



ON TRACK



A publication for and about our valued Michigan customers • www.CEConTrack.com • August 2016

GORDON JOHNCOCK

Gordon Johncock,
Owner



MICHIGAN LUMBER & WOOD FIBER, INC.

Tim Bills,
President

HANDRICH TRUCKING, INC.

Dale Handrich,
President



KOMATSU®

A MESSAGE FROM THE PRESIDENT



Will Leistikow,
President

**Komatsu is
leading the
construction
revolution**



Dear Valued Customer:

What an exciting time to be in construction. Today's technology is making companies more productive and efficient than ever. Komatsu continues to lead the revolutionary changes that maximize productivity, decrease downtime and increase your bottom line.

This issue of your CEC On Track magazine illustrates that perfectly. Here, you will find articles on new *intelligent* Machine Control products that make every pass count – from rough-cut to finish grade. Among them are the new PC360LCi-11 and PC490LCi-11 excavators.

Last year, Komatsu introduced the world's first *intelligent* Machine Control semi-automatic excavator. Now, Komatsu delivers two more excavators that take you straight to grade.

The fun doesn't stop there. Komatsu also filled a gap in its dozer lineup by adding a new D85i-18. Featuring a patented SIGMADOZER blade, it moves massive amounts of dirt. Read about the features of this new dozer inside.

Want to know which machine is the right size for your operation and applications? We can help you determine that, and there is an article inside which provides beneficial information on this topic. There is also an informative article on the new Komatsu WA320-8 and WA500-8 wheel loaders.

If you wish to demonstrate any of these machines, or if there is anything else we can do for you, please call or stop by one of our branch locations.

Sincerely,
Continental Equipment Company

A handwritten signature in black ink, appearing to read 'Will Leistikow'.

Will Leistikow,
President



ON TRACK



A publication for and about our valued Michigan customers • www.CEConTrack.com

IN THIS ISSUE

HANDRICH TRUCKING, INC.

Ride along with President Dale Handrich and read how his trucking firm hauls a wide range of products throughout Michigan.

MICHIGAN LUMBER & WOOD FIBER, INC.

See how a never-become-complacent attitude serves President Tim Bills well in operating his growing company.

GORDON JOHNCOCK

Meet former Indianapolis 500 champion Gordon Johncock and learn why retirement is not in the cards for this owner of three northern Michigan firms.

INNOVATIVE PRODUCTS AND SUPPORT

Join CEC customers as they experience Komatsu's Jobsite of the Future event.

DOLLARS AND SENSE

Uncover the key to building an efficient fleet by implementing a right-sizing strategy for purchasing and renting equipment.

NEW PRODUCT

Learn how Komatsu's new, larger *intelligent* Machine Control excavators can take you straight to grade for outstanding productivity.

PRODUCT NEWS

See why the new D85i-18 dozers help make every pass count with factory-integrated GPS grade control that eliminates the need for cables and masts.

PRODUCT SPOTLIGHT

Check out the features of the new WA500-8 and WA320-8 wheel loaders, which increase efficiency and improve production in a variety of conditions.

KOMATSU & YOU

Meet Komatsu's Paul Moore, Vice President, Parts Sales & Marketing, and discover how Komatsu is addressing customers' changing attitudes about machine ownership.

HANDS-ON EXPERIENCE

Discover how a partnership with Extreme Sandbox not only benefits distributors but also offers hands-on experience with heavy construction equipment for high school students.

Published by Construction Publications, Inc. for



Printed in U.S.A. © 2016 Construction Publications, Inc.

**THE PRODUCTS PLUS
THE PEOPLE TO SERVE YOU!**

LANSING

3600 N. Grand River Ave.
Lansing, MI 48906
(517) 321-8000
Fax: (517) 321-4191

PARTS/SERVICE LOCATIONS

GRAND RAPIDS

600 44th Street S.W.
Grand Rapids, MI 49548
(616) 538-2400
Fax: (616) 538-0449

NORTHEAST DETROIT

65809 Gratiot Ave.
Lenox, MI 48050
(586) 727-7502
Fax: (586) 727-7311

SAGINAW

4600 AIS Drive
Bridgeport, MI 48722
(989) 777-0090
Fax: (989) 777-1583

TRAVERSE CITY

8300 M-72 East
Williamsburg, MI 49690
(231) 267-5060
Fax: (231) 267-5257

WEST DETROIT

56555 Pontiac Trail
New Hudson, MI 48165
(248) 437-8121
Fax: (248) 437-5911

www.ceceq.com

KOMATSU®



Discover more at
CECONTrack.com

HANDRICH TRUCKING, INC.

From mulch to beans to demolition material, this Mio-based company hauls throughout Michigan



▶ VIDEO

Dale Handrich,
President

In business, years of hard work and dedication are necessary to develop a strong reputation. Dale Handrich, President of Handrich Trucking, Inc., can attest to that. His father started the company in the early 1970s, and Handrich joined the business in 1981. Tragedy struck the family in 1985 when his father was killed in a car accident, which put Handrich in charge of the growing trucking firm at the young age of 22.

"I decided to buy out my three siblings and run the business," Handrich said. "I grew up and started working a little harder."

With a small staff and lots of jobs on the books, Handrich did whatever was necessary to make the business succeed. He handled nearly everything – from vehicle maintenance to actually building the office. That dedication led to 90-hour weeks and many late nights, but Handrich made it work.

"There were many times I would be at the office until 10 p.m. waiting on a truck to return, so I could change its oil," he recalled. "We didn't have a mechanic then, so I changed the oil, rotated the tires and completed all the service work to reduce costs. It was tough, but I did it."

When Handrich took over the business, the company had seven drivers, and his sister worked part time as a secretary. Through his efforts, the company has grown to a fleet of 11 trucks and 12 employees, including a mechanic. While he isn't servicing vehicles late at night anymore, Handrich is still heavily invested in the day-to-day activities of the company.

"I'm lucky; my employees really take care of me," Handrich revealed. "I'm 53 now, so I can't put in the same hours, but I'm still active. I am up at 5 a.m. every day loading trucks. I love it; I won't give that up just yet."

Diverse loads

Handrich Trucking hauls a wide range of materials. The company owns a variety of seven- and eight-axle trailers that allow it to move loads up to 50 tons.

"A typical load for us is 135-140 yards, but it depends on the material," said Handrich. "We haul a lot of wood-related material like chips and sawdust, and we can fill a trailer with those loads. Beans, carrots, tires, demolition material – those add up to 50 tons quickly."

Handrich Trucking's growth can be attributed to the proliferation of cogeneration energy, or "co-gen," plants in northern Michigan. These sites burn waste-wood products and recycled tires to create steam that powers turbines. Local plants began popping up in the 1980s to help support remote towns in the region; today there are still several active in the area.

"In 1983 the first co-gen opened, and we were hauling 73 loads of material there a week," recalled Handrich. "That helped us increase our fleet to six trucks at the time. At one point, we had 17 trucks. Servicing the plants has been a major part of our business for years."

Handrich Trucking President Dale Handrich uses this Komatsu PC50MR excavator for small jobs and personal enjoyment. "I love digging holes; it's a thrill for me," said Handrich.

▶ VIDEO





Dale Handrich, President of Handrich Trucking, uses this WA270 wheel loader to load wood waste into one of his trucks at a sawmill in Mio. "The Komatsu wheel loaders are extremely comfortable and have the maneuverability to get into small spaces in sawmills," explained Handrich. "I love the back-up camera in the WA270. It gives me the ability to use the whole space."

One reason Handrich Trucking was able to continually supply the co-gen plants was its proximity to the Amish sawmills near Mio. "There are about nine sawmills that produce a lot of waste material," reported Handrich. "To have that much work close by has been great."

Komatsu, CEC all the way

In the early 1990s, Handrich Trucking grew to the point that it needed its own wheel loaders to load trucks, and Handrich turned to Continental Equipment Company (CEC) and Sales Rep Mike Swope. His first Komatsu was a used WA180. Then Handrich purchased two used Komatsu WA250s. In the early 2000s, he started buying new, and now has a 2012 WA250 and a 2015 WA270.

"The Komatsu wheel loaders are extremely comfortable and have the maneuverability to get into small spaces in sawmills," said Handrich. "I love the back-up camera in the WA270. It gives me the ability to use the whole space."

Since the sawmills are located fairly close to one another, Handrich simply drives the wheel loaders from job to job each morning.

"It was more efficient to drive to the mills instead of loading and unloading them a few times each day," explained Handrich. "They get some road time, but that's OK. We make sure to plan our work for the day so that we drive them on the road as little as possible."

The WA270 came with Komatsu CARE for the first three years or 2,000 hours, as well as KOMTRAX, Komatsu's remote machine-monitoring system. Those two features, plus the reliability of CEC, were key selling points for Handrich.



Continental Equipment Company Sales Rep Mike Swope (left) works with Dale Handrich to make sure Handrich Trucking has all the equipment it needs to operate successfully. "Komatsu, CEC and Mike have been terrific to work with," Handrich said. "They are always there to make things right and help us out. They are great."

"Komatsu, CEC and Mike have been terrific to work with," he noted. "They are always there to make things right and help us out. They are great."

The decision to purchase a PC50MR was less business-related for Handrich. "Since I was five years old, I wanted an excavator. I love digging holes; it's a thrill for me. The PC50 was ideal; it is small enough that I can haul it behind my pickup and do small jobs with it. I love it."

Room to grow

After more than 30 years in the industry, Handrich is not too concerned with aggressive growth for his company, but he believes expansion is possible.

"I think we are in a very good place right now, but there is the opportunity to grow," he said. "We have developed a great reputation and have strong relationships with our customers – to the point that we don't have to advertise. If we had more drivers, we could easily keep them busy, but there aren't a lot of people looking to do this work. Regardless if we grow or stay the same, we will continue to do what got us here – work hard and treat our customers well." ■



Discover more at
CECOnTrack.com

MICHIGAN LUMBER & WOOD FIBER, INC.

This Comins, MI, company never stops looking for ways to grow



▶ VIDEO

Tim Bills,
President

Tim Bills likes to make things happen. When he was 20, he bought a semi-truck and started a trucking company. Soon, the company expanded to more than 30 trucks, had four divisions and transported building materials, lumber, logs, chips and wood fiber. Among his customers were Fortune 500 companies, such as Home Depot, Georgia-Pacific and Weyerhaeuser. After 20 successful years, Bills decided it was time for another challenge. So, in 2008, after selling the majority of his trucking company, he bought an existing sawmill that was closed in Comins, MI, and opened Michigan Lumber & Wood Fiber, Inc. in 2009.

"When I bought the sawmill, it was in the middle of the recession," recalled Bills, who is President of the company. "Mills were closing, and people thought I was crazy, but I believed there was an opportunity for me here."

One area in which he wanted to focus was railroad-tie production. He decided to cold call two of the largest railroad-tie procurers in the industry. After careful consideration and research, Bills decided that Stella-Jones was the preferred company to build a strong relationship with to bring his railroad-tie idea to fruition.

He met with Stella-Jones and told them that he would have product for them. There was just one problem, he promised it prior to opening his mill and before he had any material. To get the supplies, he would have to convince the logging industry to cut 104-inch logs rather than 100-inch pieces – this was another challenge for Bills.

"Michigan was not known for producing railroad ties," he said. "The ties require 104-inch-long pieces of wood. Michigan is a 100-inch state, meaning all the logging companies were set up to efficiently cut, haul and produce 100-inch pieces. Four inches may not sound like a lot, but no one was set up to do that here, and no one really wanted to change."

"I'm an inquisitive person, so when I was driving a truck, I would always talk to people in different industries," he explained. "It gave me a lot of insight into various markets and what could be valuable. This helped me get the idea for producing large quantities of railroad ties. It wasn't easy, but to succeed you have to be determined to get your ideas and plans in front of people."

Bills' strategy paid off for him. With lumber sales plummeting, logging companies began cutting 104-inch logs because he was willing to buy them. Normally, shipping the ties would have been a logistical nightmare, but Bills' 20 years in the trucking industry eliminated that challenge. He was able to ship the railroad ties to Stella-Jones with his flatbed-trucking division, and the help of other flatbed carriers with whom he had built strong relationships during his time in the trucking industry.

"I think one of the biggest problems people have is becoming complacent," Bills observed. "That's not an issue for me. I'm always looking for ways to grow. I had an idea that it would work, but it was still a huge risk. I went at it with everything, and it worked out."

Michigan Lumber & Wood Fiber, Inc. opened in 2009 with four employees. Today, the Comins sawmill has 44 employees and produces approximately 100,000 railroad ties and cuts more than 25 million board feet annually.

▶ VIDEO



That success helped Bills turn the sawmill, which started with four employees in 2009, into a 44-employee, 24-hour operation that produces approximately 100,000 railroad ties and cuts more than 25 million board feet annually.

Selling to China

Another one of Bills' greatest undertakings was attempting to sell wood chips to paper plants in China. Again, the idea came from his trucking experience. He knew that transporting empty containers was a financial loss. He also understood that China shipped millions of containers to the United States to drop off goods, so Bills saw an opportunity to fill those empty containers with his wood chips. True to his nature, Bills attacked the idea with everything he had.

"China is one of the largest markets in the world, and it has the biggest paper plants. You need wood to make paper, and Michigan had a lot of it," he said. "I had no idea how to get started; I didn't even know that China was 13 hours ahead of us. I started making calls, doing research and asking around to see if anyone had shipped wood chips to China. The most common responses I heard were either no or that I was a dreamer and it was not going to happen."

If Bills thought he was starting from zero, it's because that was true. There was no blueprint for his idea. Through hard work, Bills developed contacts and finally made his way to China with several containers of his wood chips and a full slate of meetings with officials at Chinese paper plants. When he returned home, Bills had several agreements to ship his product. Unfortunately, he wasn't able to complete the deals, but it did pave the way for other U.S. companies to ship similar materials to China.

"While it didn't work out financially for me, I'm still proud of what I accomplished," Bills stated. "I couldn't get over the last hurdle to make the deal work, but I completed the groundwork. There are companies today that are benefitting from my effort. The industry is in a better place because of a chance that I took."

Komatsu and CEC

To keep his operation running smoothly, Bills trusts Komatsu wheel loaders, which he purchased from Continental Equipment



Komatsu WA200 wheel loaders, like this one, are the machines of choice for President Tim Bills. "The WA200s give us the best lifting power, fuel efficiency, pricing, service and dependability," he noted. "We're putting 16-18 hours a day on the machines, and they handle that with no problem."



President Tim Bills (right) calls on CEC Sales Rep Mike Swope for equipment and service needs. "CEC and Mike do a great job," said Bills. "We bought our first wheel loader from them in 2009 and have done so ever since."

Company (CEC) and Sales Rep Mike Swope. Michigan Lumber & Wood Fiber uses five Komatsu WA200 wheel loaders for a variety of jobs in its yard, including servicing the mill, feeding the operation and loading chips and lumber onto trucks.

"The WA200s give us the best lifting power, fuel efficiency, pricing, service and dependability," said Bills. "We're putting 16-18 hours a day on the machines, and they handle that with no problem. Plus, CEC performs routine maintenance through Komatsu CARE for the first three years or 2,000 hours, so it really was a no-brainer for us to buy Komatsu."

"I don't think any brand has a machine comparable to the WA200," he continued. "For its size, power, vision and comfort, it's the perfect machine for us."

Never settling

Bills is not the type of person to just sit around and let things happen, so when he looks to the future, he anticipates growth.

"Certainly, we want to grow, but it has to make sense," he noted. "I like the size we are at, but I think we'll keep looking for additional ways to diversify, explore new markets and reach out to new customers. It all goes back to being complacent; if that happens, it's over. We want to keep moving, and we'll continue to do that." ■

POWER | PRODUCTIVITY | COMFORT | VERSATILITY



INNOVATION INGRAINED



In 1991, the JCB Fastrac became the world's first high speed tractor. Since then, Fastracs have had an established reputation of exceeding industry standards. Innovation is ingrained in our past and is building our future. Now, our expanding range of Fastracs has productivity, versatility and comfort that cannot be touched by the competition. **Contact your JCB dealer to demo a new Fastrac today.**



jcbna.com



Discover more at
CECOnTrack.com

GORDON JOHNCOCK

Former Indianapolis 500 champion runs three businesses from South Branch sawmill

Gordon Johncock has retired a few times, but he just hasn't seemed to have gotten the hang of it. Before opening a trio of businesses from his sawmill in South Branch, he was an elite race-car driver. In fact, Johncock won the Indianapolis 500 in 1973 and 1982 and finished in the top-five eight times in 24 starts. He retired from the sport twice, once in 1985 and again, for good, in 1992. During that second retirement from racing, he started a logging company in northern Michigan. In 2005, he decided that he'd had enough of the logging business, sold most of his equipment and retired, again. His third time wasn't a charm, so in 2010, he bought a sawmill from an acquaintance and went back to work.

"There isn't a future in retiring," said Johncock, who turns 80 this year. "My wife doesn't like to hear that, but I like to work. I was just sitting around getting old and fat when a friend asked if I wanted to buy his sawmill. Two weeks later, we had a deal in place."

As part of the deal, Johncock purchased Quigley Lumber, Inc. and its sawmill in South Branch.

"I was familiar with the operation because I brought a lot of logs here with my logging company," explained Johncock. "In fact, this is where I put my equipment up for sale when I retired in 2005. I would drop in and do some work after that from time to time as well."

The acquisition of Quigley Lumber also led him to restart Johncock Forestry and to open Gordon Johncock Landscape Supply. Today, the three businesses operate from the sawmill and all feed each other.

"The logs start out through Johncock Forestry, then are processed at Quigley Lumber and all the by-product is handled by

Gordon Johncock Landscape Supply," said Johncock's daughter, Valerie, who works at the company as a dispatcher. Johncock's wife, Sue, also works in the office.

Use it all

Quigley Lumber specializes in producing cants, pieces of lumber that are cut 3.5 to 5.5 inches thick with random widths, depending on the log cuts. The cants are then sold and used for making other products, mainly pallets.

"Companies that buy the cants run them through a gang saw and mass-produce them to their specs," said Johncock. "One of our biggest customers is Michigan Pallet, and that relationship was formed well before I bought the lumber company."

Quigley Lumber produces 20,000-30,000 feet of cants per day and ships them in a specially designed trailer that allows it to haul as much material as possible while staying under Michigan's load-limit requirements.

Continued ...



Gordon Johncock,
Owner

Komatsu wheel loaders, like this Komatsu WA320, are essential to the three businesses that Gordon Johncock operates from his South Branch sawmill. "I couldn't run these companies without them," he said.



Retirement not an option for Gordon Johncock

... continued

Having one major contract is nice for Johncock because it keeps Quigley Lumber busy consistently and allows his other companies to grow as well, especially Gordon Johncock Landscape Supply. All of the by-product from producing the cants is used for landscape supply.

"Sawdust, bark, chips – it all gets used in some way for landscaping," said Johncock. "If we didn't utilize everything, we'd have to raise the price of our cants. It's part of this business."

Gordon Johncock Landscape Supply produces roughly a dozen loads of sawdust, chips and bark per week. The landscape material accounts for nearly 25 percent of the business at the sawmill.

CEC sales Rep Mike Swope (second from right) meets with (L-R) Valerie, Sue and Gordon Johncock as well as Leo Thayer. "Mike is always available if we need him," said Johncock. "CEC has done a great job of taking care of us."



Gordon Johncock uses a Komatsu WA320 wheel loader to load bark into a wood grinder to make mulch for Gordon Johncock Landscape Supply. Johncock says the WA320 can manage any application necessary at his sawmill. "It handles logs, cants, bark and sawdust without any issue," he said. "It does it all."



The efficiency has been good. Since Johncock acquired the company in 2010, the sawmill added a second shift and has grown from six employees to 22 in its busy season.

"We were fairly aggressive when we took over," recalled Johncock. "What's the point of doing the same amount, same old thing, everyday? I don't have a whole lot of years left, so if I'm going to do something, I might as well be getting it done."

Komatsu loaders from CEC

Johncock's latest equipment addition was a Komatsu WA320 wheel loader he purchased from Continental Equipment Company (CEC) and Sales Rep Mike Swope.

"The 320 is very stable for such a big machine," said Johncock. "It's also very maneuverable. I can get in and out of some tight spots with it. We have a six-yard, high-tip bucket for loading trucks, and we have a dirt bucket and fork attachments that we use."

Johncock also has a WA250 at the sawmill. The combination of the two wheel loaders has made the entire operation more efficient.

"I couldn't run these companies without them," he said. "They handle logs, cants, bark and sawdust without any issue. They do it all. The only time we have an issue is when I forget to put fuel in them."

The WA320 also came with Komatsu CARE, which provides complimentary maintenance for the first three years or 2,000 hours, and KOMTRAX, Komatsu's remote machine-monitoring system.

"It's peace-of-mind," said Johncock. "If service is needed, CEC calls to set it up and comes out to take care of it. If I have a question on a machine, they can pull it up through KOMTRAX and see what's going on."

Another retirement?

Much to the dismay of his wife, Johncock is probably not giving retirement another chance anytime soon. He still works the most hours of anyone at the sawmill – whenever needed, day or night.

"You could build a Komatsu with a pillow and a hammock in it, and I'd never get out of it," joked Johncock. "I'm going to work until I can't do it anymore." ■

Continental Equipment

is your dealer for

Liebherr Material Handlers

*Several models in-stock
and ready to work for you!*



LIEBHERR

INNOVATIVE PRODUCTS AND SUPPORT

'JOBSITE OF THE FUTURE'

Komatsu showcases new *intelligent* Machine Control equipment and SMARTCONSTRUCTION



Jason Anetsberger,
Komatsu Senior
Product Manager



Komatsu unveiled new *intelligent* Machine Control dozers and excavators, as well as its SMARTCONSTRUCTION jobsite solutions, during the recent "Jobsite of the Future" event held at its Customer Center in Cartersville, Georgia. New excavators included the highly anticipated PC360LCi-11 and PC490LCi-11 models.

Komatsu introduced its first *intelligent* Machine Control products three years ago with the D61i-23



Brandon Plester, Owner of
B.P. Contracting



Bob Cotton, Owner and President
of Cotton Trucking and Excavating

Dean Williams (left) and Daniel Williams (right) of Dean Marine & Excavating meet with CEC/AIS Sales Rep Greg Doyal during the Jobsite of the Future event.



Attendees could operate all equipment, including the remote-control D155AXi-8 RC dozer.



dozers, and this event showcased the second generation of that machine. The new D61i-24 model features a Tier 4 Final engine that reduces fuel consumption and operating costs. Additional new dozers included the D85i-18 and the D155AXi-8 RC (radio control) that is operated remotely via a radio transmitter.

"These new machines build on the success of our strong *intelligent* Machine Control family," said Jason Anetsberger, Komatsu Senior Product Manager. "When we introduced our first *intelligent* Machine Control excavator, customers asked us when additional, larger machines would be available – especially one in the popular 30-ton class size. We're pleased to introduce these new models, along with new dozers, and give the people in attendance a chance to operate them."

Attendees could also check out more *intelligent* Machine Control products, including D39i-24, D65i-18, D51i-22 and D155AXi-8 dozers. The world's first *intelligent* Machine Control excavator model, the PC210LCi-10, was also available for operation as was standard equipment such as the new WA600-8 wheel loader and haul trucks.

Komatsu personnel discussed the SMARTCONSTRUCTION program, which goes beyond *intelligent* Machine Control equipment with comprehensive jobsite solutions provided by Komatsu. In addition to training and support, offerings include: surveying/inspection, 3D modeling, jobsite data solutions, jobsite setup and optimized operation consultation.

"Komatsu distributors offer customers more than just machines," Anetsberger explained. "They provide a total package solution delivered by the distributor's Technology Solutions Expert. Our aim is to meet customers' jobsite technology needs today and tomorrow, through innovative solutions that improve their bottom lines." ■

D61PXi-24



intelligent MACHINE CONTROL

- First to last pass grading technology
- Revolutionary track slip control
- External stroke sensing hydraulic cylinders
- New Tier 4 Final technology



I AM KOMATSU

ANDY CHAPMAN / SALES REP / LINDER INDUSTRIAL MACHINERY / GREER, SC

"From financing to product quality to support and training after the sale, Komatsu delivers everything my customers demand. I've been selling their full line, including the PXi and EXi series dozers, for years. Innovation and the exclusive *intelligent* Machine Control set them apart from the others. And that's why I AM KOMATSU."

SUPPORTED WITH PRIDE

KOMATSU®

komatsuamerica.com



Copyright ©2016 Komatsu America Corp. All Rights Reserved

014

IS BIGGER BETTER?

Companies employ rightsizing strategy to purchase equipment and build efficient fleets



Ken Calvert,
Director, Komatsu
Business Solutions
Group



Kurt Moncini,
Komatsu Senior
Product Manager –
Tracked Products

While the lowest points of the Great Recession are in the rearview mirror, construction companies are applying the lessons learned from those tough economic times to their current business models. As a result, companies today are continually looking for the most efficient ways to operate. One area where that mind-set is put into action is with equipment fleets.

Owners are concentrating on maximizing the value of every piece of equipment in their yards. The strategy of rightsizing – matching equipment to its most cost-effective application – is helping owners accomplish this.

In a 2014 interview with Equipment Manager magazine, industry consultant Andrew M. Agoos noted that equipment owners emerged from the economic downturn with changed attitudes. He says that rightsizing grew in popularity as many owners were skeptical of the economy's continued growth. Because of this belief, owners continued to increase their efforts to manage and maintain equipment judiciously.

Buying the right machine

One of the most effective ways to own an efficient fleet is to purchase the correct machines.

To operate cost effectively, equipment owners are building their fleets by purchasing smaller machines and renting or leasing larger ones when needed. The rightsizing strategy has grown in popularity since the Great Recession.

Fleet managers need to consider several factors when purchasing equipment – budget, work-site conditions, current and future projects, technology and transportation. Companies can save time and money by doing their homework.

Ken Calvert is the Director of Komatsu's Business Solutions Group, a team that handles special projects relating to customers, distributors and corporate personnel. As part of this mission, the group collaborates with customers to help with the fleet-building process.

"Our favorite thing is to present a customer who has a \$2 million budget with a package that costs \$1.5 million and is much more efficient," shared Calvert. "We work with companies to help them monitor machines, look at the future and make the best decisions. Our goal is to save them money up front and in the future."

The group achieves this goal by often advising customers to buy smaller equipment with a focus on rightsizing.

"The data shows that many people own machines which are too big," said Calvert. "Buying a smaller machine is the single-best thing customers can do to save money. Large machines cost more up front, are more expensive to run and maintain, require more fuel, and they depreciate faster. Smaller machines have a higher utilization rate because they can be used on more jobs, and their residual values are more predictable and potentially higher."

Ego can play a role in the decision to purchase a larger machine, but Calvert says that many times it's a lack of information that causes customers to select machines that are too big. Customers may believe they are protecting themselves by purchasing a larger machine with the thought that it can handle more jobs. Using the wrong-sized machine is also common with new or growing companies. Many times, those businesses are





Owning and Operating Cost Comparison Among Komatsu Excavators

Model	PC88MR-10	PC138USLC-10	PC170LC-10	PC210LC-10	PC360LC-10	PC490LC-10
Price Variance	x	1.4x	1.5x	2.1x	3.4x	4.6x
Fuel Usage	1.41 gal/hr	2.04 gal/hr	2.97 gal/hr	3.38 gal/hr	5.77 gal/hr	7.55 gal/hr
Average Maintenance Fee Variance	x	1.3x	1.4x	1.4x	1.9x	2x

trying to do jobs with the machines they already own to avoid paying for an additional one. For a short time, this strategy may prove beneficial, but not over an extended period.

Another important component of rightsizing is matching equipment that will be working together in the same applications. For example, loading and hauling equipment need to match for optimum efficiency. If a loader is too large for a truck, or vice versa, the project will not be as efficient.

"I think people would be surprised at the benefits of buying properly sized machines," continued Calvert. "Just because a PC360 excavator can do the same jobs as a PC210, doesn't mean it should. The PC360 isn't nimble enough for smaller jobs. Using a right-sized machine is not only cheaper from an equipment standpoint, but it also saves time and eliminates wasted effort, which reduces the cost."

Technology changes fleets

In addition to buying right-sized machines and maintaining a proper-sized fleet, owners today also must consider technology advancements. With every new generation of equipment released, fuel efficiency, hydraulic performance,

visibility and emissions output improve. Simply purchasing the previous model again can cost companies a great deal of money.

"If an owner of an older machine, like a Komatsu PC400LC-6 excavator, was ready for a new machine, getting the latest 400-series excavator may not be the best decision," explained Kurt Moncini, Komatsu Senior Product Manager – Tracked Products. "Some of today's machines are so advanced that they are able to outperform older, larger machines."

To illustrate this, Moncini compares a Komatsu PC400LC-6 excavator to a new Komatsu PC390LC-11. The PC400 is 93,000 pounds with a 125-series engine; the PC390 is 90,000 pounds with a 114-series engine. Despite being smaller, the PC390 has a similar bucket capacity (2.97 yards to 3 yards), more horsepower (267 hp versus 266 hp), better over-side lift at 25 feet and comparable over-front lift at 15 feet. The PC390 also has the ability to match engine modes to application, offers advanced hydraulic features and has better fuel efficiency while meeting the latest emissions standards.

"With improvements to engine efficiency and hydraulic systems, the smaller PC390 can do just about everything the PC400 can," said Moncini.

As machines increase in size, so does the cost to purchase and maintain them as illustrated in the chart above. Ken Calvert, Director of Komatsu's Business Solutions Group says that owners would be "money ahead" by purchasing smaller machines and renting or leasing machines for larger projects as needed.

Continued . . .

Rentals and leases both growing in popularity

... continued

“For companies that are looking to replace older machines, there is value in considering newer, smaller models. In many cases, they are just as productive.”

The idea of rightsizing can also apply to the number of machines in a company’s inventory. Traditionally, firms built large fleets by holding onto older machines that were paid for, on the small chance they would be needed on a future project. While the machines may not have a payment, they lose value annually, and the costs associated with running those machines are higher than new ones. To run a leaner operation, some companies may want to sell older machines and begin building more efficient fleets by purchasing right-sized machines, renting or leasing.

“What many people don’t realize is they may be money ahead by buying a smaller machine to handle a majority of their projects and renting a larger machine when needed,” reported Calvert. “If a company can handle 90 percent of its projects with a smaller machine, it would be better off financially to rent a larger one for the other 10 percent.”

Meeting the trends

Equipment distributors and lenders have noticed this trend and designed programs to accommodate these changing attitudes. Agoos said that rental purchase options (RPOs) and similar programs were uncommon five or 10 years ago, but are now standard because dealerships have built large rental fleets.

Advanced technology makes newer machines just as productive as older, larger machines. “With improvements to engine efficiency and hydraulic systems, the smaller PC390LC-11 excavator can do just about everything the PC400LC-6 can,” said Kurt Moncini, Komatsu Senior Product Manager – Tracked Products.



Short-term leases have also experienced a similar spike in popularity.

“Twelve-month leases were almost unheard of before the recession, but now they are very popular,” revealed Tony Suits, Retail Finance Manager at Power Motive Corporation, a Komatsu distributor for Colorado and Wyoming. “A number of companies were stuck with big equipment payments during the recession, and they want to avoid that situation again. Today, some companies have work scheduled for eight to 12 months, but may not be sure what is coming after that. They love short leases because of the option to walk away or extend the lease after 12 months, depending on what work becomes available.”

Another reason that managing equipment through rentals or leases has grown in popularity is the benefits that come with the agreement.

“During a lease, we cover the maintenance and repairs, taking much of the risk out of the equation for the customer,” said Suits. “If something goes wrong, we can fix it or get them a new machine, and it’s all part of the agreement. Customers like being able to write the same check each month and not worry about downtime.”

Calvert says that financial protection should give owners the confidence to develop their fleets and grow their businesses.

“As companies grow and get into applications where they don’t own the optimal machines, they should consider rental,” he suggested. “It’s a cost-effective, low-risk way for owners to decide how to build their fleets and test out machines before they purchase.”

Mix and match

While rightsizing is a technique that allows companies to operate more efficiently, it is far from a one-size-fits-all solution. The onus is on a company to do its research and tailor a strategy to its needs.

Calvert points out that each company is different and should create a plan based on its production needs and goals, but he suggests a mix of machines that can handle many jobs cost effectively.

“Think of it like a basketball team,” he explained. “You can play with five centers, but you aren’t going to be very successful. You need a mix of abilities to succeed. The same is true when building a fleet.” ■

MANEUVERABILITY | VISIBILITY | VERSATILITY



INNOVATION INGRAINED



Innovation is ingrained in our past and is building our future.

In 1977, JCB invented the world's best-selling telescopic handler for construction applications. That soon evolved into a dedicated agriculture machine, the JCB Telemaster, an articulated telescopic handler, designed with the maneuverability of a wheel loader, the visibility of a tractor and the versatility of a telehandler. Our fifth generation TM range was designed with you in mind, to be your most reliable farmhand.

Contact your JCB dealer to demo a new Telemaster today.



jcbna.com

PC490LCi-11

3D AUTOMATION INCREASES YOUR PRODUCTION

- Dig to grade accurately without slowing down
- No worry grading because there is no over digging
- The machine you have been waiting for:

Big, Fast, Accurate



I AM KOMATSU

MICHAEL BLANKENSHIP / TSE / MODERN MACHINERY CO. / SEATTLE, WA

"As a Komatsu Technology Solutions Expert at Modern Machinery, I train operators how to get the most out of their equipment. The all-new PC490LCi-11 is the world's first *intelligent* Machine Control excavator in its size class. It features Komatsu's fully factory integrated, revolutionary machine control and guidance system. It's ready to make you more efficient and more profitable. Leading-edge innovation is why I AM KOMATSU."

SUPPORTED WITH PRIDE

KOMATSU®

komatsuamerica.com



Copyright ©2016 Komatsu America Corp. All Rights Reserved

011

NEW PRODUCT

'STRAIGHT TO GRADE'

Komatsu adds larger, more productive *intelligent* Machine Control excavators

Want to dig straight to grade with an excavator? You can with Komatsu's new *intelligent* Machine Control excavators, including the PC360LCi-11 that fits in the popular 30-ton size class and provides excellent productivity and efficiency in a wide range of applications.

"Nimble, yet highly productive, the PC360LCi-11 is easily the most anticipated *intelligent* Machine Control product to launch from Komatsu in recent memory," said Jason Anetsberger, Komatsu Senior Product Manager. "From trenching on a utility work site to mass excavating on a highway project, the PC360LCi-11 is flexible and versatile enough to be at home on almost any jobsite."

A 257-horsepower Tier 4 Final engine powers the PC360LCi-11, while the larger PC490LCi-11 has a Tier 4 Final, 359-horsepower engine. On top of an already very productive base machine, incorporation of the *intelligent* Machine Control technology boosts productivity up to 66 percent when compared to conventional excavation methods.

"Many of our customers have enjoyed the precision, versatility and efficiency of our first *intelligent* Machine Control excavator, the PC210LCi-10, and have asked us to scale *intelligent* Machine Control technology to larger-sized excavators. The wait is over," reported Anetsberger. "Whether you are mass excavating, trenching or fine grading, the PC490LCi-11 will help increase productivity and efficiency, while removing the burden and worry of overexcavation."

Revolutionary automation

Komatsu introduced the world's first *intelligent* Machine Control excavator, the PC210LCi-10, to rave reviews in 2014. Like that machine,

the PC360LCi-11 and PC490LCi-11 feature Komatsu's revolutionary, fully factory-integrated, machine-control system. The exclusive control function lets operators focus on moving materials efficiently, without worrying about digging too deep or damaging the target surface.

Komatsu's *intelligent* Machine Control excavators utilize 3D-design data loaded into the touchscreen display to show machine position relative to target grade. When the bucket reaches the target surface, automation kicks in to limit overexcavation.

"Once the target elevation is reached, no matter how hard the operator tries to move the joystick control to lower the boom, the excavator won't allow it," said Anetsberger. "From rough digging to finish grade, these machines improve efficiency and precision and minimize overexcavation, making every pass count." ■



Jason Anetsberger,
Komatsu Senior
Product Manager

Quick Specs on Komatsu PC360LCi-11 and PC490LCi-11 Excavators

Model	Net Horsepower	Operating Weight	Bucket Capacity
PC360LCi-11	257 hp	78,484-79,807 lb	0.89-2.56 cu yd
PC490LCi-11	359 hp	105,670-107,850 lb	1.47-4.05 cu yd



The new *intelligent* Machine Control excavators feature Komatsu's fully factory-integrated machine-control system. The exclusive control function lets operators focus on moving materials efficiently, without worrying about digging too deep or damaging the target surface.

HM300-5

THE MOST RUGGED TRUCKS

- Built-in payload meter and external display lamps
- Hydraulic wet multi-disc brakes with retarder
 - Komatsu traction control system
 - Selectable working modes



I AM KOMATSU

JASON ROGERS / PRODUCT SERVICE MANAGER / KIRBY-SMITH / TULSA, OK

"I've been around Komatsu products for decades. Working close with our customers and specing the right machinery for them is a key part of our success at Kirby-Smith. A full product line, including high-quality articulated trucks like the HM series, keeps my customers rolling. And that's why I AM KOMATSU."

SUPPORTED WITH PRIDE

KOMATSU®

komatsuamerica.com



Copyright ©2016 Komatsu America Corp. All Rights Reserved

015

ROUNDING OUT THE LINEUP

Komatsu's new D85i-18 dozers hog dirt, excel at finish grades with *intelligent Machine Control*

Three years ago Komatsu unveiled its first *intelligent Machine Control* dozer, the D61i-23. Several models followed, ranging from the 105-horsepower D39i-23 to the 354-horsepower D155AXi-8. However, one size class remained without an *intelligent Machine Control* dozer. Komatsu filled that gap with its new 30-ton, 264-horsepower D85EXi-18 and D85PXi-18 models.

The new D85i-18 dozers feature factory-integrated GPS grade control that eliminates the need for cables and masts. Once engaged, the system automatically starts the cut and lowers the blade to grade in a typical dozing pass. If the load increases to maximum capacity, the blade automatically raises to minimize track slip, ensuring productive dozing. This allows the dozers to achieve up to 8 percent greater efficiency in moving materials, based on start-to-finish-grade testing against typical aftermarket machine-control systems.

A new standard, operator-selected Reverse-Grading mode enables automatic blade control while in reverse.

"Customers who use a standard D85-18 like that it moves massive amounts of dirt, yet is easy to transport," said Chuck Murawski, Komatsu Product Marketing Manager. "The new D85i-18 does that with the added benefit of machine control, so that every pass counts. Eliminating the components of traditional aftermarket systems, and the time required to remove and install them, means even more passes and greater profits."

Increase production with SIGMADOZER® blade

Increased production of up to 15 percent during those passes is possible using a Komatsu-patented

SIGMADOZER® blade that rolls material to the center for increased soil-holding capacity and reduced sideways spillage.

Maintenance and repair costs remain low with Komatsu's Parallel Link Undercarriage System (PLUS) that provides up to double the wear life of traditional systems. A new Triple Labyrinth final drive provides added protection for the drive's floating seals.

"With the monthly production gains that are realized by starting sooner, finishing faster and using less fuel, owners are finding that the more they run the D85i-18, the more they save," said Sebastian Witkowski, Komatsu Product Marketing Manager. "From heavy-slot dozing to finish grading, this dozer is perfect for larger earthmoving jobs where accuracy and efficiency are important." ■



Chuck Murawski,
Komatsu Product
Marketing Manager



Sebastian Witkowski,
Komatsu Product
Marketing Manager

Quick Specs on Komatsu D85i-18 Dozers

Model	Net Horsepower	Operating Weight	Blade Capacity
D85EXi-18	264 hp	67,439 lb*	9.4 cu yd*
D85PXi-18	264 hp	65,080 lb	7.7 cu yd

*With SIGMADOZER®

Komatsu's new *intelligent Machine Control* D85i-18 dozers move massive amounts of dirt and grade efficiently while remaining easy to transport. They feature a new standard, operator-selected Reverse-Grading mode that enables automatic blade control while in reverse.





“IT’S ABOUT RELATIONSHIPS”
MY CUSTOMERS LOVE KOMATSU!

I AM KOMATSU

GENE SNOWDEN III / MACHINE SALES REP / BRANDEIS MACHINERY / LOUISVILLE, KY

“I’m proud to sell Komatsu products. At Brandeis, we’ve handled quality Komatsu equipment for decades. Like all Komatsu loaders, the WA470 has an excellent balance between power and stability in the pile and speed and stability when moving with the load. And maintenance departments love the access to daily checks and service items. My customers are satisfied customers, and that’s why I AM KOMATSU.”



SUPPORTED WITH PRIDE

KOMATSU®

komatsuamerica.com



Copyright ©2016 Komatsu America Corp. All Rights Reserved

010

PRODUCT SPOTLIGHT

MORE EFFICIENT LOADERS

New WA500-8 and WA320-8 feature high production, lower fuel consumption in a variety of applications

Wheel loaders perform a variety of tasks and in a wide range of applications. Komatsu's new Tier 4 Final WA500-8 and WA320-8 models provide increased efficiency and high production under all types of conditions. These new models also use less fuel than their Tier 4 Interim predecessors – up to 5 percent less with the WA500-8 and up to 3 percent less with the WA320-8.

The WA500-8 has an increased bucket capacity of 7.6 cubic yards, and the bucket now fills easier and retains material better, contributing to machine efficiency and productivity gains of up to 10 percent. It also features greater horsepower than the Dash-7.

"The WA500-8 is made for loading on-highway trucks or smaller rigid trucks in quarry applications, articulated trucks on construction sites or load-and-carry applications," said Komatsu Product Marketing Manager Rob McMahon. "Operators will also appreciate enhancements in cab comfort and features, such as the integrated load meter and full automatic digging function."

'Utility knife on four wheels'

The WA320-8's parallel-lift linkage, with auto tilt-in to simulate a Z-bar, can be used in any application from pallet handling to hard digging. With increased operating weight, the WA320-8 features an S mode that gives operators maximum control in slippery conditions.

"The easy-to-control hydrostatic transmission makes the WA320-8 ideal for agriculture and residential applications, but its size and attachment-friendly quick coupler make it an all-around performer for almost any work site," Komatsu Product Marketing Manager Craig McGinnis said. "The WA320-8 works well for snow removal. It's a multi-purpose utility knife on four wheels."

Komatsu designed its Komatsu Diesel Particulate Filter (KDPF) and other after-treatment components in its new Tier 4 Final loaders to work in conjunction with the engine for efficiency and longer life. More than 90 percent of KDPF regeneration is performed passively, with no action required by the operator and no interference with machine operation.

"These new models are a great fit for companies using construction-sized and small quarry loaders," said McGinnis. "We encourage anyone who uses loaders to demo a WA500-8, WA320-8 or both. We believe owners and operators will see the clear advantages that the new models offer." ■

The WA500-8 has an increased bucket capacity of 7.6 cubic yards, and the bucket now fills easier and retains material better, contributing to machine efficiency and productivity gains of up to 10 percent.



Rob McMahon,
Komatsu Product
Marketing Manager



Craig McGinnis,
Komatsu Product
Marketing Manager

Quick Specs on Komatsu WA500-8 and WA320-8 Wheel Loaders

Model	Horsepower	Operating Weight	Bucket Capacity
WA320-8	165 hp	34,128-34,392 lb	3.0-4.2 cu yd
WA500-8	357 hp	76,708-77,856 lb	6.8-8.2 cu yd

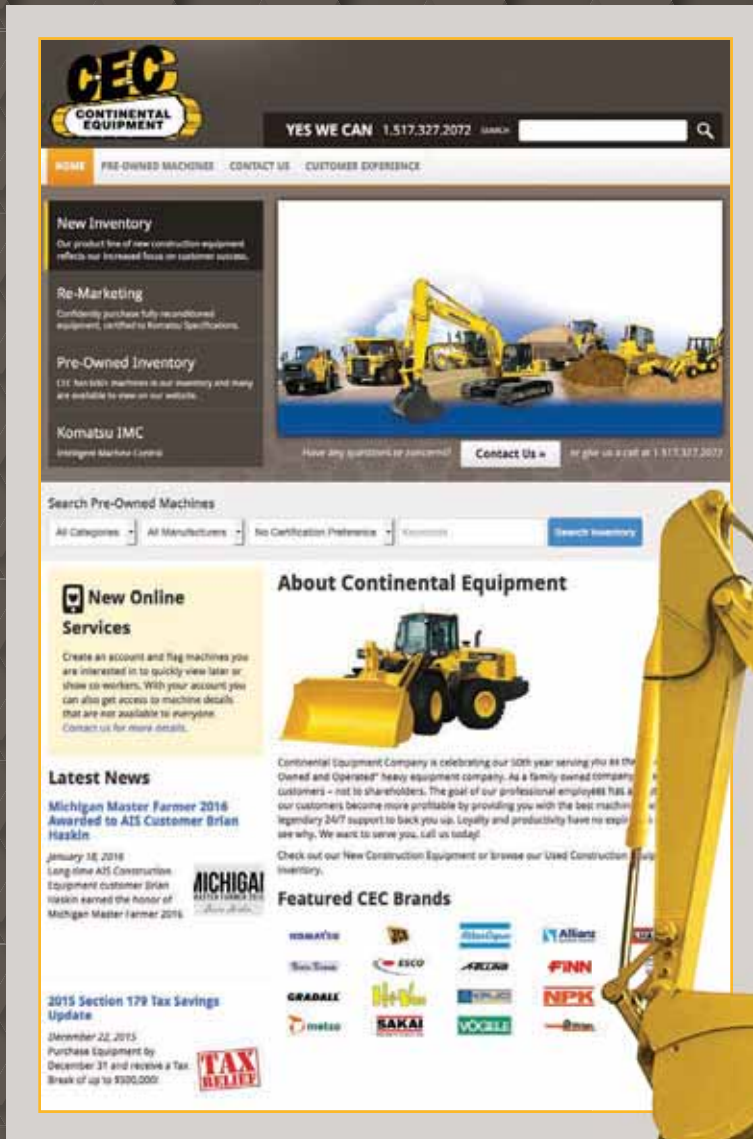


Open the door to more CEC services!

Whether you're on the go, working at your office or relaxing at home, CEC can help you find what you need to keep you up and running!

Our mobile-friendly website is your doorway to:

- A large selection of new equipment
- Hundreds of pre-owned and Komatsu-certified machines, with detailed descriptions and photos
- Rentals
- Parts
- Maintenance
- Painting services
- And more!



**Visit www.CECeq.com today,
and unlock what CEC has to offer!**



ADAPTING TO YOUR NEEDS

Komatsu releases new maintenance programs, adapts to changing attitudes about machine ownership

QUESTION: What is the main role of the Parts Sales & Marketing department at Komatsu?

ANSWER: The role of our group is to focus on customers' parts support needs in order to maximize efficiency in their operations. By doing so, we demonstrate the quality of our parts, strengthen our customer relationships and drive loyalty for Komatsu machines, parts and service.

QUESTION: How has the market changed in regard to owning heavy equipment during the past few years?

ANSWER: It's become clear that equipment owners are looking for even more ways to maximize their investments in the machines they own. Customers are cautious with the money they spend to ensure it is used as efficiently as possible. They want to allocate their maintenance dollars where it makes the most sense. Komatsu builds technologically advanced, high-quality products that require the use of high-performance filters and engineered oils to maintain peak performance and component longevity. When customers buy revenue-generating, capital assets they expect a maintenance program that ensures only parts and fluids made for their specific Komatsu machines are used when serviced. This is why we developed Genuine Care. We're so confident in the benefits of our Genuine products that we stand behind each Genuine Care program with a 12,000-hour component life assurance and 100 percent core guarantee.

QUESTION: What should customers know about the new Genuine Care program and how do they benefit from it?

ANSWER: Our new Genuine Care program is an extension of our complimentary Komatsu CARE program for Tier 4 machines. Customers can purchase a Genuine Care program from their Komatsu dealers to pick up where the

Continued ...



**Paul Moore, Vice President,
Parts Sales & Marketing**

This is one of a series of articles based on interviews with key people at Komatsu discussing the company's commitment to its customers in the construction and mining industries – and their visions for the future.

Paul Moore joined Komatsu in 2006 and became the Vice President, Parts Sales & Marketing in 2015. His career path to that point included two continents and several jobs in the heavy-equipment field. He started as an apprentice technician in his native United Kingdom in 1984. In 1990, he joined a global agricultural-equipment manufacturer and then moved to the United States with that company in 2000, before joining Komatsu.

"My background and career path have provided me several opportunities to progress," said Moore. "I've held different product support positions, and I think that helps me understand the importance which customers place on parts support."

Moore joined Komatsu to focus on its remanufacturing business. From there, he progressed from Senior Product Manager, Reman; to Senior Marketing Manager, Spare Parts; to Director of Parts Marketing; and finally to his current position.

"The first thing that attracted me to Komatsu was the reputation of the product," Moore recalled. "Now that I've been involved with the company, I know why the reputation is so strong. We have great people who set the bar really high. It's a world-class organization."

Moore is married and has two children. In his free time, he enjoys riding motorcycles and spending time with his family.

Programs strengthen customer-distributor-brand relationship

... continued



To accommodate customers' changing attitudes regarding machine ownership, Komatsu offers new programs that encourage customers to meet with distributors and plan future maintenance. The programs ensure that Komatsu-certified technicians continue to perform maintenance on machines.

complimentary maintenance leaves off. As long as that Genuine Care program remains in place, we reward the Komatsu machine owner with the component assurance and core guarantee; both of which are fully transferrable when it's time to trade in or sell the machine. Our Komatsu distributors use KOMTRAX to monitor the machine and proactively schedule and perform maintenance at times that work best for the Komatsu machine owner. Factory-trained technicians perform the work, and all services include oil analysis of each component and a full machine inspection. This complete service history also ensures that the machine qualifies as Komatsu CARE Certified Equipment, our highest level of previously owned equipment and a serious driver of higher residual values when an owner decides to trade in or sell the machine.

QUESTION: What has Komatsu done to accommodate customers' changing attitudes about ownership?

ANSWER: We began planning programs that we believed could be of value to our customers and this new trend. Our new Firm Future Order program is a direct result of that. This long-term planning program is designed for the distributor to sit down with a customer and look at what machines the customer is running, the applications those machines are performing in, how hard the machines are working and what the machines will be doing in the future. Then, we schedule large maintenance projects three, six or 12 months in

advance, based on the information gathered. We let the customers lock in pricing and guarantee availability of parts. We also schedule the work at times that are convenient for the owners. This enables the owners to build those repair costs into their budgets.

The purpose of this program is to eliminate unexpected downtime through preventive maintenance. We want to help customers plan ahead and involve them in a proactive discussion. Having a plan in place is better than reacting to a surprise failure, and the plan can always be modified. For example, if a machine is scheduled for a transmission replacement, but it is outperforming our estimates, the customer can move the maintenance date but keep the guarantees. We will be ready and anticipate the service on the revised date.

QUESTION: How have customers received these programs?

ANSWER: Our distributors see a huge benefit in creating more face-to-face meetings with their customers, and the customers appreciate that we are looking out for them and handling the machine monitoring and the maintenance scheduling.

We've noticed that these programs have strengthened the bond between customers and their distributors and created a deeper sense of brand loyalty to Komatsu. The programs make our technicians more visible to customers because they are servicing the machines consistently and meeting with the customers. Customers can see that we are working to minimize downtime. The programs were put into place to help customers have a better experience with the Komatsu brand.

QUESTION: Were these programs the only changes made to accommodate customers?

ANSWER: No, continuous improvement is a core competency of Komatsu and led us to reorganize our field support staff. By increasing the number of staff members and reducing the size of their territories, we are able to spend more time with our distributors and in front of their customers. We've seen a great benefit to building, maintaining and strengthening those relationships at a jobsite level where the work is really being done. It truly helps us bring products and programs to the market to meet the ever-changing needs of our Komatsu machine owners. ■

In addition to service programs, Komatsu places an emphasis on getting more people in the field to meet with customers and work with the distributors. As a result, the customer-distributor-brand relationship has strengthened. "These programs give customers the opportunity to develop a relationship with someone from Komatsu, in addition to their dealers and sales reps," said Vice President, Parts Sales & Marketing Paul Moore.



HANDS-ON EXPERIENCE

WINNING TEAM

Komatsu partnership creates mutual benefits for Extreme Sandbox and local distributors

For Extreme Sandbox Founder and CEO Randy Stenger, 2016 has been a banner year. After appearing on ABC's "Shark Tank," business has been booming for the company. Extreme Sandbox formed an exclusive partnership with Komatsu and opened a second location north of Dallas, in addition to its original site in Hastings, Minnesota.

Through its partnership with Komatsu, Extreme Sandbox's two locations have developed a close relationship with local Komatsu distributors.

"Both distributors are first-class all around, and they were instrumental in helping us make the switch to Komatsu," said Stenger. "It's been great to have local partners."

In addition to providing machines and service for Extreme Sandbox, the relationship gives the distributors the opportunity to host events like product demonstrations and participate in High School Heavy Equipment Camps, which are designed to provide students with information about careers in the industry and give them hands-on experience with the equipment.

"We started these camps because we noticed a skills gap," said Stenger. "High schools don't have the resources to do things like this, so we came up with a way to help kids experience various equipment. It's been a great way to get the students excited about the industry."

Excellent facilities

One of the major bonuses for distributors is having a top-notch facility so close that can be utilized for product demonstrations.

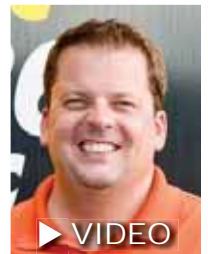
"To give customers a definite address to a product demonstration is amazing," remarked

Dave Johnson, Chief Operating Officer at Road Machinery & Supplies Co., the Komatsu distributor in Minnesota. "The 10-acre site is specially designed for using heavy equipment; we can do everything we want to do there. Plus, if the weather is bad, we are able to move inside to their 6,000 square-foot facility that has three garage bays and a classroom. This is a far better alternative to standing in an open field with a tent."

Kirby-Smith Machinery Dallas Branch Manager David Cooper echoed those comments. "The site is great for us, as it's in the middle of our company's service area. The location features a restaurant, golf course, hotels, fishing and a pool. It's first-class."

For Extreme Sandbox and the distributors, it's a win-win relationship.

"The benefits extend beyond a dealer-customer one," explained Johnson. "We are proud to work with Randy and Extreme Sandbox, and we are very excited to see how the relationship continues to grow in the future." ■

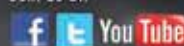


▶ VIDEO
Randy Stenger,
Extreme Sandbox
Founder/CEO

The Extreme Sandbox location in Hastings, Minnesota, features a 10-acre area for machine demonstrations and a 6,000-square-foot facility complete with a three-bay garage and classroom space.



Join Us On



FELLING TRAILERS

FROM THE WORK SITE TO THE HIGHWAY



WE BUILD IT YOUR WAY.

Call **1-800-245-2809** / Visit **www.felling.com**

trailers@felling.com • Sauk Centre, MN



TECHNOLOGY TALK

PROVEN VALUE

KOMTRAX helps Jackson Plumbing locate stolen PC35MR excavator

A recent global fraud report showed that more than a third of construction, engineering and infrastructure companies experienced theft during a one-year period. Count Jackson Plumbing among the unlucky few. The Sulphur, Louisiana, company had a Komatsu PC35MR compact excavator stolen from a jobsite.

"At some point during a weekend, someone came along, hooked onto the trailer the machine was on and drove off with both of them," said Jackson Plumbing Owner Jeremy Jackson. "We discovered them missing on Monday morning, and contacted the owner of the project to see if he had taken the machine to a different jobsite. That wasn't the case, so we quickly contacted our Komatsu distributor to locate it."

The distributor pulled up the excavator on KOMTRAX, Komatsu's remote machine-monitoring system. The PC35MR appeared to be about four hours away.

Within ten minutes, KOMTRAX pinpointed the location of the missing machine to the backyard of a new house under construction, and it transferred the coordinates to Google Maps. Because it was new construction, Google Maps couldn't provide an address, but it was able to give a description of the building.

The distributor then provided the description to local law enforcement, who contacted the Sheriff.

"They confirmed the machine was there, and the next day we had someone drive over and pick it up," said Jackson. "Now that I see what KOMTRAX can do, I think I'll get a little more involved with it. It definitely proved its value to us."

KOMTRAX was designed for more than locating a stolen machine. Customers can also call their distributors with service codes to find out what needs to be fixed. The service technicians know what the codes mean, so they can take the needed parts with them in one trip, which saves time and lowers costs. KOMTRAX also tracks machines for services due under Komatsu CARE. Customers can check equipment locations, hours, idle time and other valuable information.

For more details on Komatsu's KOMTRAX machine-monitoring system, contact your local distributor. ■



Jackson Plumbing Owner Jeremy Jackson stands next to the company's PC35MR excavator that was recovered after being stolen. KOMTRAX, Komatsu's remote machine-monitoring system, quickly pinpointed the machine's location. "Now that I see what KOMTRAX can do, I think I'll get a little more involved with it. It definitely proved its value to us," said Jackson.

UNBEATABLE TEAM.



Close to
our customers



PASSION

The Wirtgen Group owes its strength to the excellence of its four product brands – Wirtgen, Vögele, Hamm and Kleemann – with their unique wealth of experience.

Put your trust in the Wirtgen Group team.



ROAD AND MINERAL TECHNOLOGIES

www.wirtgenamerica.com



YOU CAN TRUST US TO GET YOU IN THE BEST MACHINE.

Call today Mark Kelso or Will Leistikow

Mark: 616.406.9113 • Will: 616.304.1863



To see our full line, visit us at aismidwest.com



2011 KOMATSU PC78US-8

Stk #: W41587, S/N: 017660, 2115 Hours **\$72,500**



2010 KOMATSU WA200-6

Stk #: W41655, 3369 Hrs, 4-1 Pin On Bkt, 17.5 Michelin Radials **\$87,500**



2011 KOMATSU PC128US-8

Stk #: W41575, S/N: 026878, 2039 Hours **\$87,500**



2014 KOMATSU D51PX-22

Stk #: W41509, S/N: B13501, 680 Hours **\$157,500**



2011 KOMATSU PC120-8

Stk #: W41704, S/N: 083617, 1150 Hours **\$89,500**



2004 KOMATSU PC138US-2E1

Stk #: W41432, S/N: 005259, 2811 Hours **\$64,500**



2006 KOMATSU D21P-8

Stk #: W41250, S/N: 83885, 1415 Hours **\$39,500**



2008 KOMATSU PC308US LC-3

Stk #: W40328, 3119 Hours, 11'6" Arm, 34" Pads, 48" Bkt **\$165,000**



2008 KOMATSU PC228US-3E0

Stk #: W41418, S/N: 41767, 3810 Hours **\$92,500**



KOMATSU D61PX-23

Stk #: W41842, S/N: 30870, 886 Hours, EROPS **\$CALL**



2010 KOMATSU PC40MR-3

Stk #: W41486, 1826 Hrs, 24" Bkt, Aux Hyd, 14" Shoes, 54" Arm **\$38,500**



2011 KOMATSU PC78US-8

Stk #: W41583, S/N: 017685, 1402 Hours **\$73,500**



2011 KOMATSU PC40MR-3

Stk #: W41689, S/N: 19216, 1395 Hrs, EROPS **\$38,500**



2005 KOMATSU PC50MR-2

Stk #: W41489C, S/N: 006405, 2193 Hours **\$37,900**



2011 KOMATSU PC120-8

Stk #: W41582, S/N: 083670, 2246 Hours **\$84,500**



2004 KOMATSU PC138US-2

Stk #: W40870, S/N: 5146, 5146 Hrs, EROPS **\$54,500**



2011 KOMATSU PC78US-8

Stk #: W41698, S/N: 017383, 2007 Hours **\$71,500**



2007 KOMATSU PC130-6E

Stk #: W40907, S/N: 60359, 2684 Hours **\$64,900**



2011 KOMATSU PC40MR-3

Stk #: W41692, S/N: 19432, 905 Hrs, EROPS **\$38,500**



2011 KOMATSU PC200-8

Stk #: W41653, S/N: 352386, 2545 Hours **\$112,500**

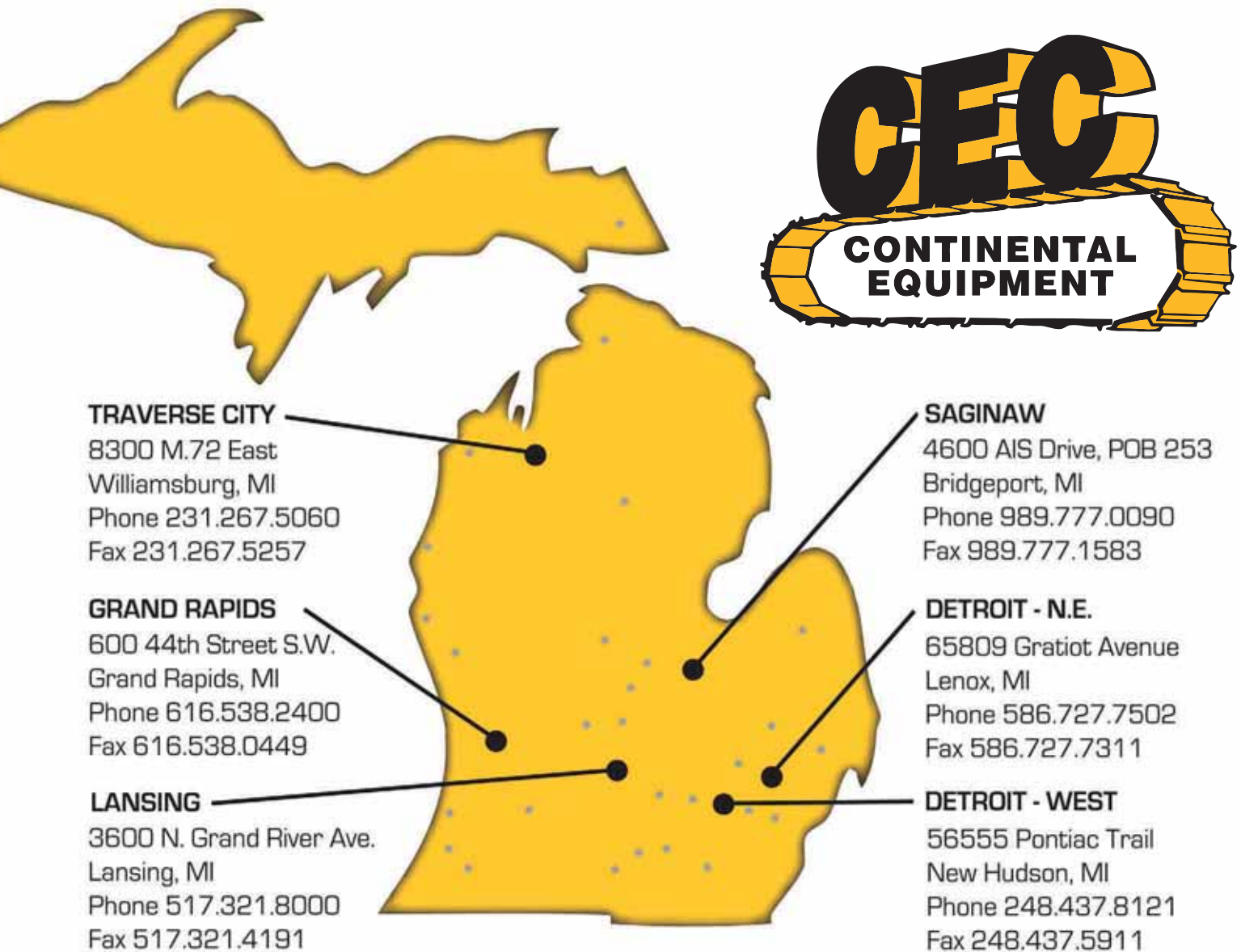
Change Service Requested

16-02

We've got you covered:

All Makes, All Models, All of the Time.

**The Best Source for all your Equipment,
Rental and Maintenance Needs**



● Full Service Branches

* Resident Field Service