

Genuine BRYCE SUMA

POST DRIVERS

BRYCE CELEBRATE THE 40/20 FACTOR WITH RECORD TRADING YEAR

PASSION, COMMITMENT, HARD WORK AND METICULOUS ATTENTION TO DETAIL HAVE TAKEN A SMALL FAMILY BUSINESS BASED NEAR KELSO IN THE SCOTTISH BORDERS TO THE TOP OF THE POST-DRIVING WORLD.

In 1973 Jock Bryce changed jobs from highly-rated and experienced farm manager to self-employed fencing contractor and it was 40 years ago when he started tinkering with his first post-driver.

Twenty years ago he introduced his first innovative and distinctive yellow Bryce post-driver to the commercial market. Today Bryce Suma, from unpretentious buildings at Linton Hill, Morebattle, sell a range of post-drivers to more than 15 countries and its revolutionary Bryce 180 Pro to, so far, 12.

As well as steadily increasing sales nationally and internationally Bryce postdrivers have won a fistful of gold and silver medals and Lamma Awards at machinery shows, including a unique triple at the Royal Highland, Royal Show at Stoneleigh, and Royal Welsh in 2006. Another Royal Highland gold was collected in 2014. Winning 3 Golds in one year was a historic achievement on its own - never been done by any other Company ever in the history of these UK Agricultural Shows. If you take into account Bryce was up against JCB, McHale, Michelin & Claas to name but a few, then this achievement by a small family business was all the more remarkable.

More recently the innovative and versatile one-man tracked Bryce 180 Pro post-driver – which can rotate through 180 degrees and be driven in both directions either from a cabmounted rotating seat or by hydraulic controls from the ground – won gold at LAMMA 2016, the UK's biggest show of agricultural machinery.

From his early prototypes to today's award winners, Jock said his approach has been the same: "No matter what I have been involved with the job has to be done right, with attention to detail and no messing There is passion in what we do. For me personally my work is also my hobby and I think about it all the time - if you enjoy what you do, you will never work a day in your life.

"When I come to put a new idea together in the fabrication shop I have already made it umpteen times in my head. I don't try to



reinvent the wheel, I just try to make it turn a little faster."

As a farmer's son, farm manager and fencing contractor he admired the way Borders stockmen were always trying to improve what they did with their animals and their attention to detail. Indeed he topped the suckled calf sale at Carlisle with ¾ bred Limousin Calves. "What I did with animals I now try and do with metal and always try to go one step further."

His success in doing that, taking out 15 patents in the process – including an auto telemast, rock spike transfer system, quadshift and hydraulic rockspike swing engagement combination, is

indicated by his haul of gold and silver medals: "These medals are awarded for outstanding innovation, technical achievement and potential to serve the industry. They're assessed under working conditions across the country." They're well worth winning at top shows that are a shop window for his machines. But satisfied customers round the world mean even more: "They make the hard work and long hours worthwhile."

Companies or individuals come to us, they knock on our door. They've heard about our brand, or seen a machine in action, and know the exclusive features and quality we can offer." These



Bryce 180 Pro, Southern Scotland, October 2017

customers from home and abroad come looking for Bryce machines to carry out specialist work, from the Aberdeen bypass, currently the UK's biggest road project Bryce 180 Pro Southern Scotland October where every contractor owns a Bryce, over miles of peat bogs, hard hills and moorland, round thousands of acres of forestry - on dikes in Holland, from the Arctic to New Zealand, Linton to Latvia and Morebattle to Montana. With every demonstration to foreign visitors this year he has achieved a 100% strike rate with orders taken.

His top models are the 180 Pro and Vulcan VR 800 which has up to 175 tonnes hitting power. They can drive heavy metal piles and hole punchers, or put in big, heavy straining posts in less than one minute. "That's fewer strokes, less wear, a faster cycle – and more profit for the operator," he said.

"The strength and quality of our machines is there to see. It's about designing and making equipment that is as near bomb-proof as possible. All controls are simple and basic because I'm not into electronics. The last thing an

operator wants is an electronic fault in the middle of a working day stuck on a mountainside or some other remote rural location."

He speaks from experience. As a self-employed contractor who began by putting posts in by hand with an 18lb melle he went on to erect more than one million metres of fencing on his own. He credits the shipbuilders and engineers in his ancestry and his own technical skills with the urge to develop post-driving machines that have revolutionised the basic job and greatly extended the range of work that can be done. When he introduced the first Bryce Suma tractor-mounted machine 20 years ago it quickly became the benchmark in post drivers and ongoing developments have now set the Bryce apart from any other post driver on the market.

He also gives huge credit to his wife Jennifer and sons Andrew and Stuart for being part of "a great team." He said: "Our business has been totally self-funded and is run with dedication and massive commitment. You only reap what you sow."



Bryce 180 Pro, Montana USA, late October 2017



Bryce Profi Supreme on NH TD90D, Scotland, 2017



'I purchased 2 Linden Post Drivers. Modifications included combine wheels, box for wire coils and hydraulic jack leg behind the counter balance.'



'I then made a heavy duty version with 26ply aircraft tyres to stop bounce, a frame for carrying materials and I used a Kinghitter Mast with 700lb hammer.'



'My powered axle design which included sideshift and backshift. Note double slider sideshift. A Bryce mast was fitted later.'



'The first tractor mounted Bryce Profi I introduced to the marketplace. This included sideshift and backshift like the trailed machine on the left.'

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