

# AVANT<sup>®</sup> MAGAZINE

AVANT TECNO CUSTOMER MAGAZINE 2/2013

New  
R Series  
from Avant! p. 4

Avant Mini Loader replaces four at UK Equestrian Centre p. 20

Importers at the core of the Avant world p. 22



**Christmas  
special  
offers!**

# AvantShop

**Grey Polo shirt**



**£26**

**Grey fleece**



**£27**

**Work overalls**



**£66**

**Ladies grey t-shirt**



**£23**

**Back pack**



**£32**

# Editorial

We leave a challenging year behind us. The way the economic conditions looked this time last year, we prepared a budget for a decrease of almost 10% in turnover. After the first half of the financial year, we were 6% behind compared with the year before. However, this trend began to turn and we saw growth of 10% in the latter half of the year. In the current financial year, Avant Tecno Oy's turnover will be slightly over EUR 77 million, with growth of 3%. At Group level, including Leguan Lifts Oy and our three sales companies in Germany, UK and United States, total turnover will be about EUR 93 million.

Heavy investments a couple of years ago to find new export countries have results already in plain sight. We have several new export countries and regions that are already important for us; the best examples include Kazakhstan, Azerbaijan and the Middle East. Our sales company in the United States got their sales off to a nice start in the latter half of the financial year; we have high expectations from this part of the world.

Sales in Denmark, Switzerland, South Africa and Latvia and Norway have seen growth of more than 20% in turnover, resulting in Norway becoming our biggest export country.

One of the paramount factors spurring our sales has been continuous and successful product development. New machine models such as the Avant 640 and the R Series, the new cabin range and several new attachments have made Avant ever more competitive.

In the upcoming financial year continued work to increase production efficiency is planned, the procurement of welding robots, a third automatic laser cutting machine for placement in our automatic warehouse, keeping manufacturing of Avant machines in Ylöjärvi.

To surmise, we are looking forward to the next financial year with positivity, we will write down growth of 10% in the budget. The seasons are changing and we hope for a very frosty, snowy winter so we can enjoy winter sports, such as skiing, sledging down hills and making snowmen with a passion. After all, ploughing snow is no problem for us here at Avant. Neighbours who have not yet bought one of our machines may beg to differ, of course. Then again, that can be fixed...

*Risto Käkelä*  
CEO Avant  
Avant Group

## Avant Tecno Customer Magazine 2/2013

**Editor-in-chief:** Ella Lahtinen / Avant Tecno Oy  
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AVANT TECNO (UK) Ltd.  
Manor Farm, Bridgham,  
Norfolk, NR 16 2RX  
Tel (01953) 714 896  
Fax (01953) 714 897  
E-mail: sales@avanttecno.co.uk  
www.avant.co.uk

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New

R



# Series from Avant!

Avants loader range expands with a new R Series when two new models, R28 and R35 are brought to market. In 2013 R Series model range continues with R20 model. The R Series is different from other Avant models as it has dissimilar body control solution; loaders cab is located in the back frame instead of the front frame. Practical design, efficiency and sustainable components of the R Series continue to be Avants guaranteed quality.





**“Almost all of the Avant loader benefits without having to learn different driving styles.”**

“ With the new models we want to provide the benefits of Avant loaders also to those customers who are used in driving the loader with the cab located to the back frame. Our aim is that the R Series driving experience should be as similar as with typical Avant loader. It is now possible to get almost all of the Avant loader benefits without having to learn and to change between two different driving styles,” says Jani Käkälä, Vice President Avant Finland.

The control and way of driving new R Series is different than in a typical Avant loaders but from their technic and other features, these new models are highly based to allready exchisting models Avant 528 and 635. R20 model which comes to the market 2014, is based to 520 model. Large working power, horizontally rigid articulation joint, telescopic boom and compact size make the R Series loaders outstanding machines in particular to agriculture and horse stables. “You can really notice the driving benefits of R Series in small spaces and tight corridors. Although the turning circle is itself exactly the same as the familiar sibling Avant models, are new R Series loaders easier to reverse in tight spaces because the cab in these loaders will not turn outside the tireline”, Käkälä clarifies.

“Compared to the usual Avant loaderconcept we had to make some compromises in the designing but I am very satisfied to the new loader which represents Avants design



See the comparison video of Avant series via QR-code or from Avants youtube-channel [www.youtube.com/user/avantteco](http://www.youtube.com/user/avantteco)

language very well. Even though R Series loaders have slightly worse visibility to the frontline and attachment, it is still much better than in many similar purpose loaders in the markets. In addition, the R Series loaders are about 10cm higher than other Avant's and it has a little bit weaker tipping force", says Käkälä.

Avant loaders are designed for users needs and to strong working conditions. R Series complements Avant model range and it serves customers with a very tight spaces, or who are used to

otherkind of steering mode than typical Avant loader has. "Due the R Series we are now able to meet and answer the market needs better and serve different customer segments with the total range of our loaders", outlines Käkälä.

**Information:**  
Avant Tecno Oy

**"New R Series loaders are easier to reverse in tight spaces."**



AVANT R20	AVANT R28	AVANT R35
850 kg	900 kg	1050 kg
20 hp diesel	28 hp diesel	37,5 hp diesel
2,8 m	2,8 m	2,8 m
12 km/h	12 km/h	14 km/h
AUX 31 l/min	AUX 38 l/min	AUX 66 l/min
1390 kg	1400 kg	1480 kg
2550 mm	2550 mm	2550 mm

# The first R Series Avant in Finland – getting to show its strength



A new Avant R28 was delivered to the village of Lehtimäki in Ostrobothnia in late August. At the time of writing, the machine has been at its new home for three weeks and has accumulated more than 20 operating hours. In other words, it has been in daily use.

Ilari Hautala runs a cattle farm in the village of Lehtimäki, and the new Avant R28 was purchased mainly for dispensing silage and moving bales. Ilari believes, however, that the Avant's capabilities may surprise him and lead to more uses for the machine. Thus far, he has even used the Avant to help out his wife with some gardening duties, much to her delight.

Ilari had thought about purchasing the machine for some time and tried out various Avant models in Ylöjärvi. A traditional Avant felt cumbersome to control, because he was used to operating wheel loader-type machines. 'It's a good thing my purchase decision was drawn out so this new type of Avant reached the market. When I tried the R28 for the first time, it immediately felt right in my hands. There was no need to mull over the purchase any more – I had found the right machine', Ilari says.

There were many reasons for choosing the Avant: the machine has versatile features, servicing it is easy, and the company provides professional and local maintenance services. 'In addition, I must say the fact that the Avant is a Finnish machine was important for me. I produce domestic products myself, so naturally I favour Finnish products in my own decisions. That is what carries this country forward', Ilari points out.

Ilari praises the way the Avant R28 handles. 'It felt great to get a quality machine without needing to learn a new way to drive. I'm sure I would have become used to driving a traditional Avant, but it's always better to have a machine you can

control and one that feels right straight away. When I drive this, I don't feel like I'm on a carousel. This machine feels more solid when it's stationary, it does not sway or swing. Plus, I get fewer dents in the cowshed', Ilari laughs.

The Hautala family is extremely satisfied with their new machine. It has matched their expectations perfectly and worked without any problems. At the moment, the R28's only attachment is a silage fork, but additional purchases are only a matter of time. The owner also plans to construct an adapter so he can use in his Avant the same attachments he has already bought for the front loader at the farm.

'The Avant R Series machine has been a perfect fit for us, and we plan to use the machine a lot outside the cowshed to make farm work easier. Of course we have other machines at the farm, but this Avant is certainly the most agile and it moves around effortlessly inside and outside the buildings. We received this machine at the perfect time, it arrived at the exact moment when our old silage dispenser wagon broke down', Ilari says with a smile.



# UK Council adds Avant to fleet

The UK Amenity Services department of Crawley Borough Council has recently added four Avant's to its extensive fleet of grass cutting equipment. Obtained from a local dealer, the Avant's have been supplied initially with rotary grass cutting attachments, but one of the main attractions to the Council is the Avant's ability to add different attachments at a later date - massively increase their versatility.

Two 420 models have been dedicated to work within Tilgate Park, a 150 acre leisure area which includes a rare breed centre, where a bucket attachment enables one of the Avant's to muck out the pig pens. The other pair of machines chosen by Crawley BC are 220s, the smallest currently available from the Finnish



manufacturer. With a width of just 960 mm these units are being used to cut grass in a variety of tight access areas where the only alternative would be walk-behind mowers. In particular, it is their ability to lift the cutting deck over obstructions such as posts and gateways that makes them ideal for the application. All the Avant's will be used 37 hours per week from March until early November but with the potential to continue working during the winter months by adding any from a choice of over 100 different attachments available from the company - Avant, perfect for every season.

# Avant 635 has special role in Elephant house in UK Zoo

Avant 635 delivered to Twycross Zoo at Atherstone in Warwickshire, was chosen principally for the regular rotating and changing of special estuarine sand used within its elephant house. This sand is used in order to maintain the elephants' feet in good condition as part of an on-going zoo policy to provide the highest possible levels of animal welfare.

Supplied with bucket, pallet forks and digging arm attachments, the Avant is now able to complete the elephant house task in less than three hours and, thanks to the machine's size, is able to reach into all the

corners with ease.

The Avant was chosen by Twycross following extensive research into the Avant's suitability, discovering that similar machines were being used successfully in several European zoos for a variety of material handling duties.

Since the 635 model arrived at Twycross its full potential was soon realised and it wasn't long before it was being pressed into service for many other load and carry applications around the 80 acre site as well as helping to maintain the numerous pathways.

The 635 model from Avant's line-up of machines is powered by an efficient Kubota diesel engine and features hydrostatic all-wheel drive, an articulated chassis for tight turns and a lift capacity of 1000 kg. In addition it is equipped with an offset, telescopic self-levelling boom which not only ensures excellent handling capabilities but also provides the operator with an unrestricted view of the attachment in use.



## Saltex 2014 Windsor, 3rd - 5th Sept

(Avant position: <http://2013.iog-saltex.com>)

The UK's national event for grounds care, sports, amenities, estates and green space management. From turf care and specialist machinery to landscaping and playgrounds, over 250 SALTEx exhibitors bring the latest products, equipment and expertise to Windsor Racecourse for three days. Exhibitors cover the complete range of grounds care services, many taking advantage of the event's outdoor location to show their products at their best with live demonstrations.

**SALTEx**  
SPORTS AMENITIES LANDSCAPING TRADE EXHIBITION

2 - 4 September 2014  
Royal Windsor Racecourse

# NEW ATTACHMENTS



## Bucket brush

A new product for this autumn is a bucket brush that collects the brushed material in a large bucket-shaped container. The brushing result is optimal when one is driving backward, but the bucket brush works very well also when in forward motion. In forward driving, the brush is highly suitable for collection of larger impurities, such as construction waste.

The bucket brush is equipped with floating function, allowing the collection container's lip plate to rest freely against the ground. Therefore, it is not necessary to install boom floating for the machine. The brush bucket's container is emptied by first lifting the brush part hydraulically, then tipping out the material collected, as from a normal bucket. As the brush wears, the brush axle height can be adjusted by means of a simple locking mechanism.

The irrigation device available as an option efficiently ensures binding of the dust formed during brushing and minimises the harm caused by dust. One also has the option of installing an irrigation device for the machine later. The bucket brush is available in two sizes: with a working width of 1,100 mm and with a working width of 1,500 mm.

Technical information		
Model	1100	1500
Broom width	1100 mm	1500 mm
Total width	1356 mm	1764 mm
Collector box Volyme	370 l	500 l
Broom diameter	500 mm	500 mm
Water box volyme	120 l	120 l
Product no	A35945	A35689
Product no with water spray	A36023	A36024

Model	218	220	313S	320S	320S+	419	420	520	525LPG	528	R28	R35	630	635	640	745	750
1100	Very compatible	Very compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible
1500	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible	Compatible

■ Very compatible   
 ■ Compatible   
 ■ Incompatible



## Snow blower

The renewed, extremely efficient two-stage snow-blowers have now been added to the Avant range. These snow-blowers are also very well suited to professional use, since their work efficiency is unbelievably good – up to 30% better than that of the previous models.

The snow-blower assists in efficient removal of snow from areas where it is not to be gathered in large piles but spread evenly and cleanly along the path. Thanks to the two-stage operation of the enhanced blower, it can blow even wet snow efficiently.

The discharge chute can be turned 270° directly with the machine's controller. The throwing height can be adjusted mechanically, but also electrical discharge-lip adjustment is available as an option. Switching on the blower's hydraulics is an efficient way to keep the blower from experiencing blockages.

The enhanced blower can also have bank cutters installed (optional), to be attached to both ends of the blower with bolts. The bank cutters facilitate work with high snow banks; they improve the throwing of the snow and slightly increase the working width.

Technical information		
Model	1100	1400
Working Width	1100 mm	1400 mm
Chute rotation	270 °	270 °
Weight	225 kg	255 kg
Product no	A35870	A35847

### New snow blower

- work efficiency +30%
- new impeller with non-freezing design
- improved discharge chute, equipped with two-part deflector for throwing-height adjustment
- faster electric chute rotation
- bank cutters as an option

Model	218	220	313S	320S	320S+	419	420	520	525LPG	528	R28	R35	630	635	640	745	750
1100	Red	Green	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Yellow	Red	Red	Red	Red
1400	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Yellow	Green	Green	Green	Green

Very compatible
  Compatible
  Incompatible



# Broom with collection box assists parish

## Rotary boom in

The Salo Region Adult Education College in Finland purchased a rotary boom for their Avant (635 DLX) in May this year. The rotary boom has been of great help in many tasks requiring physical effort, such as sweeping away sand from the property's yards.

Students have had a chance to test and use the boom for a couple of months, and it turned out to be a very useful attachment right away. 'The machine doing the heavy work reduces the amount of our physical effort. The bristles are very good, their width makes brushing fast and the result is accurate. Furthermore, adjusting the boom is easy', the students say, in praise the attachment.

### Teachers grateful for the ease of use, too

The Avant is an excellent machine for teaching purposes. One of its benefits is the extensive range of attachments that give it remarkably versatile applications for use. The machine is very easy to use,

so students usually learn its features quickly and enjoy using it for many different tasks. In addition to the rotary boom, the Adult Education College has a dozer blade, a general bucket, a sand spreader and spikes.

Graded in college style, the Avant 635 receives an overall grade of 'good' from the College.

'The machine has enough power for our use, and we can offer the students training for a multitude of applications. We must also acknowledge the availability of the local warranty service and quick service from the company. Whenever the Avant has had a minor problem, it has been repaired briskly and the machine has been back in use in no time', the College reports.



The Parish of Mäntsälä in Finland uses a new broom with a collection box, equipped with an irrigator, in their Avant 635 machine. The parish purchased this broom assembly as soon as the new models arrived in spring 2013, and they have no regrets. 'We chose this particular broom device because we already have an Avant loader and needed a compact broom due to the narrow spaces in the cemetery. This assembly is working extremely well', says gravedigger Henry Salo, from the parish.

**A**ccording to Salo, the broom with collection box is used for approximately three hours per week, and it is used mostly for removing gritting sand, leaves and other waste from the cemetery's pathways. With this new, handy device, the parish has been able to decrease its use of the noisy leaf blower.

Henry Salo cannot think of any improvements for the broom; he says its best feature is its small size. In addition to the broom with the collection box, the Parish of Mäntsälä, has a snow blower and a lawn edge cutter, which have kept the narrow passageways of the cemetery clean all year round.

The Parish of Mäntsälä has 47 employees and more than 16,000 members. The parish is growing in size and has experience of people's joys and sorrows dating back 400 years.



# teaching use



## Salo Region Adult Education College

- established in 1996
- provides development services in adult education and employment
- approximately 5,700 students annually
- more than 80 instructors
- training for several different sectors (industry, social sector, financial management, data processing, entrepreneur coaching...)

Denmark's Sorring Maskinhandel is competing for the title of the largest importer in Avant's history, with Sweden on an equal footing. In the course of 20 years, more than 50 million euros in Avant products has been exported from Finland to Denmark. That means more than 4,000 machines.

## A success story from Denmark – Sorring Maskinhandel A/S



**W**hen a company makes a strong investment in exports in the early stages of its history and with weak resources, as Avant did, success requires finding a reliable partner or importer who is good at selling products and pays its bills on time. This is exactly the kind of partner Sorring Maskinhandel has been.

Our previous issue included a story about the 1992 Bauma trade fair. That event is where the story linking Avant and Sorring has its beginnings. A few days into the trade fair, two young men walked past our stand, looking for new products to sell. They had already walked a few metres past our stand, all nine square metres of it, when a presenter 'started a machine that resembled a small loader by pulling a cord, like starting a chainsaw, then jumped on the seat and started to drive around in circles, bouncing around', as they expressed it. This seemed such an extraordinary thing that the men turned back.

I was that driver. I exchanged a few words with them at the stand and handed out some brochures, and we exchanged business cards.

The next time we saw each other was in the autumn in Denmark, and after that the Danes started to sell Avant machines: Jörgen Jensen, the importer, handled sales in Jutland, and Gert Jensen managed things on the island where Copenhagen is situated. The company's base was a farm Jörgen owned in the middle of Jutland, where he had given up running a pig operation a short while earlier.

Agriculture was the sector they first targeted when selling the machines. After all, they were very familiar with that field. Fur farmers, who are closely linked with agriculture, quickly became another important group of customers. Alongside familiarity with the target market, another strength in the sales efforts was hard work. They made contacts at trade fairs





and exhibitions, then created sales by taking a machine to the contact's site and demonstrating it. The customer had the opportunity to try out the machine on the farm – thus, the decision to buy it was made as easy as possible.

A third key factor in Sorring Maskinhandel's operation is their after-sales service, which is of extremely high quality. The company has invested heavily in maintenance and in equipment for it, and they can be contacted almost around the clock. This naturally reinforces customers' faith in both the products and the importer.

### **New selling power from the new Avant Center**

In tandem with their success, Sorring Maskinhandel have expanded their premises several times, and their presentation facilities for use on a farm are truly impressive. However, a couple of years ago, they decided that, to be able to market Avant even more efficiently than before, they had to find a location that is highly visible and

that provides easy access for customers.

They started to push forward this project too with great determination, and launch ceremonies were held on the new premises in late summer. The new exhibition hall boasts a great location, at a motorway junction. Nobody driving past can fail to notice it. Large windows make the atmosphere inside feel as if one is standing outdoors. For night-time, the outdoor lighting turns the Avant Center green. The invitation to the inauguration stated: 'The world's largest selection of new and pre-owned Avant machines.' Even we had to admit this was true. Also, the premises are much larger than even our new presentation facilities in Ylöjärvi.

In my opinion, of course, this was a piece of cake; the Jensen boys knew the dimensions of our Avant Center. All joking aside, we at the Ylöjärvi factory are very happy with Sorring's success and believe that the new premises will help the company reach its goal: more people will become familiar with Avant, and sales to new sectors will expand even more than before.

We at the factory are also glad that such wonderful Avant Centers have been constructed in other locations. We will showcase them in future issues of Avant Magazine.

*Risto Käkelä*





# Agritechnica

– The leading exhibition for agricultural machinery shows new innovations

Agritechnica was held in November in Hannover, Germany, is the world's leading event in the field of agricultural machinery and equipment. Last time, in 2011, the trade show attracted more than 400,000 visitors over its seven days.

The first Agritechnica took place in Frankfurt am Main in 1985, and the event moved to Hannover in 1995. Hannover boasts one of the largest exhibition grounds in the world and offers a high-quality environment for showcasing modern large agricultural machinery.

Presenting new innovations and products has always been a significant part of the biennial Agritechnica exhibition. The organiser of the event, DLG (Deutsche Landwirtschafts-Gesellschaft e.V.), started granting innovation awards in the 1960s, and these have become an important attraction for the fair in the decades since.

Agritechnica has traditionally been a significant event for Finnish manufacturers exporting agricultural machinery. A leading exhibition relatively close to home has offered them an excellent opportunity to find new markets and do business there. This year is no exception: roughly 30 Finnish exhibitors are participating, and other Finnish products are displayed at the importers' stands.





**Agritechnica 2011**



**Agritechnica 2009**



**Agritechnica 2005**

Wow! The organisation behind the Agritechnica trade fair, DLG (Deutsche Landwirtschafts-Gesellschaft e.V.), has been organising events focusing on agricultural machinery and the food industry in Germany for more than 120 years. The last fair, held in 2011, attracted as many as 419,000 visitors, from 83 countries in total. Nearly 100,000 visitors travelled to the fair from outside Germany, and the exhibitors at the event represented some 47 countries. In total, 1,300 of the 2,700 exhibitors represented organisations outside Germany.

**Avant is a familiar name at Agritechnica.**

Avant has participated in Agritechnica since the 1990s. Agricultural operators used to be the most important target group for Avant – in the beginning, the products were designed for live-stock operations, among them the slide-steered Avant range developed to facilitate feeding of animals.

Thanks to the development of new models in recent years, particularly the 600 and 700 series, applications of Avant products on farms have become more varied, and the customer base has expanded to cover farms in all sectors of production. This has further increased the importance of Agritechnica for Avant.

Several of our Finnish customers visit Hannover to see the new developments in the field of agricultural machinery, and we have traditionally invited them to our stand for a brief pause with refreshments and to talk about Avant products and other topical issues. Agritechnica is, of course, a natural environment for meeting with Avant importers and for making completely new contacts.

# Avant Mini Loader proves ideal for handling portable toilets

Following three successful years using an Avant 200 Series mini loader in its busy storage facility, Hampshire based toilet hire company Loos for Do's has recently taken delivery of a more powerful and articulated 520 model.



Owned and run by husband and wife team Edward and Nicky Warner, award winning Loos for Do's has achieved an impressive 25% year on year growth since being established in 2002 and the couple claim this rapid expansion has been made possible by offering quality products supported by a quality service which has resulted in a high level of repeat business.

The company originally chose the Avant concept because it avoided the need to obtain forklift driver licences for all the workforce, but since acquiring the first machine it soon proved to be a highly cost-effective method of handling and loading toilets within the confines of the yard.

Commenting on the new Avant's versatility, Mr. Warner said: "With its articulated chassis and telescopic arm we are now able to fully load our delivery vehicles from just one side which is not only very convenient but also speeds up the whole loading and unloading process."

Mr. Warner continued, "The extra weight and power of the 520 model now also enables us to handle the larger, disabled toilets as well as tow our 3 tonne trailer units with ease."

The Avant 520 is powered by a Kubota D722 diesel engine developing 14 kW (20 hp), has an inside turning radius of just 995 mm and a maximum lifting height of 2790 mm with its hydraulically powered boom in the fully extended position.





An Oxfordshire based UK dairy farmer has discovered the many benefits offered by an Avant, following its purchase as a replacement for an ageing skid steer loader.

# Oxfordshire dairy farmer discovers the versatility of an Avant Compact Tool Carrier

Jersey Manor Farm near Bicester covers some 350 acres and is currently home to a herd of 120 pedigree Jersey dairy cows and 150 followers managed by father and son duo, Ian and Tim Corner who utilise a Lely robotic milking system.

Commenting on the purchase of an Avant 635 model, Ian Corner said: “We’re over the moon with it and now use it every day for a wide variety of cleaning and feeding tasks in confined areas where it is not possible to gain access with our large 7 m reach telehandler.

“It really is a fantastic little machine” continued Mr. Corner, “and saves us a huge amount of manual work using a variety of quick change attachments and I have to say it is proving to be far more versatile and easier to operate than our old skid steer unit.”

The 635 is one of a range of compact tool carriers and attachments available from Finnish manufacturer Avant Tecno. This model is powered by a reliable and economical Kubota diesel engine developing 28 kW (37.5 hp) and features an articulated chassis and 4-wheel hydrostatic drive which provides outstanding manoeuvrability and traction at all times.





# Avant Mini Loader replaces four at UK Equestrian Centre

A newly established equestrian centre in Lincolnshire has just taken delivery of an Avant and a variety of attachments - a package which has been able to take over work previously requiring four different machines.

Field Farm in the UK, located just a mile or so from the beach north of Skegness can accommodate up to 28 horses and ponies, either on a livery basis or, during the summer months, as a destination centre for holidaying owners.

Owner Paul Simpson was keen to find a single machine that could perform all the regular duties around his impressive 60 acre site, from handling large straw bales to sweeping areas of concrete yard and cutting grass around the jumps of the Centre's UK Chasers approved cross-country course. By having just one 'jack-of-all-trades' machine, not only is less room required for storage but also maintenance costs can be greatly reduced as well.

Having seen an Avant machine at a county show, Mr. Simpson made contact with local dealer, which was happy to deliver a demonstrator to enable him to assess its performance.

"To be honest", said Mr. Simpson,

"I was initially a little sceptical about its ruggedness but I have to say my fears proved to be totally unfounded as the Avant turned out to be a little star and so I knew the search for a suitable machine was over."

A model 630 was duly ordered, together with a 4 in 1 bucket, bale spike, sweeper, mower deck and arena harrow – just a small selection of over 100 attachments currently available from the Finnish manufacturer.

"We use the Avant every day", said Mr. Simpson, "Not only for routine tasks in connection with the horses but also for many other general jobs around the site to help us maintain a good overall appearance for the benefit of our many visitors."

The 630 chosen for use at Field farm, one of a wide range of models available from Norfolk based Avant Tecno (UK), is powered by an efficient 28 hp Kubota diesel engine and features hydrostatic all-wheel drive, an articulated chassis giving an inside turning radius of just 900 mm





## Specialist equipment for UK property restoration specialist

Top-of-the-range 750 model delivered to Droitwich in the UK for property restoration specialist Phill Preece Builders. Commenting on his choice of machine, Mr. Preece said: "We used to use a skid steer loader for all the awkward and difficult access jobs but visibility to the rear was almost non-existent, making it very tricky to operate safely. It also struggled to lift bulk bagged aggregates and proved to be pretty unreliable." By contrast, the bright green Avant 750 is tackling everything in its stride.

"Its brilliant in all respects", said Mr. Preece, "And besides the 4 in 1 bucket and set of forks delivered by Paul, we plan to add a rotary brush attachment soon to further increase the machine's outstanding versatility."

The 750 model chosen by Phill Preece Builders is powered by a Kubota 4-cylinder diesel engine developing 36 kW (49 hp), driving through a 2-speed hydrostatic transmission which provides a useful maximum speed of 25 km/h. The articulated machine is just 1050 mm wide and can handle loads of up to 1.4 tonne.

# machines



and a useful lift capacity of 1000 kg. In addition, like all Avant machines, the 630 has an offset, self-levelling telescopic boom which not only ensures excellent handling capabilities but also provides the driver with an unrestricted view of the attachment for maximum safety in use.





# Importers at the core of the Avant world



## Dealer-meeting 2013 Ylöjärvi

- Over 100 participants
- 42 country
- The most distant importers from Chile, Uruguay, South Korea and Singapore



People at Avant spent the first weekend of October in a highly international atmosphere. Importers from, in all, 42 countries gathered for the annual Dealer Meeting event at the factory in Ylöjärvi. At 100, the total number of participants represents a new record for Avant: this was the largest Dealer Meeting event in the company's history.

As part of the two-day gathering, a traditional seminar-type training event was held at the Avant factory. The seminar, held on the first day, included reports on the past year and up-and-coming new products, while also offering new ideas for product sales. One very important part of the training is to visit the production premises, which shows how largely we are investing to our production in Finland. In the evening, participants prepared for the second day of the event over dinner.

As in earlier years, the second day, Saturday, was dedicated to testing the machines. Enthusiastic and curious importers had the chance to test and experiment with machines and attachments that had been shown to them the previous day. In the evening, a festive gala was held, at which the activities included presentation of awards to importers for their success in the last year.

This year, the prize for the best dealer went to Norway, and a marketing investment prize was given to a Danish company. Last year, the greatest growth in terms of total sales was reached by Russia.



## Avant Tecno UK Calendar of Events

### LAMMA 2014 Peterborough, 22nd & 23rd January

(Avant position <http://www.lammashow.co.uk>)  
The UK's largest farm machinery, equipment and agricultural services show. Held in January each year, LAMMA is free to attend and regularly attracts up to 40,000 farmers from around the country and overseas.

### The construction equipment exhibition, ScotPlant 2014 Islington, Edinburgh 25th & 26th April

(Avant UK position: AvI No.1). Since its launch in 1998 ScotPlant has been promoted as the exhibition where deals are done. ScotPlant 2014 will again be comprehensively promoted to ensure another quality event.

### HillHead 2014 Buxton Quarry, 24th - 26th June

(Avant UK position: <http://www.hillhead.com>)  
Hillhead is the world's biggest and best show set in real working quarry environment. A showcasing event for plant, equipment and services for the quarrying, construction and recycling industries, supported by 450 leading international exhibition.

### CLA Game Fair Bleinham Palace, Oxfordshire 18th - 20th July 2014

(Avant position <http://www.gamefair.co.uk>) The CLA Game Fair is the event for landowners, gamekeepers, shoot managers and other land professionals encompassing all aspects of these key roles in supporting our landscape.

### APF 2014 Ragley Hall, 18th - 20th September

(Avant position: <http://www.apfexhibition.co.uk>)  
APF 2014 returns to the Ragley site popular to both public and exhibitors, APF 2012 was a huge successes both in visitors and exhibitors numbers and we are planning APF 2014 to represent every sector of the industry, the UK's largest forestry, woodland, arboricultural and fencing event.



**Call 0800 015 8482**

**AVANT<sup>®</sup>**

**AVANT TECNO (UK) Ltd.**

Manor Farm, Bridgham, Norfolk, NR 16 2RX  
Tel (01953) 714 896 Fax (01953) 714 897  
E-mail: [sales@avanttecno.co.uk](mailto:sales@avanttecno.co.uk)

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