

INSIDE OUTDOOR

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Upcoming Events

Maryland Municipal League Annual Convention in Ocean City, MD
June 26-29, 2016

Southern Farm Show in Raleigh, NC
February 1-3, 2017

SC Turfgrass Show in Columbia, SC
February 2017

Carolina Green Industry Network Show in Charlotte, NC area

Holiday Closings

Independence Day - July 4, 2016
Labor Day - September 5, 2016
Thanksgiving - November 24-25, 2016
Winter Break - December 26-30, 2016
Memorial Day - May 29, 2017

Shindaiwa Launches "Buy from a Trusted Source" Campaign

In May, Shindaiwa launched its new "Buy from a Trusted Source" campaign. The premise of the campaign is to get landscapers to buy their equipment from dealers whom they trust. An article by Entrepreneur.com recently discussed how integrity, reputation, trust and relationships are key components for the emotional side of branding and this campaign reflects this concept. Read the full article at <https://www.entrepreneur.com/article/275287>.

OED is pleased to announce that four of the ten dealers initially chosen for the "Buy from a Trusted Source" campaign are OED dealers: Wilmington Lawn & Leisure, Inc. in Wilmington, NC; North Star Auto Sales in Oneida, TN; C.D. Rouse & Co. in Winterville, NC; and Universal Equipment Service & Repair in Loudon, TN. The campaign is built around magazine ads as well as online articles that are featured on the Shindaiwa website at www.shindaiwa-usa.com.



Introducing ECHO's New ProXtreme Series



ECHO is proud to call its new ProXtreme Series™ the most powerful 26cc professional-grade two-stroke engine family ever developed. The new 2620 Series gives you:

- More horsepower – delivers 1.35hp
- Lighter weight power head – 7.1 lbs. power head
- Longer run time – 21 fl. oz. fuel tank
- Industry best hot re-starting
- Better air filtration – 2-stage filtration system
- Industry leading warranty – 2-year commercial

The new ECHO ProXtreme Series provides pro landscapers with the best performance and durability. There are four new models in this series:

- SRM-2620 Trimmer at \$319.99
- SRM-2620T Trimmer at \$349.99
- SRM-2620U Brushcutter at \$369.99
- PE-2620 Edger at \$349.99

Popular Mechanics Dubs the CS-361P as the Best New Tool

The CS-361P is a compact, lightweight, high powered saw designed for professionals who prefer a rear handle configuration.

See the full article at <http://www.popularmechanics.com/home/tools/a17734/echos-cs-361p-chainsaw-best-new-tool/>



OPEI: Look Before You Pump

Do you pay attention to what kind of fuel you put in your lawn mower, string trimmer or chain saw? Two thirds of Americans who own outdoor power equipment do not know or do not pay attention to what type of fuel they use.

The Outdoor Power Equipment Institute (OPEI) has added free resources to its ethanol education portal to help you talk with customers about proper fueling and outdoor power equipment.

The resources include new social media posts, an infographic, a fill-in-the-blank press release and blog posts. There's also a summary of new research on consumer awareness, fueling and ethanol. #LookB4UPump

<http://www.lookbeforeyouump.com/ethanol-education-portal>

DO YOU LOOK BEFORE YOU PUMP?

Do you pay attention to what kind of fuel you put in your lawn mower, string trimmer, chain saw or other outdoor power equipment?

2/3 OF AMERICANS who own outdoor power equipment say they either are not sure or do not pay any attention to what type of fuel they are using.

DID YOU KNOW? Gasoline containing greater than 10 percent ethanol (E10) can damage outdoor power equipment and other small engine equipment such as motorcycle, snowmobile and boat engines.

LOOK BEFORE YOU PUMP

- ✓ Only use gas with 10% ethanol or less.
- ✓ Only use fresh fuel that is less than 30 days old.
- ✓ If the gas you use for your small engines is more than 30 days old, dispose of it properly.
- ✓ Label your gas can with the date you bought your fuel.

www.LookBeforeYouPump.com #LookB4UPump

Congratulations to Vanco Outdoor Equipment



Facebook post by Vanco Outdoor Equipment on May 5, 2016

“The work of a small business is never done and the challenges have never been greater. Everyday our staff comes to work with the goals of providing outstanding customer service, affordable prices and quality products. We are humbled and honored to have been chosen Best Small Business in Vance County 2015.”

Editor’s Note:

Let us know if you have any special news to share. We are always looking for interesting items to include in our newsletter.



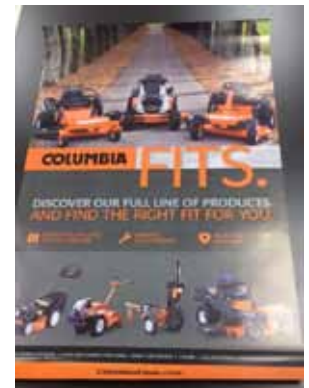
New Columbia P.O.P Materials

OED now has a limited supply of P.O.P. materials available for the Columbia product line. Orders may be placed through our Customer Service Dept.

#CO POSTER Set of 2 posters

#CO BANNER Vertical floor banner (includes frame)

#CO 873-10124 Literature, full line



ECHO Bear Cat Summer of Savings

Runs July 1 - August 31, 2016

\$500 INSTANT REBATE

on 4" - 5" PTO and Skid Steer models

\$1,000 INSTANT REBATE

on 8" - 9" PTO and Skid Steer Models



Meadow and Brush Mowing the Easy Way

The Outback® BC26 mechanical drive brushcutter, designed for cutting through overgrown brush, is ideal for clearing meadows and fields or cutting paths and trails wherever dense brush and weeds present a clean-up challenge. The 26” wide rigid deck, commercial-duty brush hog tackles brush up to 6’ high, grass and weeds over 8” tall and saplings up to 2” diameter.

- BC2600ICM with 10.5hp Briggs MSRP \$2,579.99
- BC2600HM with 13hp Honda MSRP \$2,879.99

The Outback® hydro brushcutter is a 26” commercial-duty walk-behind brush hog ideal for rough terrain, hills up to 20-degree slope and wet or uneven conditions. Make quick work of under-brush, berries, bramble, vines, tall grass and small trees up to 2” diameter and 6’ tall - all at a rate of just under an acre of brush per hour.

- BC2600HH with 13hp Honda MSRP \$3,599.99
- BC2600HEBH with 13hp Honda E/S MSRP \$3,899.99

Outback® with Tuff Torq™ hydrostatic transmission

- BC2600HHEU with 13hp Honda MSRP \$3,999.99



Engineered to be More than Just a Mower

- | | |
|--------------------------|--|
| PROFITABILITY | More efficient in both time and motion |
| SMALL FOOTPRINT | Can handle tighter spaces and turns |
| LOWER TO GROUND | Keeps operator in the center for zero turning radius |
| TRACTION ON HILLS | Shifts operator weight for incline on hills |
| STABILITY | Lower center of gravity for surefootedness |
| VISIBILITY | Full, unobscured 360-degree line of vision |
| AVOID OBSTACLES | Rapid response with a quick bend of the knees |
| BAIL-OUT EASE | Not trapped by seat, armrest or control levers |
| ERGONOMICS | Greater comfort and stamina with less stress on lower back |
| GROUNDS SPEED | Faster mowing means greater productivity |



Looking to add a mower line to your product mix? Look no further than Wright.

Wright mowers can help your customers be more productive and therefore for profitable.

Contact your Territory Manager to learn more today!

WORKS LIKE A MOWER. REWARDS LIKE AN INVESTMENT.

