

Twin hose washing with a self installed ClearWater at Bromsgrove Golf Centre



Confidence, Compliance and ClearWater

It is pleasing to learn that confidence has returned to the golf sector over recent months and this has had a positive impact for many, including Highspeed Group, reports **Bill Whittingham**

The company has enjoyed a dramatic increase in enquiries and sales this year for its popular ClearWater washpad water recycling system, but confidence alone is not the only driving factor. The extensive publicity in this magazine and others over the past six years regarding legislation and compliance, particularly relating to the EU Water Framework Directive, is also having pronounced impact right now.

Highspeed Group has built up extensive experience in handling wash and other contaminated waters for over 20 years, initially with separators, then sewage plant followed by its development of the ClearWater system in 2003. This has stood the company in good stead in providing effective solutions to meet the needs of customers wishing to be compliant with legislation. As David Mears, Highspeed's joint managing director, said: "We knew water recycling was the way forward, so we created ClearWater to answer an anticipated demand for a

cost effective wash-off system. That demand did arrive, especially when anti-pollution regulations were tightened limiting the use of separators. ClearWater has been developed further since its introduction and is now well established, being the most popular system of its type."

But there's more to the success of ClearWater than confidence and compliance. Highspeed continues to operate a strong marketing campaign for the product, has invested in ongoing research and development and built up a competent and enthusiastic team. Recent product development has seen successful trialling of ClearWater Commercial which is launched at BTME 2016. This is the same recycling system but with added extras, enabling wash-off of high end vehicles requiring more intensive treatment and a superior finish.

Having firmly established ClearWater in the UK, export of the system gained momentum with

systems introduced to Ireland, followed by France and Germany. Exhibiting at the Golf Industry Show in the US subsequently has resulted in supplying ClearWater to East Lake Golf Club in Atlanta. More recent developments have seen the appointment of distributors in Ireland, Scotland, France, Germany and Scandinavia and Highspeed's first ClearWater sale in the Middle East.

Highspeed is proud of its strap line 'Serious about Service' and, although it offers what it believes to be excellent value for money with ClearWater, it insists it does not and will not cut corners. For example: "We provide high quality, high pressure, stainless steel pumps with ClearWater; and these are not cheap," said David "and one for every hose! We even provide a tough two wheel barrow for clippings at no extra charge too." The washpad specification is also high, with curbed surround and includes inbuilt discharge channel to encourage

improved water flow. "We want to provide the best for the job intended," he said, "reducing the concrete thickness and the compacted roadstone base is not something we want to do to save money," David added.

A big hit with greenkeepers and course managers, particularly those striving to be compliant yet work within budgeting constraints, is that ClearWater can be supplied for self-installation with Highspeed commissioning the system and providing training. "As far as we are aware," said David, "we provide the only recycling system that can be fully installed by the customer or appointed contractor as other systems need professional installation." To ensure confidence, Highspeed provides very detailed installation instructions with plenty of photographs and drawings. This has obviously worked, with self-installation now taken up by around 70 percent of clients who have enjoyed the extra cost savings.

The company, with a diverse range of products and services (it operates six websites!), concentrates predominately on legislative compliance. As David



A pleasing ClearWater installation for the National Trust at Clumber Park

Mears said: "Legislation is driving our business!" Alongside fuel, oil water tanks and allied products sold through Bundedtanks.com (helping prevent oil pollution), Highspeed operates its own WasteAway national waste management service; very popular within the greenkeeping community eager to comply with waste legislation

but also ensure a professional service. On the health and safety front, there's an extensive range of workwear and PPR available too. **GCM** Full details about Highspeed Group and its range of products can be found on its main website: www.highspeed.co.uk or call 0845 600 3572 and speak to the company's friendly staff



One of the latest 'turnkey' ClearWater installations: Southport and Ainsdale Golf Club

See ClearWater at

