







Summer 1998

In this issue...

-  30th Anniversary Bash
-  New Brushcutters and Pruner from Tanaka
-  More on PureFire
-  New ride-on and walk behind mowers

WELCOME



Its summer again and I don't know about you but, I am looking forward to enjoying the great outdoors again, after all the cold and rain.


We've got some great new products in this issue to help you enjoy your gardens and keep your lawns looking really nice.

My thanks to our partners who helped us celebrate our 30th anniversary. It was great to see so many of you at one time. We enjoyed the evening immensely and I trust so did those who attended.

My thanks also to the Tanakas who helped us a lot in the 30 years we've been doing business. We introduced the brushcutter to Australia with one of their earlier models. We've included a little tribute to their family and I hope that you get a chance to read it.

Happy reading.

Neville

lighter, more powerful, more economical and more reliable than anything Tanaka has ever produced, or really anything currently in the market, including those with four stroke engines. 

PureFire Sets A New Standard For Small Engines, Leaving Four-Strokes Behind

Since the stringent California Air Resources Board (CARB) emission regulations were announced in the early 90s, small engine manufacturers have been arguing that the proposed reduction could not be achieved. Existing two-stroke technology just could not allow for the reduction in the emission of hydrocarbons, carbon monoxide (CO), oxides of nitrogen and particulate matter.



On 31st March 1998, Tanaka's PureFire™ engine was the first two-stroke to be certified to CARB's Tier II/Year 2000 regulations. The 40 cc production-ready engine used for the certification, had to go through a 300 hour degradation test. In addition to lowering hydrocarbons, oxides of nitrogen and particulate matter, the engine also maintained CO that was 70% less than the regulation, and even four stroke engines.

Using the standard two stroke engine, Tanaka has added a number of innovations: new scavenging ports, piston, cylinder and crankcase, to provide a more efficient combustion process.

During the intake stroke, the fuel-air mixture is forced through extended scavenging passages within the cylinder wall and crankcase, to achieve a higher level

of atomisation. As the mixture travels, centrifugal force causes a higher content of the fuel (portion of the mixture) to be delivered into the cylinder during the compression stroke. Then the piston, with its unique "U" shaped ridge, directs the fuel-air mixture more precisely

into the cylinder dome, which is a mirror image of the pistons top.

This results in a more

concentrated ignition area which creates higher compression, improved flame propagation and more complete burning of the fuel.

The exhaust is channelled through a compact catalytic converter inside the muffler. This further reduces emission to levels currently unmatched by any other production two-stroke engine used for portable power equipment. And, of course, this is way above current four-strokes.

All other components used in the PureFire engine are the same as the current Tanaka engines. The PureFire engine has improved fuel efficiency by 30%. Australia will see the new engines when Parklands releases the 40cc Tanaka brushcutters soon. They are more efficient,

Parklands Celebrates 30th Year With A Dinner And Awards Night

On 8 August, 1998 we officially celebrated our 30th year in business with a dinner held in our training centre. Attended by over 120 dealers, staff and other guests, it seemed a fitting way to cap 30 years with a review of growth through the years, different milestones and a view of new products, including new agencies—Caravaggi, Arctic Cat and Amazone.

The Tanaka PureFire engine was explained. (Ref. article on the front page). Tanaka was our first agency and we thought it fitting to invite the Tanakas to help us celebrate. Unfortunately, the timing conflicted with Khoya Tanakas' attendance at the Louisville show, where the PureFire made its first public debut.

Khoya did send us a nice letter which was read to the audience. He said in part:

The year 1968, when Neville Zacka founded the company and started dealing with us was also the year I married my wife, Seiko. It is also our 30th wedding anniversary year and I really feel I had had two marriages in the same year....We all here at Tanaka are wishing Parklands Trading Company very prosperous future and I am looking forward to an opportunity for seeing all of my friends there not too long in the future."

Highlight of the evening was the presentation of awards for both Achievers and Longstanding Business Partners.

Winners of the Achievers Awards—the best improved performers in each state—are:

- Ingleburn Village Mowers - Derrick & Michelle Grimes; John & Drenda Joel
 - Bendigo Mower Service - Larry Williams
 - Brisbane Road Mechanical Repairs - Gary Chard
 - Parklands W.A. - Chris Robinson
- Business Partners of over 20 years are:
- Wes Madge - Wes & Ray Madge
 - Andrews Lawnmowers - Andrew

- & Rosalind Thrasyvoulou
- Bob Gartside Mowers & Chainsaws - Bob Gartside
- Wollongbar Hire - Kevin Bradford
- A & J Mowers - John Giesenberg
- Fiveways Mowers - Lester & Leanne Wadsworth

Business Partners of over 10 years are:

- Unanderra Mowers - Tom & Jenny Hamilton
- Western Mowers & Chainsaws - Eddie & Lyn Vidal
- Thornleigh Mowers - Frank Smrk
- Village Mowers - Derrick & Michelle Grimes; John & Drenda Joel
- Liverpool Power - Joe Brereton
- Shepparton Mowers - Murray & Leanne Black
- Hoppers Crossing - Graeme & Pam Minehan
- Carmichael Mowers - Nick Hosking
- A & S Mowers - Adrian Von Moolenbrock
- Loganholme Mowers - John & Ann Carter
- Johns Bikes Ballina - John McDermott
- Townsville Mowers - Geoff and Joan Ball

There were a number of door prizes given out. The principal prize winners were Heidi Mirkussen of Tamworth Mowers and Chainsaws, who won an Oleo-Mac TR 60E brushcutter and John Giesenberg of A & J Mowers (Toowoomba) who won a Tanaka TBC 2110 brushcutter.


Parklands staff also received awards. Five year awards were presented to: Joe Busuttil, General Manager; Jim Taveira, Marketing Manager; Trevor Curran, Warehouse Supervisor; and Tony Demet, Stores.



The dealers and other guests who helped us celebrate the anniversary dinner (top photos). The Parklands team being presented to the guests (below).



Other awardees were: David Wearne, Queensland Area Manager; Stewart Benjamin, Warehouse Manager; and David Stobbs, Accounts—for six, seven and ten years of service.

It was a good night and everyone enjoyed themselves. 

New Murray ride-on provides luxury with power to spare

Here's a ride-on with the strength of brute force and a gentle touch. You could even say the Murray Model 42587 is like a V8 compared with the four cylinder competitors.

This new Murray ride-on boasts a powerful 17 hp (12.68 kW) engine. A wide 42" (1.02 m) cut means the user can get through the toughest job in double quick time.

Built tough, the 42587 has a cast iron front axle, for many years of trouble-free service. As well, the twin-beam power frame, and body is made of precision steel to really last.


The single foot pedal allows the rider to go forward, backup and

precisely control the mowers speed. The hydrostatic transmission also features cruise control. This eliminates the necessity for constant pedal pressure to maintain speed, making it easier for the rider with larger areas to cover.

The riders comfort has not been forgotten either. A high back seat, with lumbar support makes for a fatigue-free ride. The cut-height control is located on the fender next to the seat. Easy to use, a spring-assisted lever allows the rider to select the right cutting height with little effort. And a little extra for those hot summer months is a stubby holder—for that refreshing cold tinny.



Other features include Murray's WideBody step-thru design™, fingertip seat adjustment and the quick stall safety switch.

Overall, the luxury and power of this ride-on presents excellent value for money. 

Our Relationship With Tanaka: 30 Years Of Friendship

We cannot go back through our 30 years of being in business without including Tanaka—not just the company, but the Tanaka family. Indirectly, we have been dealing with the company over a longer period. Prior to establishing Parklands, Neville Zacka was selling motor bikes and took over the stock of Bridgestone Japan when they decided to drop out of motorcycle manufacture. Tanaka was then producing engines for Bridgestone.

Parklands Trading Co. took over the TAS (Tanaka And Sons) as the company was then known) line of trail bikes, drills and brushcutters from McDonald-Hamilton in 1968. This started the official tie-up with Tanaka.

Tanaka was established in 1918 and is now on its third generation of family ownership. Not large by Japanese standards, the company has kept a low profile because of its involvement at the OEM level for most of its 80 years of operation. Despite this, Tanaka has been in the forefront of small engine

technology, which this year saw the introduction of the PureFire engine (see front page).

Other milestones include:

- the introduction of the Moped engine in 1951
- the production of the "Chibi" (50 cc) "Tora" (60 cc) and "Taka" (100 cc) motorcycles and their export to Australia and North America in 1968
- in 1975, the development of a 23 cc front-wheel drive bicycle
- in 1977 the development and full scale production of the first totally Tanaka-made brushcutter
- a revolutionary concept in outboard motor design in 1980
- in 1987, two world firsts: an




Old photos of the late Seiken Tanaka and his sons: Khoya (left) and Seiji. Early Tanaka engine (below), circa late 1970s.



electric start brushcutter and the telescopic shaft.

In 1968, Neville first dealt with Seiken Tanaka, then company president. He also dealt with Khoya and Seiji Tanaka, now president and managing director respectively.

The Tanaka families and the Zacka families have kept in close touch on a personal level through the years. In fact, both families visit each others homes when calling overseas. This is considered a rare honour in Japan, as entertaining is usually done in special venues, away from home.

On their 80th year, we extend Tanaka our best wishes. 

New Tanaka Brushcutters, Pruning Attachment and Pruner

Two new Tanaka homeowner brushcutters—the TBC-2251 and TBC-2211, are now available, joining an already outstanding range, with more power to spare.

The TBC-2251 comes with a bent shaft and will be our 30th anniversary model.

The TBC-2211 replaces the TBC-4501 which was first introduced in 1992. Displacement has been increased from 20 cc to 21.1, with power increasing from 0.75 kW to 0.81 kW (1.086 hp).

And, despite the new more powerful engines, the two brushcutters weight 4.2 kg and 4.5 kg, respectively. That's still one of the lightest in the market and certainly the most power in its class.

Other features include improved fuel consumption and a new anti-vibe system which further reduces vibration.. Domestic machines with commercial machine features, the new brushcutters have heavy duty bearings, chrome plated cylinders and forged crankshaft with needle roller bearings.

The TBC-2211 can take blades for doing edgers and saw blades for trimming. This model will also take the new pruning attachment (TPS-200).

The TPS-200 will fit most domestic and commercial brushcutters with 24 and 26 mm drive shafts. To fit, the user simply removes




the gear head and replaces with the 1.2 kg pruning attachment.

Once in place, the brushcutter/pruner is now approximately 2.44 m (8 feet)—a great working length, which allows pruning up to 4 m (13 feet). In most cases, this eliminates the need for ladders.

For a limited requirement of higher pruning around your property, this attachment represents an inexpensive alternative. to a separate pruning saw unit.

For the property with many lofty pruning requirements, Tanaka have just released a dedicated pruner—the TPS-2510. Though only a foot shorter than a brushcutter with pruning attachment, this seven feet long unit still offers a very practical working length.

Both the attachment and the dedicated pruner feature automatic oilers.

All Tanaka machines come with the standard 2 year warranty. 




New Generation Electric Mower A Real Goer



Don't let the small size of this electric walk behind fool you! It's a BIG, little mower—making it ideal for the small to medium-size garden or lawn found in villas, townhouses, duplexes and so on.

The K35P won the award for the Best Electric Mower at the International Lawn and Garden Expo, held in Cologne, Germany, in September 1997.

At around \$300, the very affordable K35P has three height settings for the preferred cut. While weighing in at a tiny 12.2 kg and utilising a huge 25 litre catcher, unlike competitive models, the 1100 W motor is extremely powerful. It has "bags of power to spare" when you need it.

Don't underestimate the K35P. This great little mower will really surprise you. 



 **Parklands**

106 Belmore Road Nth (P.O. Box 213)
Riverwood NSW 2210
Ph: (02) 9533 3999 Fax: (02) 9153 9122
FREECALL: 1800 671 417
FREEFAX: 1800 802 789

YOUR LOCAL DISTRIBUTOR