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Trimax Wins Innovation Award

Trimax Mowing Systems took out the Innovation in Export Award at the recent Bay of Plenty Export Awards event in Tauranga. With a twenty-year history these awards are the longest running of their type in the country and each of the few categories is fiercely competed for.

Trimax won the award for its Merlin mower. All new from the ground up, this machine is the first Trimax machine that fits squarely into the golf mowing sector.

The idea for Merlin was born in 2006 while company Managing Director Bob Sievwright and McEwen were on a trip to research mowing practices on numerous golf courses in the south-eastern United States and England. They realised there was a crying need for a machine that was simpler than the specialised, expensive, high-maintenance, self-propelled offerings from the incumbent multi-national companies. Merlin is basically a trailed tri-deck mower, but it bristles with new ideas and lateral thinking, all covered by a group of provisional patents. The other key is that Merlin is powered by something golf courses usually have anyway, a conventional compact tractor which can be used for a multitude of other tasks when not powering the mower.

Merlin's initial point of difference is its stunning good looks. The raw machinery usually on display is clothed in a set of highly styled covers that also have a practical purpose. They provide all the required health and safety guarding and

hinge up on gas struts to provide instant access to all service points.

Accepting the award on behalf of the company, Research and Development Manager Jim McEwen commented that "Merlin is the culmination of a lot of hard work by a lot of people. The Trimax Design Team obviously had significant input, but as the project progressed more and more people became involved. Engineering, Production, Purchasing, Marketing and Sales people have all helped ensure Merlin will hit full production in late August, a whole year ahead of the original target."

"From the launch at a fine turf conference



in Queenstown in May to its first showing at the National Agricultural Fieldays and at numerous demonstrations since, reaction to Merlin has been universally positive," said McEwen.