



PRESS RELEASE – August 2009

AL-KO announces first Australian Premium Dealer recipient.

AL-KO International is pleased to announce Shane Russell of Powerquip in Hallam, Victoria as the first Australian mower/power garden dealer to attain **AL-KO Premium Dealer** status.

The introduction of the AL-KO Premium Dealer status amongst lawn mower and power garden outlets means that, with the wide range of AL-KO Power Garden equipment now available, the Premium Dealers throughout Australia will enjoy a competitive advantage over their retail rivals.

For the past 5 years, Powerquip in Hallam has stocked a selected range of AL-KO Power Garden equipment, including Ride on Tractor, Self Propelled mowers and electric shredders, then recently made a decision that is now paying dividends. Shane Russel, Powerquip Hallam owner took the next step and included the range of AL-KO Domestic Electric Waterpumps as part of his product line.

“This was one of the best business decisions I have made so far” declared Shane Russell. “Ask any owner or manager of a power garden or mower retail outlet and they will tell you that we survive or prosper within the spring to summer season, but the decision to include the AL-KO Waterpumps within our range opened up an opportunity to present our business as a year round concern. The Waterpump market is ever expanding, and we can offer our existing or new customers a one-stop shop when they are looking for quality power garden products”.

As part of the AL-KO Premium Dealer status advantage, Powerquip not only receive exclusivity to sell the complete range of AL-KO product within their geographical area, they receive assistance through marketing POS material and promotions, display opportunities and indepth product training on all the AL-KO power garden equipment, along with the opportunity to purchase product in quantities that will suit their market and the season itself.

“I would encourage any dealer who is thinking of ways to expand their business and create profit opportunities to seriously consider the AL-KO brand and products, and investigate the AL-KO Premium Dealer program. It is a brand I genuinely trust, they provide outstanding product and business to business support and have a range that allows me to sell in the traditional ‘quiet times’, as well as when the floor traffic is at its peak”

“I am very proud of this recognition, as is my staff, and I am also very proud of the decision I made to take on the AL-KO range of products at Powerquip Hallam, it has been an excellent decision, and has evolved into a partnership that I know will reap the rewards in both the short and long term”

FOR MORE INFORMATION PLEASE CALL AL-KO ON 1800 035 603 OR AT WWW.ALKO.COM.AU



Shane Russell of Powerquip Hallam with his AL-KO Premium Dealer trophy, the first Australian recipient.

