



Sanli UK puts formidable team in place

More than 150 years' combined sales, service and technical experience is now in place at Sanli UK to support dealers and end-users of Sanli garden machinery and outdoor power equipment

Electric hedge trimmers and generators are just two of the outdoor power products now available to dealers from Sanli UK



Jim Fox, area sales manager, central England and Wales



Claire Morris, area sales manager, southern England



Peter Little, area sales manager, north of England, Scotland and Ireland



Spencer Southall, technical services manager

THE breadth of expertise and knowledge available to dealers and dealer groups signing up with Sanli UK is believed to be unsurpassed for any company entering the UK and Irish garden machinery markets for the first time.

Formally established in October 2009, Sanli UK is a whole-owned subsidiary of the Fujian Sanli Engine Company Ltd, a leading Chinese manufacturer of small engines, motorcycles and garden machinery, all of which are marketed world-wide under the Sanli brand name.

Based near Abingdon, Oxfordshire, Sanli UK's product distribution, parts and service support operations are headed by managing director, Mark Osborne, who has tremendous experience of the European garden and grounds maintenance industry gained in a range of sales, marketing and business development positions over the past 30 years.

Mark along with Sanli UK's sales, service and parts teams are supported by Emma Goss who has worked previously in sales administration and transport logistics.

As customer liaison executive, Emma is responsible for all of Sanli UK's communications with dealers, in particular discussing and handling orders and arranging deliveries of Sanli machines. The launch range includes push and self-propelled pedestrian mowers,

garden tractors and ride-on mowers, brushcutters, chainsaws, hedge trimmers, portable generators and blower-vacs.

Looking after all technical, service and warranty matters for Sanli UK is Spencer Southall, a highly-experienced and qualified horticultural engineer who took up the position of technical services manager in January. With his extensive service knowledge, Spencer has been given responsibility also for setting up Sanli UK's parts department to ensure that all fast-moving and essential parts are in stock at Abingdon ready for the new season.

Dealers who are considering taking on a Sanli sales and service franchise, as well those who have already signed up, will be supported regionally by three well-known and experienced area sales managers.

Responsible for the north of England, Scotland and Ireland is Peter Little who has worked with dealers for many years on behalf of several leading machinery manufacturers and suppliers.

Jim Fox, who also has long experience of the outdoor power equipment market, has been appointed to look after central England and the whole of Wales, an area lying primarily between the M62 and M4 motorways.

Sanli UK's third area sales manager is Claire Morris,



Sanli UK's managing director, Mark Osborne, and customer liaison executive, Emma Goss

who also brings strong experience of the garden machinery industry to support dealers across southern England and parts of East Anglia.

"We now have in place a talented and highly-motivated team that is wholly focused on establishing Sanli as a major force in the UK and Irish outdoor power equipment markets over the next few years," commented Mark Osborne.

"Any dealer who wishes to discuss the opportunities available and the extensive support offered by Sanli UK is welcome to contact myself or Emma in complete confidence. We are intent on making Sanli a household name but we need progressive and energetic dealers to help us achieve that goal."

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