

THREE NEW BRANDS FOR CHARLIES

Dealer takes on further products

Opico Ltd has announced the appointment of Charlies Groundcare and Machinery to their Maschio Gaspardo, Opico and HE-VA dealer network.



L-R: Dominic Burt, Maschio product manager; Ross Holloway, dealer principal at Charlies Groundcare; and Nick Rider, territory manager for Opico

Based near Welshpool, Charlies Groundcare and Machinery specialises in agricultural, groundcare, turf, golf and forestry machinery and has been serving farmers and the amenity sector throughout mid-Wales and Shropshire for over seventeen years.

With a depot on the outskirts of the town of Welshpool, Charlies say they are ideally positioned to grow the franchises in their area and beyond.

Commenting Charles Bedforth, sales director for Opico said, "We couldn't be more delighted that Charlies Groundcare has chosen to sell and support our three brands. Charlies Groundcare and Machinery is a well-known business in the area, with a hard-earned reputation for quality and honest, family values."

Ross Holloway, dealer principal for Charlies Groundcare added, "We're fired up and ready go with both service and sales training, so that we can get stuck in to demonstrating, selling and supporting the range."