

TORO Toro Australia

C O M P A N Y P R O F I L E



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Who we are

Founded in 1914 to build tractor engines, The Toro Company has become a leading worldwide provider of turf and landscape maintenance equipment and precision irrigation systems. With its head office based in Minneapolis, USA, Toro now has a global presence that extends to more than 140 countries. The Toro Company is listed on the New York Stock Exchange (code TTC).

Toro Australia is a wholly owned subsidiary of The Toro Company. Toro Australia's origins began in 1925, when Pope Sprinklers and Irrigation was founded. Today Toro is a leading supplier of irrigation products to the landscape, agricultural, turf care and domestic garden markets. This is complemented by an expansive range of mowers and turf care equipment that caters for golf, turf, sports fields and grounds, professional landscape contractor, residential and hire and rental markets.

Toro takes pride in its responsibility to employees, customers, other stakeholders and the environment. Since our start we have cultivated our reputation around trusted relationships and constant innovation to help anticipate the future needs of our customers. At the same time, we are building on a tradition of excellence around a number of strong brands.

Our products are used at many sites and events around Australia and the world, including Adelaide Oval, Suncorp Stadium, Bradman Oval, Royal Melbourne and Royal Adelaide Golf Courses, Ascot Racecourse, Crown Casino, St Andrews Links in Scotland (site of the 2010 Open Championship), Wimbledon and Walt Disney World Resort.

Today Toro Australia is part of a world wide network of more than 5000 employees who are committed to providing consistent innovation and exceptional customer care. This is what defines the Toro Brand and drives its longevity and success.

Customer Care

Toro's complete customer service philosophy ensures no matter what the product, Toro has the facilities to provide essential back up in training, technical support, servicing and maintenance, manufacturing, distribution, parts and field support.

Toro Australia has offices in all Australian capital cities and a large team of area managers and customer service staff is in place to assist customers. With warehouses in every mainland state, Toro is able to deliver fast and efficient service.

Equipment Service Centres

Equipment Service Centres employing qualified service technicians are located around the country. They can provide the option of flexible service maintenance contracts designed and tailored to meet specific requirements.

Finance

Toro Finance is available to approved customers, to assist with the purchase of new equipment.

Research and Development

Toro irrigation and Pope products are designed to perform well under the harsh Australian conditions. The latest 3D modelling, flow analysis and mould fill software is used by the Research and Development department to design and validate new products, even before a prototype is made.

Factory Manufacturing

The Toro manufacturing facility in Adelaide uses state of the art moulding and extrusion machines. Iconic products like the Waterbird mini-sprinkler and DripMaxx drip tube and Aquatraxx tape are manufactured in South Australia.

Testing and Quality

Toro Australia has a dedicated test facility for irrigation and Pope products. The test facility ensures that new products are tested for long term endurance and optimum performance. UV testing, water distribution, pressure, flow, grit and silt ingress and pressure loss are just some of a products' capabilities which are measured.





Strengthening our Future

We're shaping the future by focussing our strategies on these areas:

Growth

Toro is on the move worldwide, seizing new opportunities to expand our presence with customer valued solutions for professionals and home owners. At the heart of what we do lies a commitment to innovation and relationships.

Innovation

Toro is committed to innovation. We have more than 330 current patents. Leading the industry requires a relentless pursuit of emerging technologies that help customers protect the environment, conserve water, increase productivity and control costs. From our work with alternative fuels like hydrogen, electricity and biofuels, to precision irrigation systems and sensor technologies to better manage growing water usage issues, we are constantly innovating in new ways to benefit our customers and the environment.

Partnerships

Loyal and trusting relationships with customers, communities and channel partners are paramount to our success. We partner with education and research institutions around the world to explore new technologies and advance the science of turf management. We continue to invest in key industry associations to support the long term success of our markets and greater awareness around important environmental concerns.

Market support

We not only invest in new product development, but also in our partnerships with our distributors, to provide them with the tools and resources they need to deliver world-class service to our customers.

Lean

The concept of Lean is a systematic, continuous improvement approach, that focuses on reducing waste in order to improve quality and overall customer value. Since introducing the concept in 2001, Toro employees have continued to identify improvements to deliver greater cost efficiency and flexibility to meet our high quality goals.

Sustainability

We are committed to protecting the world's critical resources and delivering commercially viable solutions that yield environmental, performance and productivity innovation to our customers. Toro is committed to eliminating waste and increasing efficiencies in our operations. All worldwide manufacturing facilities recycle steel, aluminium, plastics and cardboard packaging. Within our paint systems, we recycle water through a wastewater treatment system and reuse powder (paint) coating. Product components from suppliers are transported in reusable packaging, and many of our professional products are shipped in returnable steel crating to reduce wood packaging waste. Among other initiatives, our investments in more advanced technologies allow us to reduce energy usage and improve overall quality and productivity.

Community

With a focus on building vibrant communities, and preserving and promoting outdoor environments, the Toro Giving Program has built a legacy of community and industry support deeply rooted in our culture. Through energetic outreach and involvement, Toro shares its resources through grants, volunteerism, and product donations. Toro maintains ongoing partnerships in communities where our employees live and work.





Our Markets

Professional Contractors

Landscape and irrigation professionals demand an optimal blend of performance, durability and reliability in the products they use and support. That's why customers turn to us for highly productive mowing equipment to get the job done fast while delivering an unmatched quality of cut. For creating landscapes, our compact utility equipment and walk behind trenchers tackle heavy work and accomplish hundreds of tasks in a fraction of the time, while minimising impact to the turf. For irrigation contractors our complete line up of precision irrigation technologies help make every project profitable and reliable.

Municipals and Sporting Venues

Municipalities and sporting venues throughout Australia pride themselves on achieving landscapes and playing surfaces that enhance the environment for the broader community. For many years Toro has worked in conjunction with councils, curators and sports field managers to provide the most effective turf care equipment and irrigation products for schools, parks, race courses, sports grounds, housing developments, offices and factory surrounds.

Residential

Home owners want to spend more time relaxing and enjoying the outdoors. That is why customers turn to our many strong brands for all their turf, landscape and DIY maintenance needs. From zero-turn riders and walk power mowers to subsurface drip irrigation and our range of garden hoses, our products are rich in innovative features. They can be found at professional dealerships and hardware stores across Australia.

Agriculture

Australia is a vast land with precious water resources and has had to achieve standards of water efficiencies that have led to it being an innovator in agricultural irrigation. As Australia is adaptive to the diversity of the land, so is Toro.

With products including Australian made drip tube and pressure compensated tape, through to controllers, mini sprinklers, valves and filtration Toro helps growers to maintain healthy crops – whether it's row crops, field crops, or permanent orchards and vineyards.

Golf

The golf course industry is Toro's oldest market. When you are responsible for some of the most beautiful landscapes, the personal and financial investments are enormous. Here at Toro we believe it is our responsibility to help make the most of every minute, every dollar and every effort put into a course. Our experience with thousands of superintendents, managers, owners and developers have helped us do just that. To address the critical demands of watering, growing, mowing, cultivating and managing, we have developed a portfolio of products, customer service and support that is second to none. Toro's range of irrigation and turf care equipment is so complete that Toro has become the preferred brand in the majority of top golf courses both in Australia and world wide.





Our Business Units

Toro Consumer Garden and Irrigation

The Toro Consumer Garden and Irrigation Business incorporates professional irrigation products and consumer garden products including the well-known Pope range of home garden products

Pope products are DIY garden products.

Products include:

- Garden Hoses
- Sprinklers
- Hand Sprays
- Fittings
- Micro Irrigation Products
- Control Equipment
- Power Equipment
- Tools

The range is sold through mass merchants and independent hardware stores.

Toro Irrigation products service the Residential, Commercial/Sports Field, Golf, Agricultural and Industrial markets and are sold through professional dealerships.

Products include:

- Sprinklers
- Drip Line Products
- Valves
- Automatic Controllers
- Filtration Equipment
- Fittings and Accessories

Toro Irrigation offers the unique NSN (National Support Network), a 24 hour back up service to the golf market. A technical service team is also at hand to assist Toro Irrigation dealers and their customers in commissioning, training and product advice.

Toro Equipment

The Equipment Business services the Golf, Sports Fields, Grounds, Landscape Contractor and Construction Markets.

The Product range consists of:

- Mowing Equipment
- Utility Vehicles
- Line Markers
- Renovation and Utility Equipment
- Spraying Equipment
- Turf Cultivation Equipment
- Debris Equipment
- Mini Diggers

Products are sold both direct and through a dealer network, and are backed up by Service Centres in each state. Pre-owned equipment is also available.





Our History

- 1914 Toro Motor Company began as tractor engine supplier in Minneapolis, USA
- 1925 Pope Sprinklers and Irrigation Co founded by Sir Barton Pope in Adelaide, SA
- 1975 **Toro Australia created in Sydney, NSW**
- 1978 James Hardie purchased Reed (RIS)
- 1980 Rover Mowers purchased Scott Bonnar (Distributor for Toro Commerical)
- 1982 RIS purchased Pope
- 1984 RIS purchased Antel Sprinklers and Rainspray
RIS becomes James Hardie Irrigation
- 1986 **Toro acquires Wheel Horse (USA)**
JHI Purchased Dawn Plastics - Hose and Fittings (Melbourne)
- 1987 **Toro Wheel Horse Australia Established in Melbourne, VIC**
JHI Purchases Commando Water Treatment.
- 1990 JHI Purchased Plastex - Hose and Fittings (Melbourne)
- 1991 JHI Purchased Garden America - Landscape & Consumer Irrigation & Lawn Genie/Richdel
- 1995 Extrusion operations and Rainspray production consolidation in Adelaide, SA
- 1996 **Toro purchases James Hardie Irrigation.**
Toro Irrigation and JH Irrigation combined in Riverside, California
JHI Australia part of Toro's International Division
- 1998 Toro established in-house sales and service of commercial product
- 1999 Toro Australia and Toro Asia Consolidated with headquarters established in Adelaide, SA
- 2000 Toro Ag manufacturing relocated to Adelaide, SA
- 2002 Manufacturing expanded with Aqua-Traxx® extrusion line installation.

Company Vision

Values and Beliefs

The Toro Company's success is founded on a long history of caring relationships of trust and integrity. These relationships are the foundation on which we build market leadership with the best in innovative products and solutions to make outdoor environments beautiful. We are entrusted to carry on this legacy of excellence.

Our Purpose

To help our customers enrich the beauty, productivity and sustainability of the land.

Water Management Statement

Toro recognises that water is a vital resource for all Australians. Our community depends on water reserves that are available, affordable and sustainable. Our commitment is to invest both our financial and human resources in products and services that promote and facilitate water conservation. Water management is central to what we do.

Our Brands



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