

TORO COMPACT UTILITY LOADERS FOR SEMCO

Semco has been appointed the Sydney region distributor for Toro compact utility loaders. The company will handle sales of the complete range of compact loaders and accessories throughout the greater metropolitan and regional markets.

Its distribution extends from the Hawkesbury River Bridge south to Nowra, including the Southern Highlands and from the Sydney coast west to Lithgow.

“We previously represented the Toro range including turfcare products when the compact loader machines only had rubber tracks, which limited their range of applications”, said Semco’s David Freeburn.

“With the advent of a complete range that includes both rubber tyred and tracked loader and trencher models, we are able to provide a wider range of options for our customers. Having the rubber tyred machines opens up a whole new market segment that extends our market reach around a 30 percent.

“Our previous experience with Toro gives us an immediate advantage in terms of familiarity with the products, accessories, service and spare parts.”

“The Toro range is professionally engineered. It’s a huge company and unquestionably number one in the compact turf care industry. This kind of brand strength and Australian distribution support is very important for us,” Freeburn said.

According to Semco, for many, the micro machine market is their entry into earthmoving, with operators entering the earthmoving business at this level graduating to larger equipment.

“Having the Toro compact utility loaders enables us to establish a customer relationship early in their development cycle, so this strategy suits our style. We see a bright future for these machines. Their huge range of attachments has been designed for virtually every construction task, making them very attractive and versatile.” He said.

Toro has had a strong presence in Australia for over 40 years and says it has become the largest single supplier of irrigation products to the landscape, agricultural, turf care and domestic household garden markets.

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Photo: From left, Robert Raine TORO Sales Manager; Sally Wade, TORO Construction Area manager – NSW, Act and WA; Michael Cogley, TORO Product Manager and Semco’s David Freeburn.

About SEMCO

When Peter Esse, Satch Santilli and Graham Murphy completed a management buyout of the Case Equipment Sydney retail operations in May 1994 as Semco Pty Ltd, the wealth of their combined experience quickly forged a reputation as one of the industry’s most respected suppliers. Semco has grown to become a major force in the supply of equipment to the construction, civil works and agricultural markets. Semco imports, distributes, finances, insures, rents and services major brands: Takeuchi excavators and crawler-loaders, Fiori mobile mixers, Astec trenchers, Terex backhoes and rollers, dumpers and Toro wheeled mini excavators. The company also has in stock a large selection of quality used equipment from all major brands.

For further information:

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