

Walk-Behinds Appeal to Both Commercial and Residential Customers

It stands to reason that walk-behind blowers would be a product targeted toward the commercial user. Walk-behinds are powerful, and are designed to move large volumes of leaves and debris. Mike Smollock, vice president of sales and marketing for MacKissic, says MacKissic does indeed target the commercial market. But, believe it or not, the residential market gives them just about half of their blower business.

"Roughly 50% of our walk-behind leaf blowers are sold to homeowners," he points out. "We focus some of our smaller units to the homeowner. On the other hand, our 10-hp unit, for example, handles virtually anything the commercial guy or golf course customer would need."

Easier to use

MacKissic has recently updated and reintroduced its lineup of blowers, now calling them the Mighty Mac Rolleez Leaf Blowers. The blowers feature 12-inch pneumatic rear wheels, and a standard pneumatic front wheel that either locks or swivels. "The front swivel wheel makes it easier to use this unit on sidewalks and parking lots, and the locking option makes it easier to use on a sidehill or downhill application," Smollock says.

The swivel front wheel, coupled with the standard side and front discharge, make it easy to get in and around bushes, and blow leaves from alongside a house.

The Rolleez Leaf Blowers also feature a polymer impeller with what Smollock calls a "space-age design." Because of that design, it's easier to balance the unit. Also, the poly-

mer impeller allows the blowers to put out roughly the same discharge as a steel impeller would, but it's also designed to be quieter with less vibration.

One other new feature of the Mighty Mac Rolleez Leaf Blowers is a Briggs & Stratton Intek OHV engine. Smollock says it's an engine that's generally much easier to start. That's an important feature, especially for the homeowner.

Smollock explains, "One problem with walk-behind leaf blowers is that when you'd pull the engine over, you're pulling the whole impeller. So, walk-behind blowers have historically been difficult to start. The OHV (overhead-valve) engines are much easier to start. Furthermore, we've added two blower models with electric start; both a consumer and commercial model."

The advantage there, according to Smollock, is to the homeowner — especially the housewife. He says research showed them that 40% of do-it-yourself jobs around the house were being done by the wife. "MacKissic has really focused on the housewife as a customer. We've focused on making our blowers easier to start, not to mention easier to maneuver around the yard."



Mighty Mac Rolleez Leaf Blowers from MacKissic