



FOR IMMEDIATE RELEASE

Victa Returns to Australian Hands in Landmark Acquisition by Roy Gripske & Sons

Sydney Australia: Victa, Australia's most recognisable name in lawn and garden care, has been acquired by Queensland-based **Roy Gripske & Sons (RGS)**, a proudly Australian-owned family business with more than four decades of industry expertise.

The move marks an exciting new chapter for the 73-year-old brand, promising new investment, improved product availability, and a continued commitment to the innovation and quality that have made Victa a household name.

*"Victa is an Australian icon, and we're proud to have been part of its story," said **Dean Harriott, Managing Director of Briggs & Stratton**. "We're delighted to see Victa return to Australian ownership with Roy Gripske & Sons, a business that shares the same passion for quality, innovation, and customer service. We're confident they will build on Victa's proud heritage and continue delivering the very best lawn and garden equipment to customers across Australia."*

*"Victa is a name that generations of Australians have trusted," said **Paul Sheehan CEO & Director of Roy Gripske & Sons**. "We're honoured to become the new custodian of such an iconic brand and are committed to preserving its heritage while investing in its future. Our focus will be on strengthening supply, expanding innovation, and ensuring Victa continues to deliver the quality and performance Australians expect."*

RGS, headquartered in Queensland with distribution centres nationwide, has built a strong reputation for delivering high-quality lawn and garden products and exceptional customer service. The company plans to leverage its extensive logistics network to enhance product delivery capabilities and ensure customers continue to receive best-in-class service.

Once the sale has finalized, RGS will incorporate the Victa products directly into its portfolio, ensuring customers experience a seamless transition. In New Zealand, the company has appointed Steelfort as its exclusive distributor, reinforcing its commitment to strong local partnerships and ensuring Victa products remain readily available to New Zealand customers.

Briggs & Stratton will continue operations across Australia, New Zealand, and South East Asia, managing its full portfolio of brands including Briggs & Stratton, Vanguard, Ferris, Billy Goat, and Snapper as well as distributing ECHO, Shindaiwa, and Oregon products.

The sale is expected to be finalised on 12th September, 2025 with RGS assuming full responsibility for the Victa brand's customer and supplier relationships. In the meantime, it will be business as usual for customers, with no changes to existing services or product availability.



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About Briggs and Stratton

Briggs & Stratton, headquartered in Milwaukee, Wisconsin, provides innovative products and diverse power solutions to help people get work done. Briggs & Stratton is the world's largest producer of engines for outdoor power equipment, and is a leading designer, manufacturer and marketer of lithium-ion battery, standby generator, energy storage system, lawn and garden, turf care and job site products through its Briggs & Stratton®, Vanguard®, Ferris®, Simplicity®, Snapper®, Billy Goat®, Allmand®, Branco® and Victa® brands. Briggs & Stratton products are designed, manufactured, marketed and serviced in more than 100 countries on six continents.

<https://www.basco.com/home.html>

About Roy Gripske and Sons

Roy Gripske & Sons Pty Ltd has been providing its customers in the Outdoor Power Equipment Industry quality products and support for over forty years. With a history in outdoor power equipment stretching back to the 50's, Roy Gripske and Sons has grown to become Australia's largest independent wholesaler of OPE aftermarket parts and accessories (GA Power Equipment Spares Division) and a significant distributor of OPE wholegoods (Powerup Lawncare Products Division). The company proudly represents the brands GA Spares®, Prokut®, Bushranger®, Gravelly®, Ariens®, Stiga®, Supaswift® and Segway Navimow®. Roy Gripske & Sons Pty Ltd is a privately owned family company, 100% Australian owned and operated.

<https://www.rgs.com.au/index.php>

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