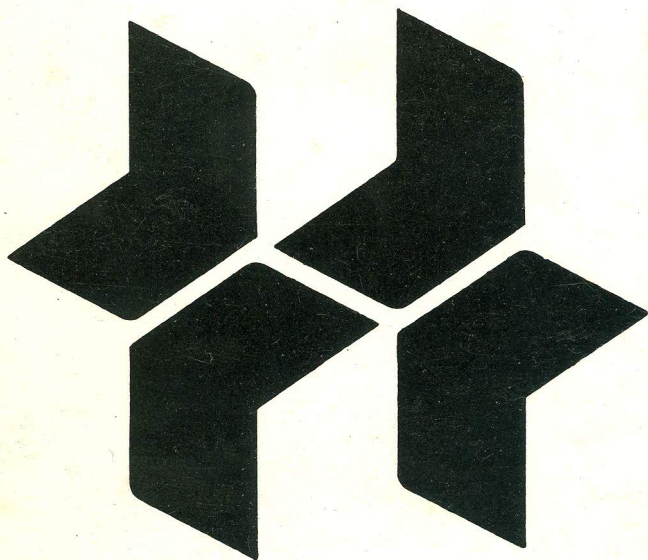
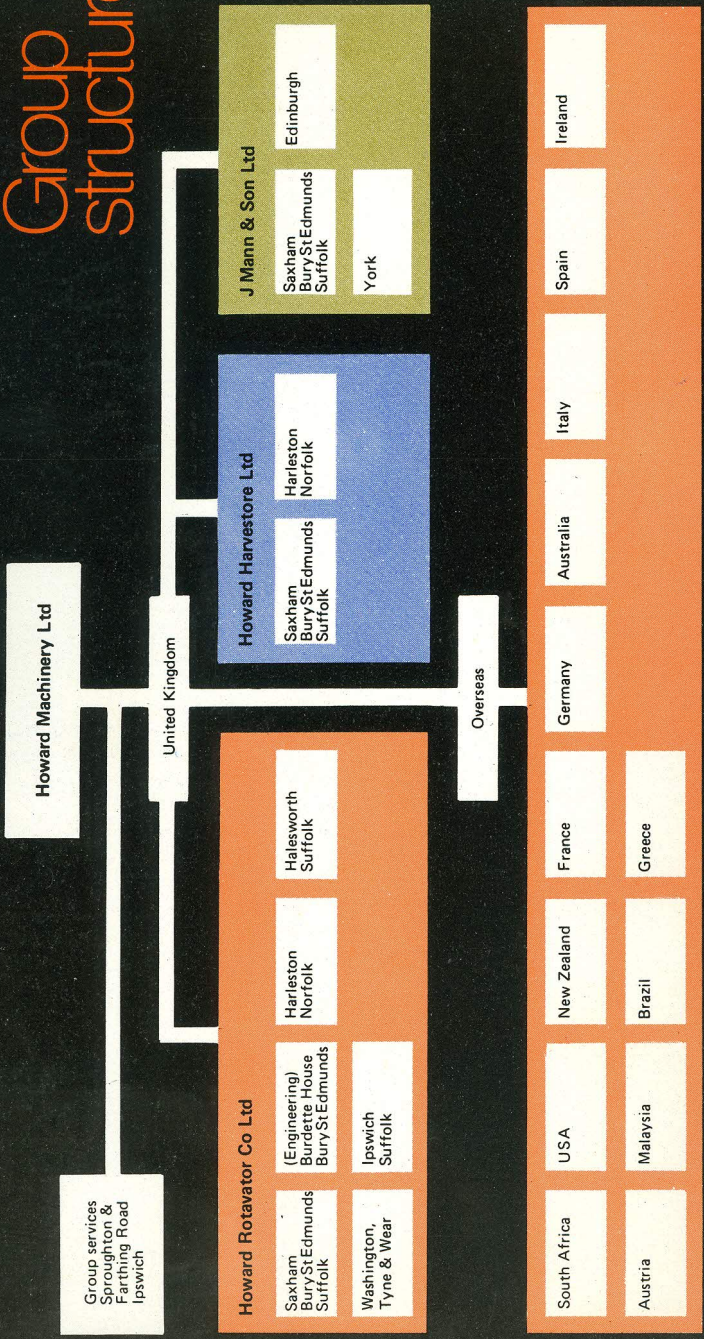


# The Howard Group

An international organisation —  
manufacturing and marketing agricultural  
and horticultural equipment



# Group structure



Howard Machinery Ltd

United Kingdom

Overseas

Group services  
Sporoughton &  
Farthing Road  
Ipswich

Howard Rotavator Co Ltd

Saxham  
BuryStEdmunds  
Suffolk

(Engineering)  
Burdette House  
BuryStEdmunds

Harleston  
Norfolk

Halesworth  
Suffolk

Washington,  
Tyne & Wear

Ipswich  
Suffolk

Howard Harvestore Ltd

Saxham  
BuryStEdmunds  
Suffolk

Harleston  
Norfolk

J Mann & Son Ltd

Saxham  
BuryStEdmunds  
Suffolk

York

Edinburgh

South Africa

Austria

USA

Malaysia

New Zealand

Brazil

France

Greece

Germany

Australia

Italy

Spain

Ireland

# The Howard Group



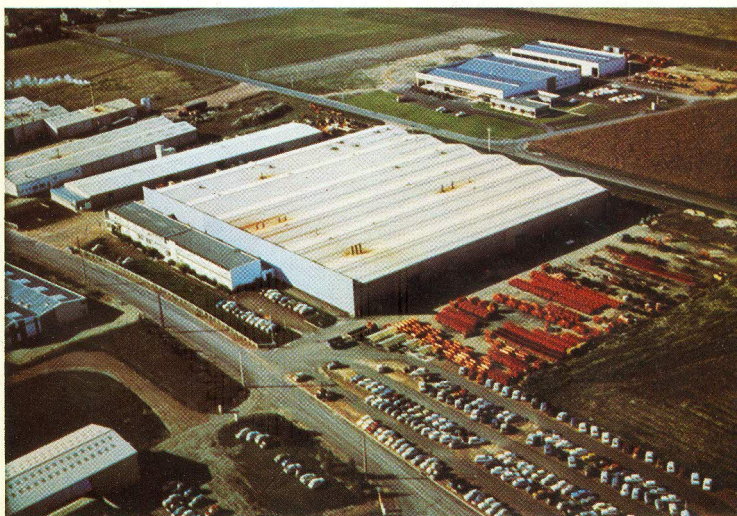
- 1. Howard Machinery Ltd**  
(formerly Rotary Hoes Ltd)  
*Number of employees*
- Sproughton, Ipswich, Suffolk**  
Holding Company  
*60 (approx.)*
- a) Howard Rotavator Co. Ltd**
- Saxham, Bury St. Edmunds, Suffolk**  
Administration and marketing  
**Harleston, Norfolk**  
Factory  
**Halesworth, Suffolk**  
Factory  
**Washington, Tyne & Wear**  
Factory  
**Ipswich, Suffolk**  
Factory  
*Number of employees* **2000 (approx.)**
- b) Howard Harvestore Ltd**
- Saxham, Bury St. Edmunds, Suffolk**  
Administration and marketing  
**Harleston, Norfolk**  
Factory  
*Number of employees* **90 (approx.)**
- c) J. Mann & Son Ltd**
- Saxham, Bury St. Edmunds, Suffolk**  
UK Distributor for Claas machinery  
and main dealer for Ford industrial  
engines  
**Edinburgh, Scotland**  
Warehouse  
*Number of employees* **300 (approx.)**
- d) J. Mann & Son (York) Ltd.**
- Wilberfoss, York, North Yorkshire**  
Marketing  
*Number of employees* **15 (approx.)**
- 2 Howard Rotavator (Pty) Ltd**
- New Germany, South Africa**  
Marketing  
*Number of employees* **30 (approx.)**



- |          |  |   |
|----------|--|---|
| <b>3</b> | <b>Howard Rotavator Co Inc</b>                   | <b>Harvard, Illinois, USA</b><br>Administration and marketing<br><b>Muscoda, Wisconsin</b><br>Factory<br><b>Sacramento, California</b><br>Warehouse<br><b>Savannah, Georgia.</b><br>Warehouse                         |
|          | <i>Number of employees</i>                       | <i>75 (approx.)</i>   |
| <b>4</b> | <b>Howard Rotavator Co Ltd</b>                   | <b>Wellington, New Zealand</b><br>Assembly and marketing  |
|          | <i>Number of employees</i>                       | <i>20 (approx.)</i>   |
| <b>5</b> | <b>Howard Rotavator SA</b>                       | <b>Loudun, France</b><br>Factory and marketing  |
|          | <i>Number of employees</i>                       | <i>460 (approx.)</i>  |
| <b>6</b> | <b>Howard Rotavator<br/>Maschinenfabrik GmbH</b> | <b>Michelstadt, West Germany</b><br><br>Factory and marketing   |
|          | <i>Number of employees</i>                       | <i>280 (approx.)</i>  |
| <b>7</b> | <b>Howard Rotavator (Pty) Ltd</b>                | <b>Parramatta, New South Wales,<br/>Australia.</b><br>Factory and marketing<br><b>Moss Vale, New South Wales</b><br>Factory<br><b>Acacia Ridge, Queensland</b><br>Warehouse<br><b>Mackay, Queensland</b><br>Warehouse |
|          | <i>Number of employees</i>                       | <i>390 (approx.)</i>  |
| <b>8</b> | <b>Howard Rotavator SpA</b>                      | <b>Brescia, Italy</b><br>Factory and marketing  |
|          | <i>Number of employees</i>                       | <i>40 (approx.)</i>   |



*Howard Rotavator Co. Ltd., Washington, Tyne and Wear*



*Howard Rotavator Co. Ltd. Loudun, France*



9	<b>Howard Rotavator Iberica, S.A.</b> <i>Number of employees</i>	<b>Barcelona, Spain</b> Factory and marketing <i>25 (approx.)</i>
10	<b>Howard Rotavator (Ireland) Ltd</b> <i>Number of employees</i>	<b>Cork, Eire</b> Assembly and marketing <i>20 (approx.)</i>
11	<b>Howard Rotavator GmbH</b> <i>Number of employees</i>	<b>Korneuburg, Austria</b> Marketing <i>25 (approx.)</i>
12	<b>Howard Rotavator (Far East) Sdn Berhad</b> <i>Number of employees</i>	<b>Kuala Lumpur, Malaysia</b> Marketing <i>12 (approx.)</i>
13	<b>F.N.I. Howard SA</b> <i>Number of employees</i>	<b>Sao Paula, Brazil</b> Factory and marketing <i>340 (approx.)</i>
14	<b>Howard Rotavator Hellas SA</b> <i>Number of employees</i>	<b>Larissa, Greece</b> Factory and marketing <i>80 (approx.)</i>

*It should be noted that whilst the overseas companies are all shown as orange – because the bulk of their turnover is in orange machinery – some of them, notably France, Australia and Eire also handle Harvestore equipment.*

# The product range



The Group's principal products are given below. All Companies, except Howard Harvestore and J. Mann & Son sell agricultural ROTAVATORS, and other products are sold when appropriate to local conditions. Some products are manufactured by non-group Companies and in these cases the letter f (franchise) is shown after them. The numbers refer to the Companies on previous pages.

<i>Product</i>	<i>Manufactured by</i>
Agricultural Rotavator*	1a, 3, 4, 5, 6, 7, 8, 9, 13 and 14
Horticultural Rotavator	1a and 7
Rotaspreader*	1a
Rotaplanner*	1a
Bigbaler	1a
Howard* Bolens* (F)	1a
Rotaslasher*	5, 7 and 13
Howard 2000 (Garden tractor)	7
Harvestore* (Storage towers)	1b
Speedspreader* and other slurry equipment	1b
Combine Harvester (F)	1c
Forage Harvester (F)	1c
Baler (F)	1c
Power packs from Ford Industrial Engines	1c
Rotapress*	6
Chisel plough	3 and 7
Disc plough	13 and 14
Power arm (F)	3 and 7



*Howard Rotaspikes*



*Howard Harvestore Storage Towers*



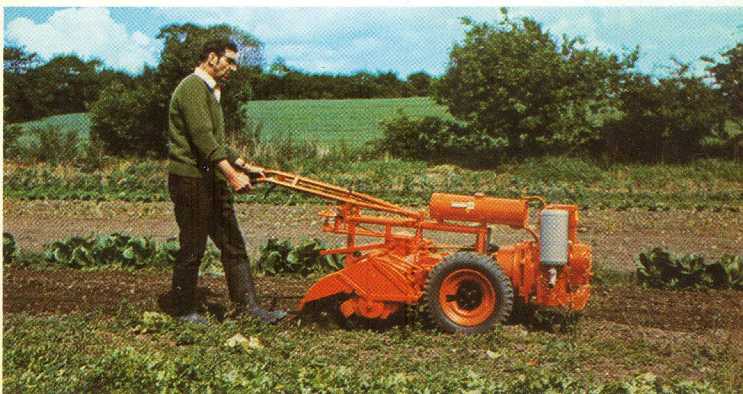
*Howard Bigbaler*



*Howard Semavator\**



*Howard Rotaspreeder*



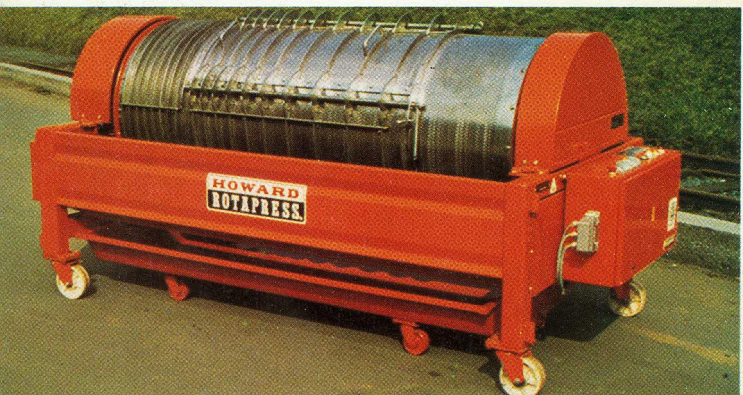
*Howard Gem\* Rotavator*



*J. Mann & Son — Claas Combine Harvester*



*Howard Rotaplanter*



*Howard Rotapress*

