

March 2010

Golf: 18 or 19?

The prestigious Augusta National Golf Club driving range [Georgia – U.S.A.] provides the setting for the testing of a Ballpicker with a view to the Masters which are scheduled to take place in April 2010. Besides the automatic retrieval of golf balls, officials have expressed a certain interest in the Bigmow® to keep the rough areas in good condition.

Rugby: 14 or 16?

Although football is indisputably the king of all sports in continental Europe, the same can hardly be said for other countries. The Bigmow® was successfully introduced for the maintenance of rugby pitches in Ireland. Although their surface area is similar to that of football pitches, (+ 7,000 m²), the lawn mowing height is however slightly greater, hence the interest for the Bigmow®.



NAAS Rugby [IRL]



Football: 22 or 23?

The Bigmow® continues to be the mower of choice for the maintenance of football pitches in Europe. Major companies which specialise in the upkeep of these surfaces understand the benefits of using these machines in terms of the following: cost control, mowing quality (consistent 22 mm height), noise pollution (58 db), etc.

Looking back on 2009...

If contrary to our expectations the market failed to grow to the degree we were hoping for (+ 40%), Belrobotics did not witness a drop in sales figures in 2009. We would therefore like to congratulate all those who played a part in our success.

What about 2010???

Technical progress

2010 should witness several new developments, some of which will be proposed as equipment options in order to ease their insertion into the marketing structure.

With regard to *options*, the “Track & Trace” GPS system is the most significant, as it will eventually allow one to download the device’s history thanks to the integrated GPRS module. The ease of communication with the machine will thus be vastly improved.

The “Mow-by-sat” *satellite guidance project*, which was devised in partnership with the company Nav-On-Time [Toulouse – France] and the University of Catania [Italy], is still ongoing. The original presentation was given to an audience which consisted of journalists and European representatives at the end of 2009. The “Mow-By-Sat” system has already been patented.

All Belrobotic machines now come equipped with *waterproof sonars*. The Bigmow® will be the first machine to be fitted with this system. The fitting of a waterproof sonar on charging stations is also in the pipeline for this year.

Distribution network

We would like to welcome our new distributors: *Special Maskiner* and *Omtech Electro* in Denmark and the company *RoboWorks Ltd* in Great Britain. Welcome also to our new distributors and purchasing advisers in Belgium: Eco Jardin SA (Gerpinnes), Van Tassel Bvba (Vlezenbeek), Keymolen Agri SA (Rebecq), Ets Grégoire Sprl (Nivelles), Ets Wansart SA (Marche en Famennes), Ets Georges Noel (Limelette).

Marketing

New logo and introduction of our new “catcher”: The Grass Masters. This new logo will be implemented from this year onward and we are counting on you to ensure that it is updated on your website and in your presentations, brochures, etc.