the most advanced and broadest range of outboards available.

A significant development in the growth of this division has been the addition of the award-winning range of Quicksilver boats, another brand from the Brunswick Boat Group, who are one of the largest boat manufacturers in Europe. Innovative design and functionality are the trademarks of this range.

Inflatable boats complete the line-up of products from the Marine Leisure Division with the SunSport, Mercury and AB boat brands offering affordable starter packages right through to beautifully crafted, luxury models.

MARINER 2.5hp - 350hp

QUICKSILVER®

SUNSPORT

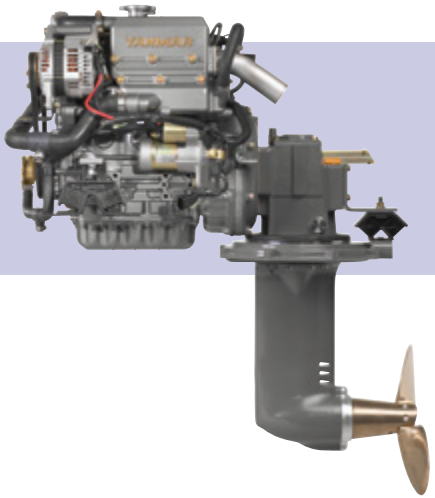
AB

MERCURY Inflatable Boats

attwood

MERCURY 2.5hp - 350hp

mase I.S. 2.5
mase
GENERATORI



Advanced power **on the water**

The Marine Diesel Division supply high performance, marine propulsion systems to boat builders and fleet operators in both the leisure and commercial sectors. Barrus has long standing partnerships with leading international companies including the Brunswick Corporation representing the Mercury MerCruiser petrol and Mercury diesel engine product ranges.

Yanmar's relationship with Barrus began in the 1960's which took the Japanese firm into a completely new sector of the marine diesel market and throughout the 1970's they worked closely together on engine design and modifcation. Yanmar is now one of the world's leading marine engine manufacturers, manufacturing and marinising their own engines as well as collaborating with Toyota and BMW to create a full range from 10hp to commercial marine engines up to 4500hp. The successful relationship with Yanmar has led to Barrus becoming one of the largest Yanmar distributors in Europe.

All brands offer the most technologically advanced marine inboard engines capable of powering a diverse range of craft including sailboats and luxury yachts, powerboats and family cruisers, commercial fishing boats and workboats.

The division's technical sales engineers provide customers with professional sales advice combined with expert technical support for both small and large scale projects.

The Mase range of marine generators powered by Yanmar diesel engines offer low sound and vibration levels providing a quiet and comfortable environment on-board.

YANMAR
10hp - 4500hp

MERCURY MerCruiser
135hp - 1650hp

MERCURY Diesel
150hp - 370hp

mase GENERATORS

LIFEBOAT
S10.07
PRIDE OF SIDMOUTH
MARINER
150
150

Specialist design and **engineering solutions**

The Special Products Division is a dedicated team set up to design and develop custom-built engines and accessories to meet the specific operational requirements of its professional customers. The team has a wealth of experience and knowledge capable of solving the exacting requirements and applications of specialist organisations including the professional rescue services, the military and other government and commercial organisations.

Barrus has developed close relationships with many of its major customers working as consultants and suppliers. These include organisations such as the RNLI, UK MoD, US DoD, H. M. Coastguard, Overseas Government Forces, Police and Fire Service Search and Rescue Units. Barrus was proud to be awarded a long term partnering agreement with the UK MoD. This covers the supply, overhaul and repair of all outboard engines, inboard diesel engines, post design services and in-service support.

The Special Products Division has been responsible for many innovations over the years. FAST PIRS® (Post Immersion Restart System) is an outboard engine that can be rapidly started after being submerged; a significant advance for self-righting search and rescue vessels and a multi-fuel outboard capable of running on four NATO fuels.

John Deere's renowned marine diesel engines and Shire canal boat and workboat engines are also part of this divisional line-up. The Shire canal boat range is continually being updated with innovative features and benefits to maintain its position as a leader in this market. A commercial range of Shire workboat and riverboat engines have been developed based on the Yanmar and John Deere marine diesel engine blocks, renowned for their rugged reliability and durability.

Proud suppliers to

DELTA · mca · ZODIAC MILPRO · BAE SYSTEMS · de&s · SHIRE 15hp - 130hp · JOHN DEERE 75hp - 550hp

Cub Cadet
Cub Cadet

The UK's leading range of **garden machinery**

The Lawn & Garden Division has a comprehensive range of premium quality lawnmowers and powered garden equipment from leading brands suitable for both the domestic and professional user.

Many of the brands including Cub Cadet and Lawnflite are supplied by the Modern Tool and Die Company, MTD Products Inc., co-owners of Barrus. MTD is one of the largest global manufacturers of outdoor powered equipment; a company that is committed to providing products that are built to the highest engineering standards delivering the best in performance and results. The product line-up has always been driven by innovation and the introduction of Cub Cadet's steering wheel zero-turn technology for lawn tractors has been a significant advancement within the industry.

Cub Cadet machinery is widely used in the preparation of the courses at major equestrian eventing competitions. The brand has been endorsed by the current World number one, William Fox-Pitt, as part of a long-term sponsorship relationship.

Agri-Fab's high quality, durable lawn product accessories are the perfect complement to the lawn tractor range.

For the professional user, the Rover and Lawnflite PRO machinery ranges offer reliability and durability to withstand the rigours of daily use whilst reducing the through life cost.

The Massey Ferguson range of domestic lawn and ground care machinery is supplied by Barrus to Massey Ferguson dealers throughout the UK and the Republic of Ireland.

Barrus has one of the largest specialist dealer networks in the industry, offering users professional advice and exceptional levels of after-sales and technical support.

Cub Cadet · Lawnflite · Lawnflite PRO · Rover · Agri-Fab · Tandu · Arnold Be Part of It · Massey Ferguson · MTD

An inspiration in **design and function**

The Garden Tools Division offers an extensive range of garden hand tools and battery powered products from the well-respected brands of WOLF-Garten and Wilkinson Sword.

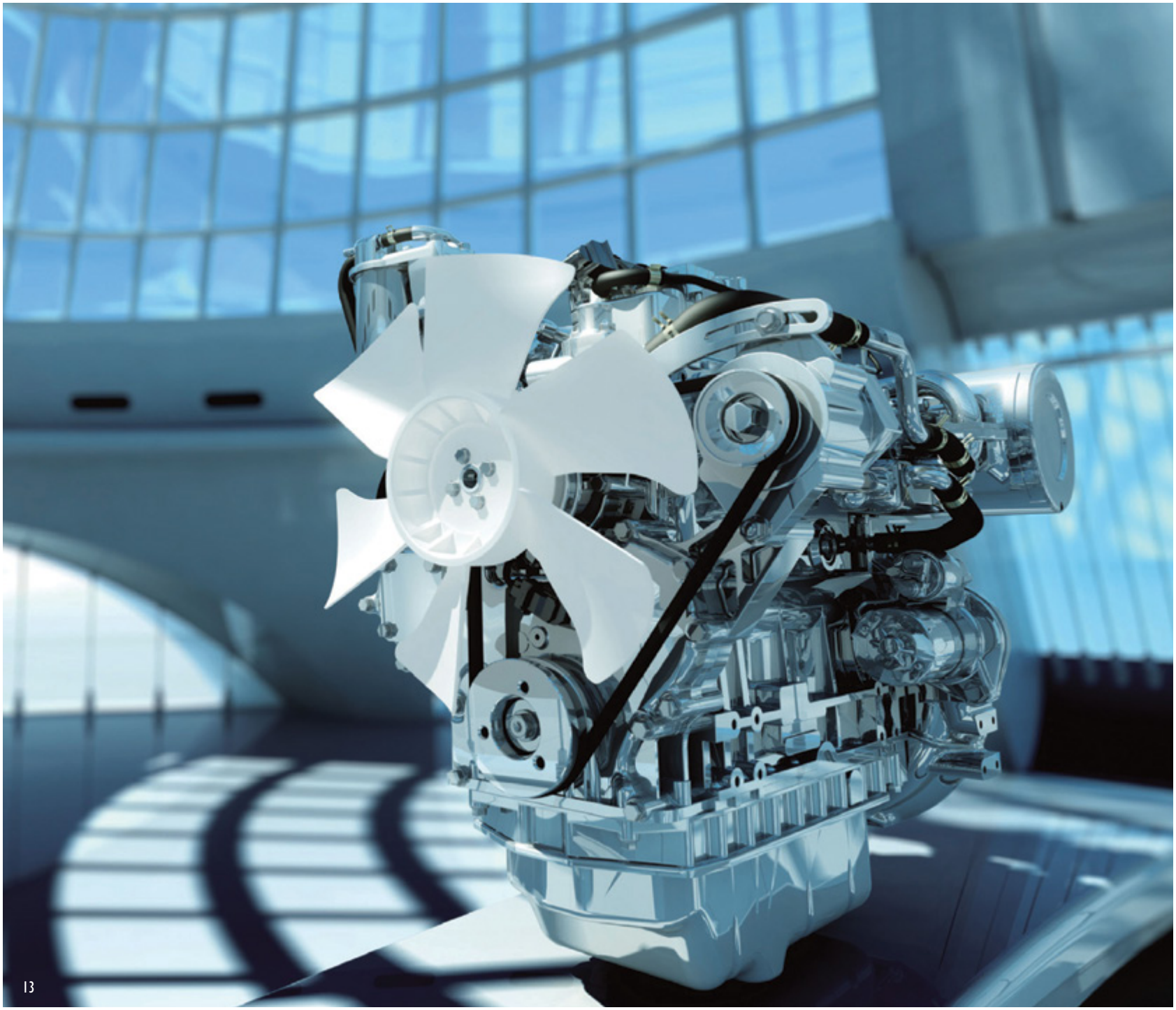
Modern Tool and Die (MTD), acquired WOLF-Garten in 2009 and appointed Barrus as the distributor for the UK. MTD has continued to strengthen and develop the range of products throughout Europe, building a reputation as one of the most popular brands of garden tools.

Starting with the introduction of the ground-breaking draw hoe over 80 years ago, WOLF-Garten's philosophy has been to provide products of premium quality and performance that make gardening easier and more enjoyable. The innovative multi-change® garden tool system introduced in 1982 is a clear example of this with a range of tool heads and handles suitable for any type of gardening task.

In 2010, Barrus secured a trade mark licence agreement with Wilkinson Sword Ltd, (a wholly owned subsidiary of Energizer Holdings Inc.), to use this established and well-respected brand name to sell and market a range of garden tools. This totally unique range has been designed to meet the expectations of the brands existing, loyal customer base and to appeal to gardeners looking for recognisable quality garden tools. The success with Wilkinson Sword has seen a new distribution arrangement with the Energizer Group Ltd., to supply the Energizer range of batteries and torches.

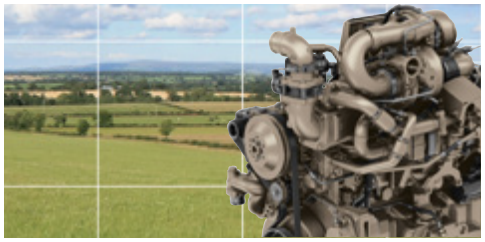
All brands are sold through national and independent retailers and all leading garden centres.

Energizer WILKINSON SWORD WOLF Garten



STEPHILL
GENERATORS

Powered By
TOYOTA
www.COMBiLiFT.COM



Power and performance for demanding **industrial applications**

The Industrial Division offers a range of diesel, petrol and gas engines from some of the world's leading manufacturers including Yanmar, John Deere, Kawasaki and Toyota. The continued commitment and investment in product development by these companies enables Barrus to meet the exacting demands of original equipment manufacturers for high quality, performance, durability and reliability.

The division has been highly successful in introducing these products into diverse market sectors with applications in construction, telecommunications, agriculture, forestry, military, railways and transport refrigeration.

A core competency of the division is its flexible approach to customer's needs, providing specialist engineering support for both one off projects and volume production. Application testing is a vital part of the service, enabling the customer to have access to accurate data to determine how an engine will perform throughout its life.

The division has recently expanded the line-up of power solutions to include Toyota CNG, NG and LPG engines. These engines are suitable for a variety of applications including power generation, material handling, utility and access equipment.

YANMAR
4hp - 65hp

Kawasaki Engines
1hp - 26.8hp

TOYOTA INDUSTRIAL ENGINE

JOHN DEERE
60hp - 600hp

LONCIN
LONCIN
3000-AS
3000
196CC

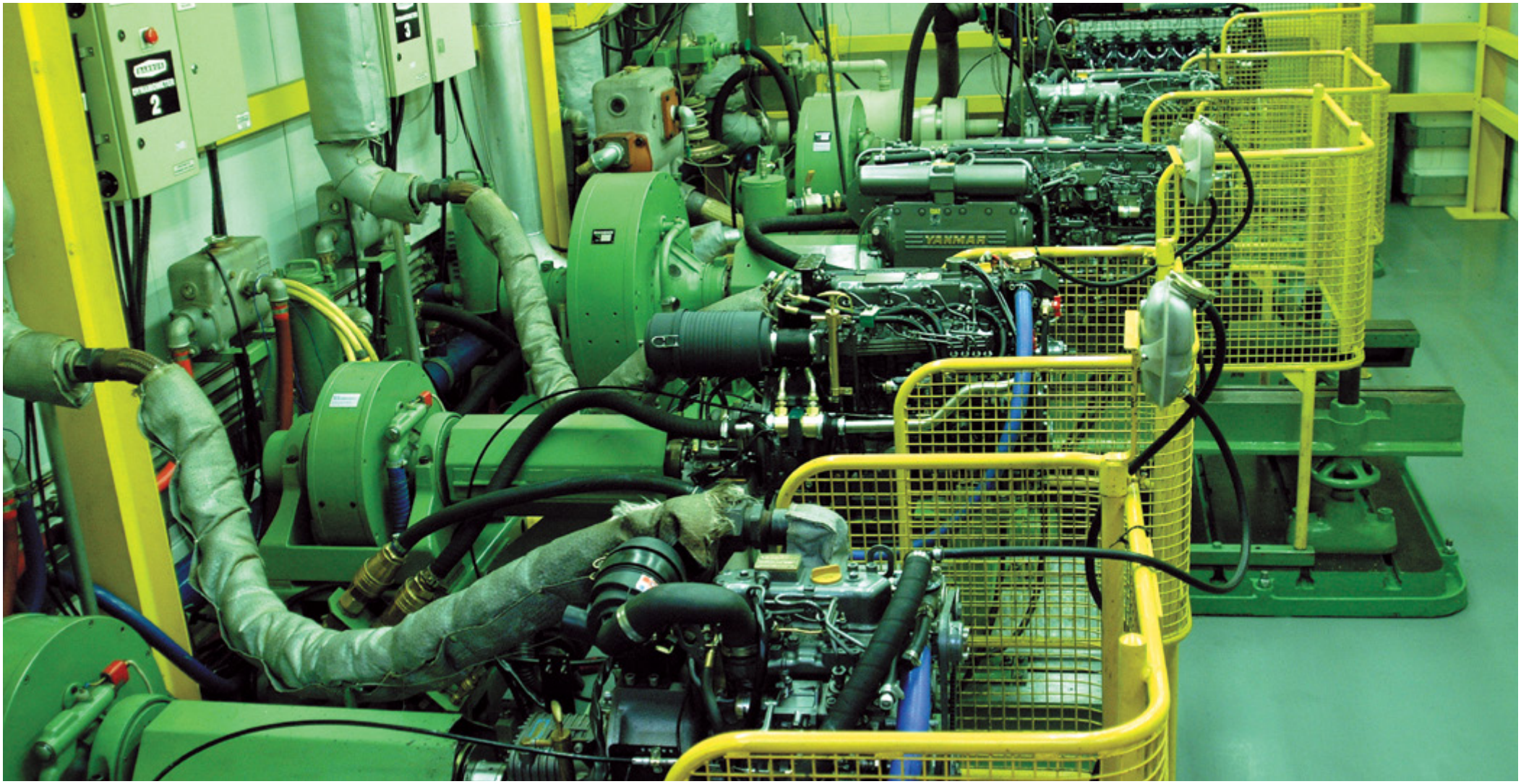
LONCIN

Repowering **the future**

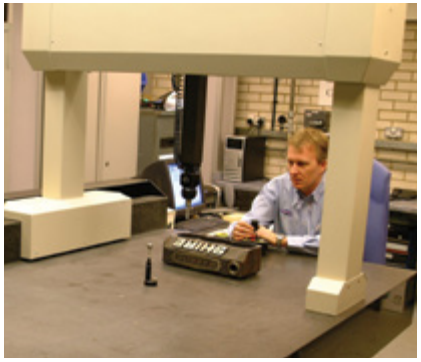
The Powered Products Division offers a full range of Loncin engines, generators and pumps which are used by many original equipment manufacturers around the world. Loncin GPE was established in 1993 as a motorcycle engine manufacturer and in 2005 became a collaborative partner of BMW. The company, whose portfolio now includes engines, generators and motorcycles, has developed a reputation for high quality, reliable and durable products.

The range offers products for the professional user for applications in the plant hire, construction and ground care markets, and, in addition for the homeowner and DIY enthusiast looking for quality products at a competitive price.

With many customers choosing to extend the life of their existing equipment, the Loncin range of horizontal, vertical and V-Twin engines are ideally suited as a cost effective engine for the repower market.


YANMAR

MARINER



Research & Development and Production

A commitment to innovation, creative design and **quality build**

Barrus's commitment to research and development is reflected in the number of patented technologies that have been developed for a range of critical applications. The R&D Team work closely with users of equipment to understand their specific requirements and the hostile conditions in which they operate.

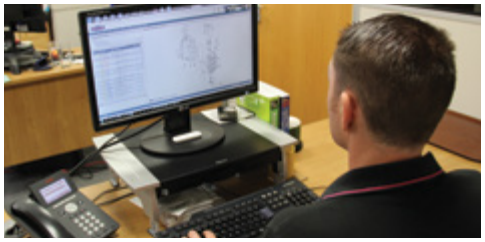
The Production Team offer a flexible approach to meet the most demanding customers' requirements. The substantial investment made by Barrus has created one of the world's largest and most modern custom-engine building facilities, allowing Barrus to build products in single units to large volume production runs. Barrus's test facilities enable delivery of fully tested, run-in and first serviced engines. Barrus can also provide customers with an engine overhaul facility, extending the life of significant capital assets.

Barrus's facilities include:

- Five dynamometers capable of testing diesel engines up to 1600hp, with Europe's only non-captive sterndrive dyno, a variable down-angle dyno and the world's only Fabio Buzzi Trimax drive compatible dyno. The dynos can be pre-programmed and are run automatically by computer control for 24/7 operation.
- An outboard test cell which can accommodate up to eight 350hp engines with transoms from 15"-30".
- Two overhead mono-rail production lines capable of taking outboard engines up to 350hp and inboard engines up to 500hp.
- Extensive CAD capability and resource.
- Computer measuring machine (CMM) for inspection and design purposes.
- A machine shop and welding centre for prototype and low volume manufacture.
- A dedicated engine overhaul area.
- A spray booth with warm air ventilation for superior paint finish.

Mercury
MERCU
MOWERS

BARRUS
BARRUS
BARRUS



We offer reliability with our **spare parts & distribution**

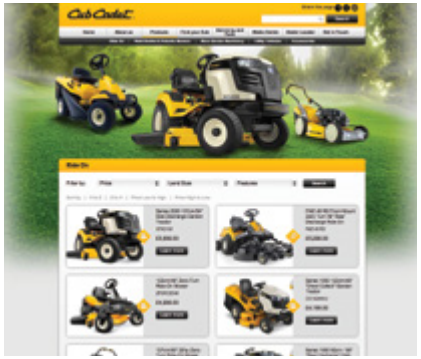
Spare Parts and Distribution
Barrus is committed to providing total customer satisfaction; this has led to the development of highly efficient service and support systems for the dealer network. The investment in spare parts ensures that customers' demands for prompt delivery of replacement parts are met. Barrus's own fleet of delivery trucks ensure that products are delivered safely and on time.

Spare Parts
Barrus's electronic parts ordering portal, DIAL 247 (Dealer Immediate Access Link), is a state-of-the-art EDI system that is available to authorised dealers through www.dial247.co.uk. DIAL has been designed as a stock checking and ordering portal combined with an electronic parts catalogue with over 300,000 part numbers available through the system. It offers instant access to 'live' information including stock availability, order entry, back order status and order history. To manage the 60,000 lines Barrus carry in spare parts inventory, the company has invested in the latest automated high bay industrial storage and handling systems from Kardex. Eight Kardex Shuttles are capable of carrying over 22,000 lines with a combined capacity of around 17 tonnes. The Optimiza inventory management software is an invaluable tool for measuring projected availability, particularly during the peak season, enabling a high percentage of customer orders to be fulfilled from stock first time.

Customers' orders are processed within 20 minutes and parts orders received by 4pm will be despatched on the same day for delivery the next day. For larger customers a dedicated overnight secure box system is in place, stretching the order deadline to 4:30pm with delivery before 8am the next day. This effective parts supply service is a key feature of the Barrus operation with a dedicated Spare Parts Department supporting a 3000 strong dealer network across all divisions.

Distribution
Located in Bicester, Oxfordshire, Barrus is ideally situated at the heart of the country's motorway system. This, coupled with a warehouse facility of over 2 million cubic feet, enables the company to provide an excellent distribution service to customers throughout the UK and Ireland. The Barrus transport fleet operated and driven by the company's own professional team, are equipped with 'Yanmar powered', demountable forklifts that allow for a highly efficient, reliable, door-to-door, distribution service.

MARINER
YANMAR



Committed to the highest standards of **customer service**

Training

Effective training is a vital part of Barrus's business philosophy to maintain high standards of service support across the dealer networks. The company offers a comprehensive range of courses for engineers and technicians which are available to all dealers and specialist partners. The purpose-built Training School, at the Barrus headquarters in Bicester is supported by regional courses throughout the UK and Ireland. With technology improvements being introduced more frequently and particularly the level of electronics involved in engine management increasing rapidly, Barrus training courses are essential to ensure the highest levels of support for end users.

Marketing

Barrus has an in-house Marketing Services Department that handle literature design and production, advertising, promotional activity, exhibitions and PR. In addition to the corporate website Barrus has developed bespoke sites to support its numerous brands including a number of E-commerce sites. Marketing support is also available to the dealer networks providing practical advice and guidance for local marketing activities.

Quality

Barrus has achieved the highest quality standard in the commercial world, ISO 9001-2008. The quality systems are audited every six months by Bureau Veritas, the world's leading certification body, to ensure the company is maintaining systems to the requirements of BS EN ISO 9001. This dedication to quality provides customers with consistently high levels of service and technical support.

1917
Company was founded by **Mr. E. P. Barrus** in London.

1920s
The company became European distributor for numerous US manufacturers of precision hand and machine tools.

Following many racing successes Barrus entered the marine outboard market importing US built **Johnson & Lycoming** marine engines.

Late 1920s
Barrus entered the **automotive market** supplying garage tools and equipment including the first remote controlled electric garage doors plus an exclusive range of machine tools.

1930s
A unique **exhibition garage and training school** was set up on the Thames Embankment.

Late 1930s
Purpose-built works **opened in Acton** designed to withstand bombing raids.

1970s
The company **achieved AQAP 1** (Allied Quality Assurance Plan No 1) – the top military quality standard.

1975
The **Formula Johnson BBC "Grand-stand Trophy" races** held at Fairford, Gloucestershire was an innovative event organised by Robert Glen. The top ten under 1,000cc drivers competed in a series of ten lap races.

1977
Barrus **re-located to Bicester**, Oxfordshire.

Late 1970s
Barrus's innovations included the **UKs first gas-fired garden barbecues**. Product introductions included Zodiac inflatable boats and life rafts, Oleo-Mac chainsaws and Hitachi electric power tools.

Barrus was appointed **distributor of Mariner outboard engines**.

Barrus promoted Mariner outboard engines through powerboat racing with **team Mariner** achieving an impressive series of national and international successes.

1940s

Barrus became the essential life-line for Britain with the **supply of hand tools, cutting tools, military tools and marine engines to the UK War Department and the Ministry of Supply.**

Barrus manufacture **portable hydraulic equipment** under the Blackhawk name as well as ARO pneumatic tools.

1950s

Barrus entered the **Lawn & Garden market** as distributors of the 'Lawnboy' rotary mowers.

1960s

Barrus **pioneered the early ride-on mower** and the innovative **grass collection system 'Direct collect'** manufactured and sold under the Barrus brand name of Mow Master.

Sole supplier of outboard engines to the Special Forces, Army, Navy, Royal Marines and Coastguard Services. Supplied half of the outboard engine requirement to the **RNLI** for 'D' Class lifeboats.

Barrus appointed **exclusive UK distributor for Yanmar Marine diesel engines**.

1970s

Barrus became the **first export customer for the Modern Tool and Die Company (MTD)** based in Cleveland, Ohio distributing the Lawnflite brand of garden machinery.

1980s

The Industrial Engine Division was established – **Barrus introduced Yanmar L-Series,** air-cooled, clean diesel engines – the first industrial engines to meet CARB regulations.

Barrus developed the **world's first diesel All-Terrain Vehicle, the D-BAT** – the Vehicle Division was established.

1990s

The company achieved the **highest quality standard in the commercial world**, ISO 9001 (now ISO 9001-2008).

£1m investment to create the **world's largest custom engine** building facilities.

2000 onwards

Barrus **awarded long term supply contract by the MoD** for the supply, overhaul and repair of all **outboard engines, inboard diesel engines,** post design services and in-service support.

Barrus designed and built **trial multi fuel outboard engines for the UK MoD**.

Barrus was appointed **distributor of MerCruiser inboard marine engines** and **Mercury outboard engines.**

Barrus was appointed **distributor of WOLF-Garten** garden tools and machinery.

Barrus secured a **Licence Agreement** for **Wilkinson Sword** garden tools.

Barrus appointed **distributor for the Quicksilver** range of leisure and fishing boats. Barrus appointed **distributors for AB inflatable boats**.

Loncin petrol engines, generators and pumps were introduced into the newly formed Power Products Division.

Barrus appointed **distributor of Toyota CNG, NG and LPG engines and Energizer batteries and torches.**

OUR BRANDS

Marine

MARINER
MERCURY
YANMAR
MERCURY MerCruiser
MERCURY Diesel
JOHN DEERE
SEASEARCH
IAB
SHIRE WORKBOAT RANGE
MERCURY Inflatable Boats
SUNSPORT
QUICKSILVER
mase GENERATORS
MotorGuide
SHIRE
attwood

Garden

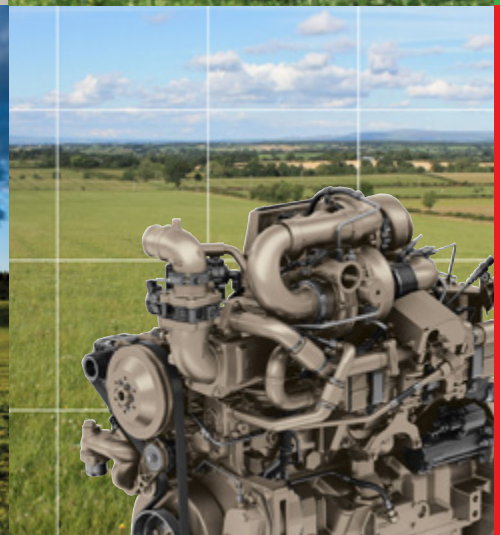
Cub Cadet
LAWNFLITE
WOLF Garten
WILKINSON SWORD
LAWNFLITE PRO
Agri-Fab
ROVER
MTD
MASSEY FERGUSON
Tondu
Energizer
ARNOLD BE PART OF IT

Industrial

YANMAR
JOHN DEERE
Kawasaki Engines
TOYOTA INDUSTRIAL ENGINE
LONCIN

MARINE

GARDEN



INDUSTRIAL

BARRUS

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The Power Behind The Brands

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