

## **Teamwork Drives IOG Scotsturf Success Says Scottish Landscaper**

Keith Elston believes success comes through teamwork and he should know – his wife and two sons are deeply involved in helping him run the family landscape contracting business, Elston Landscapes.

Their combined drive, knowledge and specialist skills are the essential factors behind its success: the same attributes, he says, that made last month's IOG Scotsturf an outstanding show for visitors and exhibitors.

"This was our second time as exhibitors and the footfall was excellent," he says. "Generally, the visitors were very knowledgeable about what is happening in the marketplace and across the industry itself. We had lots of serious enquiries for our services – including our specialisation in tree stump removal by grinding - that we are now following up."

He is surprised that more nurseries, hire companies and smaller landscaping businesses like his don't exhibit there.

"I feel they are missing out by not meeting all those end users. We've found it very rewarding to make such strong contacts."

He readily acknowledges the cost factor of exhibiting and the downside of having to take your staff out of the workplace.

"But it's a price worth paying with IOG Scotsturf, which I regard as the creme de la creme of the shows I go to. And it's not just on account of the visitors. There is excellent support from the organisers, too. That's why we've signed up again for next year."

- IOG Scotsturf 2007 will be held on 7-8 November at the Royal Highland Centre, Edinburgh.