

Remember us?

Acare Services Ltd – a modern company with traditional values

Throughout the 1970s, 80s and 90s, Walsingham, Norfolk-based Crop Care Chemicals had a reputation second to none for anything to do with sprayers and spraying. Indeed the company was so successful that it attracted the attention of Agrovista, which bought Crop Care in 2000.

A rationalisation programme, however, saw the Walsingham site earmarked for closure a little less than three years later; and that might have been the end of the story for the Machinery Division, if it hadn't been for confidence in the fact that there was still a strong local demand for this part of the company's services.

Trevor Johnson, who had joined Crop Care in 1983 to build the Machinery Division, took the initiative and, in November 2002, bought the department from Agrovista and started trading as Acare Services Ltd.

Three years on, the company is firmly established at the Bunkers Hill Site with an experienced team, all of who also go back to the Crop Care days.

Trevor leads the team as



The Managing Director of Acare Services Ltd, Trevor Johnson.

Managing Director and looks after machinery sales, while Gary Wakefield is Parts Manager, Richard Fanneran is Workshop Manager and Gerry Harrison is Master Engineer and Technician. Jean Youngs – who takes care of admin duties – completes the line-up.

“The team we have in place is a big reason for still being in business because of their loyalty, product knowledge and customers being comfortable dealing with people they have known for many years,” Trevor emphasised to Farmers Guide.

The company has remained a sprayer specialist and offers sales and service for most makes. Acare Services is a main agent for Spraycare, Hardi, Team and Frazier Buggy, handling the full range of mounted, trailed and self-propelled models, and can also service the needs of Rau, Knights, Tecnoma, Chafer, Berthoud, Bateman, C-Dax and Horstine machines, among others.

It goes without saying that spares and hose for most makes are available, along with a range of service kits for pumps, valves, nozzles and controls. Parts from specialist makers Hypro (Lurmark), AR, Tee Jet, Dual Pumps, RDS, Arag and Ramsey among others are included among the 6,000-plus different lines always held in stock.

The full range of safety equipment required for today's sprayer operator is always available, as is a vast offering of accessories and retrofit equipment for sprayers including hose reels, inductor kits, clothing lockers, bout markers, external wash kits and a comprehensive selection of modern electronics from basic control units to full GPS systems.



Acare's training courses always include a high degree of practical demonstrations.

The company is proud of its reputation and always aims to provide a first class service to its customers. Part of this is, and always has been, the provision of training courses at Acare's Walsingham base.

Acare Services works closely with Fakenham-based Chemspec (East Anglia) Ltd on the training front.

“We handle the nuts and bolts aspects and Chemspec brings expertise to advise on agronomy, crop protection management plans, Entry Level Schemes and so on,” Trevor said. “We complement each other nicely and by working together we can put on courses as good as those from larger organisations.

“We have fitted out a training room and can mix the classroom work with spells looking at practical aspects of sprayer operation in the workshop or outside.

We favour practical-based courses. We recognise that rules and regulations can be daunting, but the emphasis in our training is to meet the requirements in the most practical and economical way.”

The Walsingham site provides a good half-acre for displaying the large choice of new and used sprayers Acare Services always has in stock.

The budget Acare has to assist sales is not spent on attending large events. Instead, the company prefers to meet individual's needs, such as recent visits to Denmark and France to view Hardi's latest Alpha self-propelled sprayer and Twin force development.

“Many customers when purchasing new equipment also like to visit farmers locally who have bought from us for an unbiased view of the equipment and its performance,” Trevor said. “Factory visits and arranging supplier's technical staff visits and demos on farms, with a one-to-one approach, still seems the preferred option when a capital investment is imminent.”

While Acare Services has ambitions to grow its business, Trevor said that the fact the business exists at all is down to loyal local farmers and the backing of his staff and many suppliers.

“We wouldn't be here now if it hadn't been for the loyal support of our many customers,” he said. “We're still here because of them and determined to continue giving the level of service that they have come to expect.”

FB

ACARE SERVICES LTD – SPRAYER SPECIALIST

Sales, Service, Spares, Testing, Training

With service vehicles covering Norfolk and neighbouring counties

RING AND BOOK NOW!

FOR SPRAYER TESTING AND SERVICING

Good selection of used sprayers & special deals on new

Trevor Johnson on 07909 997590 or 01328 820499

USED
SPRAYERS
ALWAYS WANTED
– ALL MAKES

Acare Services Ltd, Bunkers Hill, Walsingham, Fakenham, Norfolk NR22 6AZ Tel: 01328 820499 www.acareservices.co.uk