

AMR

Special Feature Log Splitters & Circular Saws



The French may not automatically be associated with world class engineering and design....but that would be wrong. In fact they have a history of excellence in engineering any country could be proud of. The diesel engine, the helicopter, the bicycle, the parachute, the drum brake, Concorde, the outboard motor, Westminster Bridge, the Eiffel Tower, the submarine, the dry cell battery, reinforced concrete and the guillotine.....all French inventions and the list goes on.

Today this excellence continues with firewood production machinery from AMR.....



AMR is located in Elsenheim near the Rhine river and the German border in the Alsace region of France, a region that has seen both German and French control over the centuries.

The company Ateliers Mecaniques du Ried was formed in 1984 by some former employees of the Heywang agricultural machine

company and they started making forestry winches and log splitters.

Some 20 years later the company was bought by Robert Heissler who gave it the name we know today, AMR. Under Robert's leadership AMR focused its efforts on developing a world class range of machinery for firewood production. The core ranges being Log Splitters, Circular Saws and related hauling and handling equipment.





In 2015 AMR changed hands again, this time being bought by Unterreiner Forstgerate GmbH of Germany, who are a major distributor of forestry equipment across Europe. For Gert and Manuela Unterreiner who jointly head up this highly impressive business, this is their first venture into the world of manufacturing. Their German passion for selling quality and safety is a perfect match for the AMR range which now features heavily in their growth plans.

AMR now has over 50 employees operating from their 100,000sqft highly automated state of the art factory in Alsace, they produce nearly 4,500 machines a year. Innovation is at the heart of AMR design, tackling the age old problems of producing consistent firewood logs from an inconsistent raw material in an efficient and safe way.

AMR's products are very much the bread and butter products for low to medium volume firewood producers. Specifically for those who don't wish to invest in large plant requiring consistent quality cord timber, but whose timber maybe from tree surgery or mixed sources and thereby requiring a much more flexible processing option.

For example AMR have turned log splitting into a science. Their splitters range from 6 tonnes to 28 tonnes and offer a huge variety of operating options. From free standing vertical or horizontal varieties to portable or trailable splitters and even ones that can be mounted directly onto the front loader of a forest crane. These are impressive machines capable of tackling the most awkward of splitting tasks with relative ease.

Perhaps even more impressive is the AMR range of circular drum saws. The Quatromat was first introduced in 2012 and was a complete breath of fresh air to the industry. Circular saws are great, they cut faster and for longer than chain saws, but open blades of any sort are dangerous and the Quatromat addresses safety in a way never seen before. In fact its design almost defies you to spot the saw blade let alone come in contact with it. With so many people in our industry at risk of injury every year it is truly the right way to go.

Fuelwood of Warwick are the sole UK distributor for AMR and always feature their products heavily at shows and open days. ***"They are simply a delight to use, simple and safe, customers love them for that reason"*** says Jeremy Slatem MD of Fuelwood.





This message is endorsed fully by Fuelwood customer and AMR advocate Joy Lane & Sons of Uttoxeter in Staffordshire. Joy Lane runs this business which was originally set up in 2000, and changed name from R M & J Yeomans to Joy Lane & Sons in 2016.

They specialise in producing and selling quality air dried firewood as well as providing tree surgery, onsite milling services, creating bespoke log stores and selling Maximus Wood Fired Ovens (Jamie Oliver is a fan). They supply firewood across the UK with regular truck loads up to Scotland and across England and they service garages, firewood merchants, garden centres, coal merchants, shops and domestic users.

“Firewood sales have gone through the roof” says Joy, ***“Our investment in AMR machinery has increased our production by a third – it takes less time to produce more product”***.



The business has previously used large semi-automatic firewood processors but these didn't suit all



of the timber coming in from their surgery work or other local sources. So a year ago they invested in a 28 Tonne AMR Log splitter, an AMR Quatromat and an AMR Billet Bundler from Fuelwood. ***“We always buy from Fuelwood”*** says Joy, ***“Reliable machines and easy to deal with nice people. We even help out at their Open Days demonstrating equipment”***.

Everyone in their team of 5 full time and 2 part time staff can use the AMR machines. Joy adds, ***“The Splitter and Quatromat are so safe and easy to use, a single operator, no danger of open blades or kick back, you just drop the timber lengths in the Quatromat and outs pops the perfect length logs”***. With four timber input chambers the Quatromat has an impressive output potential and allows for continuous working.

The AMR Splitter and AMR Quatromat seems to have solved all their issues with odd shaped timbers and the AMR Bundler makes the packing of 1 cubic metre bags a breeze. Joy who is passionate about not only the firewood quality but how it looks and presents loves the results.

They are a BSL approved fuel supplier and also on the Biomass Suppliers List. Clearly the AMR set up has improved the quality and quantity of firewood Joy Lane & Sons can produce.

“Consistency is important as domestic customers want easy to light uniform wood nicely packaged. Some stack the firewood up around their wood burners so it’s on show and needs to be clean and presentable”



With the UK now having well over 1 million wood burning stoves in use and the best part of 200,000 new stoves being sold every year, firewood sales will no doubt remain strong. Joy Lane & Sons has not only invested in great machinery but also in understanding their market place and what it wants in terms of service and product presentation. Their website (www.joylaneandsons.com) is testimony to this, modern, bright easy to read, lots of pictures and you can order online. Joy Lane & Sons is the perfect example of an AMR customer, someone who values quality and safety.

For those wishing to see the full AMR range in action check out Fuelwood’s website www.fuelwood.co.uk they will be showing the machines throughout the year at various shows and of course their own Open Days. Failing that you could of course always take advantage of their renowned hospitality and arrange to call by to their premises near Warwick.

Danny Shepard

FUELWOOD

