

GROWING WITH

December 2007, Issue 4

# INDIANA

A publication for and about Brandeis Machinery & Supply Company customers



Featured in this issue:

## PRITCHETT'S BACKHOE SERVICE

This New Castle contractor is proof  
that "nice guys" do not finish last

See article inside...



Keith Pritchett, Owner

**KOMATSU**

A CENTURY OF SERVICE:

*Brandeis Machinery & Supply Company celebrates 100 years*



1908 - 2008



# A MESSAGE FROM THE PRESIDENT



Gene Snowden, Jr.



**RELIABLE  
EQUIPMENT**

**RESPONSIVE  
SERVICE**



Dear Equipment User:

As 2007 draws to a close, it's clear that the year was a challenging one for many segments of the construction economy. The slowdown in housing, while not unexpected, was a drag on what had been a remarkable industry run from 2002 to 2006.

While nobody has a crystal ball that can tell us what the future holds, most forecasters are projecting that the worst is over, and that housing starts should stabilize next year and perhaps even increase slightly. That would certainly be good news and, when combined with still-strong nonresidential building and public construction, would return the industry to a relatively healthy condition.

All of us in the equipment industry, and certainly all of us at Brandeis Machinery & Supply Company, hope that's the case, just as you do. In the words of a former U.S. president, "we feel your pain" — literally. Because machine sales are tied directly to your work load, we're just as anxious as you are to see an up-tick next year.

In slower times, it's even more important than ever to have productive, reliable equipment that works for you every day. One way to improve the likelihood that your equipment will perform as expected, day-in and day-out, is to let us do a preventive maintenance inspection (PMI) on each machine in your fleet. We'll thoroughly check all working parts and components to make sure they're doing what they're supposed to be doing and that there are no issues cropping up that may lead to potentially costly repairs, or worse yet, shut you down during a busy job.

To schedule such an inspection, or to learn what else we can do to help you get the most out of your existing equipment fleet, feel free to contact your Brandeis product support representative or our service department. We'll be happy to assist you in any way we can.

Sincerely,  
BRANDEIS MACHINERY & SUPPLY COMPANY

Gene Snowden, Jr.  
President and Chief Operating Officer



# GROWING WITH INDIANA

**b** **BRANDEIS**

## IN THIS ISSUE

### PRITCHETT'S BACKHOE SERVICE

Read how this Indiana site-work and utility contractor differentiates itself from the competition with a "nice-guy" attitude.

### INDUSTRY EVENT

CONEXPO-CON/AGG is coming soon and it will be the largest ever, with more than 2 million square feet of exhibit space. Here's a preview of what the triennial show will have to offer.

### EQUIPMENT FOCUS

See how results of recent field tests confirm that the Komatsu PC270LC-7 excavator truly is the "best in class."

### NEW PRODUCTS

Komatsu's new landfill dozers combine the best features of its standard dozers with unique features that make them perfect for rugged landfill conditions.

### A CENTURY OF SERVICE

As Brandeis celebrates its 100-year anniversary, take a look at how the company has changed and grown since its founding in 1908.

### KOMATSU & YOU

Rob Shear, General Manager of Komatsu Remanufactured Products, talks about ISO certification and why Komatsu owners should turn to remanufactured components for replacement parts.

Published by Construction Publications, Inc. for



**RELIABLE EQUIPMENT  
RESPONSIVE SERVICE**

[www.brandeismachinery.com](http://www.brandeismachinery.com)

**FORT WAYNE, IN**  
7310 Venture Lane  
Fort Wayne, IN 46818-1256  
(260) 489-4551  
FAX (260) 489-1620

**EVANSVILLE, IN**  
2506 Highway 41 North  
Evansville, IN 47711-4048  
(812) 425-4491  
FAX (812) 425-1171

**LOUISVILLE, KY**  
1801 Watterson Trail  
Louisville, KY 40299-2454  
(502) 491-4000  
FAX (502) 499-3195

**INDIANAPOLIS, IN**  
8410 Zionsville Road  
Indianapolis, IN 46268-1524  
(317) 872-8410  
FAX (317) 872-8417

**STANVILLE, KY**  
130 Mare Creek Road  
Stanville, KY 41659-7003  
(606) 478-9201  
FAX (606) 478-9208

**LEXINGTON, KY**  
1389 Cahill Drive  
Lexington, KY 40504-1167  
(859) 259-3456  
FAX (859) 254-0783

**SOUTH BEND, IN**  
3160 Youngs Court  
South Bend, IN 46614  
(574) 233-8770  
FAX (574) 233-8775

**PADUCAH, KY**  
160 County Park Rd.  
Paducah, KY 42001  
(270) 444-8390  
FAX (270) 575-4907

**CORBIN, KY**  
1484 American Greeting Card Road  
Corbin, KY 40701-4813  
(606) 528-3700  
FAX (606) 528-9014

## THE PRODUCTS PLUS THE PEOPLE TO SERVE YOU!

J. A. (Jay) Paradis, III, Chairman  
Charles Leis, Chief Executive Officer  
Gene Snowden, President & Chief Operating Officer  
Tony Estes, Senior Vice President/Sales  
Larry Shuck, Senior Vice President/  
General Manager Crane & Material Handling  
Ron Weir, Used Equipment Manager  
Chuck Mueller, Vice President /Regional Sales Manager  
David Coultas, Vice President/Regional Sales Manager  
Keith Harlan, Vice President/Product Support Services  
Anthony Hillyard, Fleet Maintenance & Repair Manager  
David Ballinger, Corporate Service Manager  
Dan Brandon, Manager of Sales & Rental Services  
Dave Bauer, Utility Equipment Manager  
Sean McGuire, Corporate Rental Manager  
Chris Hooker, Coal Sales Manager  
Spencer DePoy, Regional Sales Manager

### INDIANAPOLIS

John Newman,  
Branch Manager  
Jeff Woods,  
Service Manager  
Josh Farmer,  
Machine Sales Rep.  
Eric Baker,  
Machine Sales Rep.  
Chris Harman,  
Rental Rep.  
Ridley Stone,  
Machine Sales Rep.  
Pat Creel,  
Machine Sales Rep.  
Chet Blanton,  
Rental Rep.  
Todd Coffey,  
Product Support Sales Rep.  
Mike Lovell,  
Product Support Sales Rep.  
Ej Fisher,  
Machine Sales Rep.

### SOUTH BEND

Kevin Wolford,  
Operations Manager  
Spencer McCaslin,  
Machine Sales Rep.  
Tom Patrick,  
Product Support Sales Rep.  
Doug Fox,  
Product Support Sales  
& Rental Rep.

### LOUISVILLE

Christopher Northam,  
Branch Manager  
Wes Broyles,  
Service Manager  
Doug Flynn,  
Machine Sales Rep.  
Lee Schilling,  
Machine Sales Rep.  
Gene Snowden III,  
Machine Sales Rep.  
Tommy Johnson,  
Product Support Sales Rep.  
Dwight Dunn,  
Product Support Sales Rep.  
Bob Bisig,  
Parts Manager  
Craig Leis,  
Rental Rep.  
John Harping,  
Compact Equipment  
Specialist

### LEXINGTON

Todd Daugherty,  
Branch Manager  
Bill Powell,  
Service Manager  
Ken Tate,  
Machine Sales Rep.  
John Morse,  
Product Support Sales Rep.  
Gayle Tipton,  
Senior Branch Parts Rep.  
Lisle Dalton,  
Rental Rep.

### FORT WAYNE

Tim Kreider,  
Machine Sales Rep.  
Nathan Rhoades,  
Machine Sales Rep.  
Tom Patrick,  
Product Support Sales Rep.  
Ralph Glick,  
Senior Branch Parts Rep.

### EVANSVILLE

Bob Morris,  
Branch Manager  
Jim Steinwachs,  
Service Manager  
Damon Fortune,  
Machine Sales Rep.  
Kelly Cates,  
Coal Salesman  
Matt Bueltel,  
Machine Sales Rep.  
Joe Barnard,  
Product Support Sales Rep.  
Chris Alcorn,  
Product Support Sales Rep.  
Jeff Vinnedge,  
Coal Product Services  
Mike Reese, Parts Manager  
Rodney Spaw, Rental Rep.

### CORBIN

Larry Freeman,  
Branch Manager  
Rob Prewitt,  
Service Manager  
John Estill,  
Machine Sales Rep.  
Robert Krutsinger,  
Machine Sales Rep.  
Larry Jones,  
Product Support Sales Rep.  
Mike Frederick,  
Coal Product Services  
David Helton,  
Senior Branch Parts Rep.

### PADUCAH

David Smithmier,  
Operations Manager  
Cory Edwards,  
Machine Sales Rep.  
Chad Porter,  
Product Support Sales  
& Rental Rep.

### STANVILLE

Barry Justice, Branch Manager  
Harold Vititoe,  
Service Manager  
Dave Shaffer,  
Machine Sales Rep.  
Ralph Scott,  
Machine Sales Rep.  
Randy Reynolds,  
Coal Salesman  
Jack Hunt,  
Product Support Sales Rep.  
Mike Roberts,  
Product Support Sales Rep.  
Ricky Johnson,  
Coal Product Services  
Harold Adams, Parts Manager

# KOMATSU

## A SALUTE TO A CUSTOMER

# PRITCHETT'S BACKHOE SERVICE

**This New Castle contractor is proof that  
"nice guys" do not finish last**



Keith Pritchett,  
Owner

Keith Pritchett started Pritchett's Backhoe Service in his hometown of New Castle, Indiana, about a dozen years ago. At the time, it was just Keith with a backhoe loader and a dump truck, both of which he bought on a credit card. He did small jobs, odd jobs — a little digging, a little hauling — basically, any work he could find.

Through the years, he's grown the business substantially. Today, Pritchett's Backhoe Service does all types of site work, utility work and demolition — just about anything a customer wants done. In addition, Keith owns and operates several other companies, including Pritchett's Transport, Pritchett's Repair Service and Pritchett's Point Real Estate.

Pritchett's Backhoe Service is known for doing quality work and doing it quickly.

It's also known for being cost-effective and responsive to customers. Pritchett personally is known to be hardworking, fair and honest — a man who exhibits integrity in all his dealings.

Of course, those same traits describe many site-development/utility contractors throughout Indiana. What separates Pritchett from many of them is a unique outlook and set of values he brings to each and every job.

"I don't care what we're doing, who we're working for, what kind of timeline or stress we might be under, one thing you can always count on from me and my crew is that we're going to be kind and nice to the people we deal with," said Pritchett. "That includes not just customers, but coworkers, neighbors, inspectors and anybody we come in contact with at a job. We try to treat others the way we want to be treated."

"Anybody can be mean. It's easy to lose your temper, be grouchy and holler at people, but does that ever help anything? In almost all cases, a job is going to get done and it's going to be okay in the end, so why not try to get there in a nice way rather than a confrontational way? You can be in the worst situation and still step back, breathe and enjoy the day — and be respectful. I want everybody we meet to be better off than they were before they dealt with our company. One way we're able to accomplish that is by being kind and nice to them."

### **An excellent team of employees**

It's one thing for the owner of a company to have that type of friendly, outgoing, helpful, customer-first attitude. It's another thing for employees to have it.

Pritchett relies on valued employees, including (L-R) Ryan Hernley, Sheldon Dynes, Keith Pritchett, Dan Conyers, Adam Arbuckle, Mike Griffith and Dave Bockover.





"I don't hire guys specifically as laborers, operators, mechanics or anything else; I hire guys who want to be successful," said Pritchett. "I want people who share my outlook on life, as well as my work ethic. We have an 'all hands on deck' type of mentality. Everybody, myself included, does whatever needs to be done on a particular day. I'm very fortunate to have the guys I have. It's an excellent team."

Pritchett's team includes Engineer/Estimator Sheldon Dynes; Office Manager Dave Bockover; Field Personnel Ryan Hernley, Adam Arbuckle, Mike Griffith and Dan Conyers; Mechanics Kevin Austin and Joe Cole; and Truck Drivers Randy Winemiller and Martin Thomas.

"The best thing about my job is the people I get to work with every day," said Pritchett. "There's only so much I can do myself, and it wouldn't be very much if I was working alone. I really appreciate the effort and attitude of all my employees."

### **Relationships matter most**

Site development is a specialty of Pritchett's Backhoe Service, which does residential subdivisions, commercial properties and roads. The company does development work for Pritchett's Point Real Estate as well as other developers in the region.

"We have excellent relationships with customers throughout our territory," said Pritchett. "We pride ourselves on doing a good job and being easy to get along with, so we tend to get a lot of callbacks from customers who want to work with us again. One reason for that is we always do what we say we're going to do. My word is something you can count on. It's gold. If we've bid a job wrong and it's going to cost us, that's our problem. We're still going to give the customer the job and the price he was expecting."

"Money is important to us only because we have to make it to stay in business," he added. "Compared to the work itself, and to the relationships we have with customers and employees, money truly is a secondary concern."



Pritchett's Backhoe Service puts one of its two Komatsu PC200 excavators to work at this residential site-development project.



Pritchett's Backhoe Service is highly mobile and able to easily transport equipment wherever it needs to be. A sister company, Pritchett's Transport does hauling for Pritchett's Backhoe, as well as other contractors.

Pritchett's Backhoe Service typically works within a 60-mile radius of New Castle, which includes the Indianapolis area, but will travel beyond that.

"We'll go wherever a good customer wants us to go," said Pritchett. "If they want us to go to Japan, we'll go to Japan. That hasn't happened yet, but the point is, we're willing to go and do whatever it takes to satisfy a good client."

### **Productive equipment and responsive service**

In order to successfully do the work that customers have come to expect from Pritchett's Backhoe Service, the company has turned to Komatsu equipment from Brandeis Machinery & Supply in Indianapolis. The fleet includes

**b** **BRANDEIS**

**RELIABLE  
EQUIPMENT**

**RESPONSIVE  
SERVICE**

*Continued . . .*

# Pritchett's Backhoe Service continues to grow

... continued

two Komatsu PC200 hydraulic excavators and a Komatsu D65 dozer.

"The Komatsu pieces have been good additions for us," said Pritchett. "They're powerful, durable and economical. We've got to be productive every day, and they have been very reliable machines for us. We've had numerous Komatsu excavators through the years, both new and used, and they've all done an excellent job for us."

Pritchett says he also appreciates the service he gets from Brandeis.

"My original Machine Sales Representative was Spencer Depoy, who recently became the Regional Sales Manager for Brandeis. Spencer did a great job for us in terms of finding the right machines at the right price. I'm sure we'll

get the same type of service from our current Machine Sales Representative, Pat Creel.

"The other thing I appreciate about Brandeis is that they respond well to any service issue," he added. "We work late hours sometimes and it's important to me that we can reach somebody, even if it's 10 o'clock at night. We can do that with Brandeis, and they always get back to me."

## A positive outlook toward the future

Pritchett learned about hard work and learned how to run equipment while growing up on a farm near New Castle. He credits his mother and father, Jane and Larry Pritchett, for instilling in him a strong work ethic and a solid moral compass and for always encouraging him and his crew to follow their dreams and believe in themselves.

Pritchett's Backhoe Service has developed an excellent reputation through the years. With a long list of satisfied customers and a strong economy, the company continues to grow.

"There's a substantial amount of activity in Henry County, and Madison County has a couple of large new plants coming in," said Pritchett. "It seems to me like there's a lot of work. In fact, I'm looking for some good people right now to help us do the jobs we have scheduled as well as the work we hope to get in the future."

Pritchett admits he got into the business more or less by accident, but says now, he can't imagine doing anything else.

"I ran a backhoe growing up. Then, when a friend needed a little work done, I rented a machine just to help her out. One thing led to another and that has brought the business to where we are today.

"I never had a specific business plan as to what I wanted the company to be in 10 years or anything like that," he added. "I just went to work and tried to take care of my customers and that's what we continue to do today. As long as we maintain that attitude, I think we have a good chance to remain successful and continue to grow." ■

For equipment and service needs, Keith Pritchett (left) works closely with Brandeis Machinery & Supply in Indianapolis and Machine Sales Representative Pat Creel. "I appreciate the service we get from Brandeis and especially the fact that they always respond to me quickly, any time of the day or night," said Pritchett.



Keith Pritchett doesn't often operate anymore, but like his crew, he does whatever needs to be done on any given day. Here, he's using a Komatsu PC200LC-6 to demolish a house in Anderson, Indiana.







PC600LC-8  
& HM300-2

**100%**  
**compatible**  
(it's the perfect working relationship)

**KOMATSU®**

"Synergy" isn't a word often associated with construction equipment, but it's the perfect word to describe the Komatsu PC600LC-8 and HM300-2 working together... especially when the terrain is less than perfect. Both of these hard-working machines deliver:

- Rugged, dependable, go-anywhere productivity
- Tier-3 certified engines to meet emissions standards
- Advanced hydraulics for faster cycle times

If you want maximum efficiency—no matter how rough the terrain might be—put this pair to work. At the end of the day, you'll see the results from machines that are...

100% Komatsu.

847.437.5800

[www.komatsuamerica.com](http://www.komatsuamerica.com)



# CONEXPO COMING SOON

## Industry event will be the largest ever with more than 2 million square feet of exhibit space

If you've ever been to CONEXPO-CON/AGG you know the size and scope of the show is massive. If you haven't been before and are going this time around, you're in for a huge treat that features more types of equipment, educational opportunities and technology than you can possibly imagine in one location.

The largest show of its kind in the construction industry, the next CONEXPO-CON/AGG will be held March 11-15, 2008, at the Las Vegas Convention Center, the largest such facility in the world. You can get information on the event and register for it online at [www.conexpoconagg.com](http://www.conexpoconagg.com). You can also map out your visit ahead of time using the show's Virtual Trade Show, which includes an interactive floor plan of exhibits, as well as make a personalized list of companies and products you may want to see.

CONEXPO is the largest show of its kind in the construction industry. Held inside and outside the Las Vegas Convention Center every three years, the 2008 show, to be held March 11-15, will have more than 2 million square feet of exhibit space.

"We are proud to be known as a show run by and for the construction industries, and our primary goal is to create a positive show experience for all attendees and exhibitors," said CONEXPO-CON/AGG Director Megan Tanel. "The show continues to grow, but we really don't want the show just to be about being the biggest in the industry. We want attendees to see that the show is a place to find information, education and solutions to issues they may face in their businesses. It's a place to bring the user, the owner, the distributor and manufacturer together in one place where they can all work together."

Every three years when CONEXPO rolls around, the show is bigger than the last, and 2008 will be no exception as the triennial event features more exhibit space than ever before. For the first time ever, the show will top 2 million square feet, breaking 2005's record-setting mark of 1.88 million. More than 2,000 exhibits from leading manufacturers, such as Komatsu, and service providers will display wares, with more than 125,000 industry professionals expected to be on hand.

Komatsu will display 24 products, including several new Dash-8 excavator and Dash-6 wheel loader models which feature ecot3 Tier 3 engines that offer more productivity with less fuel consumption and lower emissions. Also in its 30,000 square feet of display area will be dozers, motor graders, trucks, compact track loaders, backhoe loaders and skid steer loaders.

### Products grouped together

Event organizers are grouping similar products and companies together, making it easier to navigate your way around the show. For instance, if you're interested in





earthmoving equipment it can all be found in the North Hall, part of the Central Hall, the Riviera Pavilion and the Gold, Blue and Riviera lots outside the convention center.

If your interests lie in other types of equipment, there are product concentration areas for lifting equipment, asphalt paving and production, concrete paving and production, aggregate processing and heavy-duty trucks and mixers. Other sub-specialties such as engines, hydraulics, lubricants, tires and components have their designated areas as well.

Information stands will be set up throughout the show, and interactive product locators, searchable by company and product, will be on the show floor. These will also have information regarding seminars and meetings. Other show services will include an expanded, free, shuttle system to transport visitors from hotels to and from the convention center, and an intra-show shuttle-bus system.

### **Several new items on the agenda**

Attendees may be directed to several new items on the expo's massive list of things to see and do, including the free educational program "Best Practices for Small Fleet Management" to be held on March 15. The program will provide practical solutions for fleet management needs of small business owners specializing in commercial, industrial and public construction. Topics include budgeting and staffing, productivity and work scheduling, among others.

Other new features are an International Driver Mixer Championship, the first ever international competition of concrete mixer truck drivers; an IPAF Safety Zone that features live demonstrations and safety education; and "Construction Challenge," a competition with students competing in three challenges related to the construction industry.

"We're very excited about the new features, and we believe that attendees will find them informative and helpful," said Tanel. "The Construction Challenge is one area we're particularly looking forward to as it showcases young people involved in the construction



Komatsu always has one of the largest displays at CONEXPO. Twenty-four products will be available for attendees to check out at the 2008 event.



CONEXPO is more than just an equipment showcase. Attendees can learn more about the construction industry through educational programs in such areas as aggregates, asphalt, project management, equipment management, personal development and safety.

industry. We see this as a way to generate interest among youth and highlight for them the careers available in construction."

An Innovation and Solutions Center will also be new. Experts in the field will be presenting sessions that highlight research and developments in Fluid Power Solutions, Green Solutions, Motion Control Solutions Now and in the Future, and Innovative Applications in the Entertainment Industry.

### **Educational opportunities abound**

While CONEXPO continues to add new items, one thing that hasn't changed from previous expositions is the chance to take

*Continued . . .*

# Educational opportunities abound at CONEXPO

... continued

in some educational opportunities that will benefit you and your business. There are 10 seminar tracks organized by specific industries and issues: aggregates, asphalt, concrete, construction project management, earthmoving, environmental/recycling, equipment management, management, personal development and safety. Sessions are 90 minutes in length and include materials you can take with you for future reference.

Seminars in the earthmoving category include Introduction to Adopting Positioning Technology for Construction; Paydirt: Mass Excavating Alternatives for Mass Profit; Introduction to Design Data & Earthmoving Construction Projects; Costs to Own & Operate Heavy Equipment; and The Amazingly Versatile Backhoe.

Equipment management educational opportunities include An Introduction to Biodiesel Fuel, Equipment Management: Taking it to the Next Level; Getting the Most Out of Your Equipment at Disposal; Are Fuel Costs Cutting Into Your Profits?; The Equipment Triangle View of Asset Management Best Practices for Fleet Management; and Realizing Cost Return (or Cost Savings) Through Effective Oil Analysis. For more details on these and other educational opportunities, you can visit the CONEXPO-CON/AGG Web site.

Attendees at the last CONEXPO got up close to machinery and looked at the inner workings of equipment such as Komatsu's ecot3, Tier 3 engines, now standard in numerous machines.



"The educational opportunities are a great way for attendees to learn new and creative ways to help increase their productivity, lower costs and become better at what they do," said Tanel. "Because the show is so large, it's not always feasible to attend every seminar. We're working this year on ways to bring the seminars to the attendee by putting them live on cable through the hotels, over the Internet and by podcast."

## A great partnership

Industry certification courses and exams are offered, including a Certified Equipment Manager Exam and Study Course of the Association of Equipment Management Professionals, and Crane Operator Certification Examinations of the National Commission for the Certification of Crane Operators.

CONEXPO is produced and sponsored by the Association of Equipment Manufacturers, the National Stone, Sand & Gravel Association, the National Ready Mix Concrete Association, and the Associated General Contractors of America.

"The success of CONEXPO-CON/AGG has always been because of the partnership of these organizations," Tanel noted. "Several of them hold their annual meetings during CONEXPO. They are all committed to helping everyone involved in the construction industry succeed. That's why each has a strong commitment to making the show as informative and insightful as possible."

Tanel pointed out that the ultimate goal for those attending the 2008 CONEXPO is to take away something that they can use in their business to make it better.

"The show is really about ways to highlight the industry and what it can do to help businesses and individuals be more successful," she said. "We hope they find solutions to everyday challenges, make contacts and learn more about the industry in general. We want them to go home seeing that the show had value to them and looking forward to coming back in 2011 to find something else that will help them." ■



# USE THE BEST to be your best.

As a designer and manufacturer of high-quality attachments, we at Genesis are committed to providing solutions to professionals in the construction, demolition, recycling and utility industries. Because Brandeis Machinery has championed that same commitment for decades, we are especially proud to be a member of Brandeis' family of suppliers.

Now, equipment users in Kentucky and Indiana can benefit from both Brandeis' expertise and Genesis attachments, which are designed to provide the highest levels of performance, productivity and bottom-line profits.

## Genesis attachments include:

- **XP Mobile Shears**
- **New! Rebar Shears**
- **Hydraulic Concrete Processors**
- **New! Mechanical Pulverizers**
- **New! Quick Coupler System**
- **DemoPro Concrete & Steel Processors**
- **and many more . . .**



Brandeis Machinery and Genesis.  
Two of the best, ready to help you do yours.  
**Call today.**



1000 Genesis Drive | Phone: (715) 395-5252  
Superior, WI 54880 | Fax: (715) 395-5255

[www.genesisattachments.com](http://www.genesisattachments.com)  
E-mail: [info@genesisattachments.com](mailto:info@genesisattachments.com)



**PALADIN**  
DEMOLITION / RECYCLING / FORESTRY



**YOUR G.E.T. SOLUTION**

The Kmax G.E.T. system offers a full range of tooth sizes and styles for Komatsu excavator models PC100-3 through PC1250LC-7. With a broad range of tooth styles you are sure to find a Kmax tooth to fit your need. Installation is quick and easy with only a socket wrench needed to lock and unlock the reusable fastener.

FLARE

SYL

TWIN  
TIGER

UT  
TWIN  
TIGER

TIGER

TV  
TIGER

HPX  
BUCKET



Couple your Kmax teeth with one of five styles of Hensley excavator buckets (TL, GSK, HP, HPS and HPX) and you are ready to handle anything from dirt and clay to the toughest quarry applications. Your local Komatsu dealer can help you find the right tooth series and bucket needed for your application, so call today for more information.



Available through  
Brandeis Machinery.



[www.hensleyind.com](http://www.hensleyind.com)



## EQUIPMENT FOCUS

# REDISCOVER THE PC270LC-8

## Field tests demonstrate how Komatsu's new excavator delivers superior performance

If you're an equipment user in the market for a 28- to 33-ton excavator, the newly designed and upgraded Komatsu PC270LC-8 needs to be at the top of your "check-it-out" list.

"We've believed for some time that we had a very competitive machine in this size class," said Komatsu Excavator Senior Product Manager Peter Robson. "Compared to the other leading brands, we suspected that we were better in terms of fuel consumption, and that everything else was fairly similar. But in taking another look at the machine, we concluded that by increasing counterweight mass, the PC270LC-8 would not just be competitive or a little bit better than the competition, but would be much better. So that's what we did."

As part of a running design change, Komatsu increased counterweight mass on the PC270LC-8 by 17 percent compared to the PC270LC-7.

"The change was remarkable," said Komatsu Excavator Product Manager Trenton Glore. "With the additional counterweight, lift capacity increased significantly. Just as important, if not more so, machine stability improved dramatically. It gives the new unit a much better 'firm footedness.' With that solid base, operators are more comfortable digging and loading at a faster speed, and in more difficult material, so productivity is now much improved."

### Field tests confirm PC270LC-8 superiority

How much improved? To find out, Komatsu put the machine to a field test against two top competitors. Here's what they found.

In a trenching test, the Komatsu PC270LC-8 averaged 216 feet per hour, compared to 196

feet and 192 feet for the competitive units. That's 9 percent better than one machine and 11 percent better than the other. "More than 20 feet per hour adds up quickly over the course of a day, a week, a month or a year of trenching," pointed out Glore.

"The difference between machines was even more pronounced when we included the amount of fuel required to do the work," he continued. "In terms of fuel efficiency (which measures how many feet of trench are being dug per gallon of gas), the Komatsu PC270LC-8 was 9 percent better than one of the competitors, and a whopping 17 percent better than the other."

*Continued ...*



**Peter Robson,**  
Senior Product Manager



**Trenton Glore,**  
Product Manager

#### Trenching Test

Model	Production	Fuel Efficiency
Komatsu PC270LC-8	216 ft./hr.	26.8 ft./gallon
Competitor	196 ft./hr.	22.2 ft./gallon
Competitor	192 ft./hr.	24.5 ft./gallon

In a recent trenching field test, the new Komatsu PC270LC-8 dug more trench per hour and was significantly more fuel-efficient than two top competitive machines.



# Tests confirm outstanding fuel efficiency for PC270LC-8

... continued

*For more information on how the Komatsu PC270LC-8 can be a valuable addition to your excavator fleet, contact your sales representative or our branch location nearest you.*

The result was similar in a truck-loading test. An analysis of cycle times showed the PC270LC-8 took slightly more than 14.5 seconds to load, swing, dump and return. One competitor's cycle time was about a half second slower, while the other was more than a full second slower. And not only did the Komatsu unit load trucks faster, it was also more fuel-efficient, moving 7 percent to 10 percent more cubic yards of material per gallon of fuel.

## Fuel efficient

According to Komatsu, the PC270LC-8's impressive fuel consumption and efficiency figures (roughly 10 percent better than the previous model and about 11 percent better than

the competition) are achieved by total control of the engine, hydraulic and electronic systems.

"Each component and machine system was designed, engineered and manufactured to complement the other components and systems to achieve maximum performance," said Robson. "The way they work together is one of the primary factors in the fuel efficiency we've been able to achieve with the PC270LC-8."

Other factors include the overall efficiency of Komatsu's Tier 3 engine, combined with options and reporting tools that allow an operator to significantly lessen the amount of fuel being used to achieve the same amount of work. These include an economy (E) work mode; an "eco-gauge" that displays to the operator whether he's operating efficiently or wastefully; and an "idling caution" display that alerts the operator when he's been idling for five minutes or more (extended idling is considered to be an unnecessary and wasteful use of fuel).

## Design features

In addition to overall performance and fuel efficiency, the new PC270LC-8 has numerous other features designed to improve productivity, including:

- Work equipment structures with large castings;
- Boom and arm plates thicker than the competition;
- Easy-to-access service and maintenance points;
- A quieter, more comfortable cab that's the largest among top competitors and loaded with user-friendly technology;
- KOMTRAX, Komatsu's FREE wireless monitoring system, as standard equipment.

## Demo will prove its worth

"Obviously, we believe the PC270LC-8 is a superior excavator," said Robson. "Our hope is that equipment users who are in the market for this size of excavator will demo the PC270LC-8 against any comparable machine. If they do, we're confident they will come to the same conclusion we did — that it's the most productive and efficient machine in its class." ■

Truck-Loading Test		
Model	Cycle time	Fuel Efficiency
Komatsu PC270LC-8	14.54 sec.	66.6 cu. yd./gallon
Competitor	14.97 sec.	60.0 cu. yd./gallon
Competitor	15.59 sec.	62.0 cu. yd./gallon

Brief Specs on Komatsu PC270LC-8			
Model	Horsepower	Operating weight	Blade capacity
PC270LC-8	187 hp (net)	65,336-67,393 lbs.	0.76-2.13 cu. yd.

The Komatsu-sponsored field test also showed a truck-loading advantage (faster cycle time and up to 10 percent more fuel efficient) for the PC270LC-8 compared to two competitive models.





## NEW PRODUCTS

# “RUGGED AND EFFICIENT”

## New landfill dozers reduce cost per yard with Tier 3 engines that push more material with less fuel

With its new landfill dozers, Komatsu combined the best of its standard dozer features — which were designed to provide increased productivity and efficiency — with unique features that make them perfect for the rugged conditions of a landfill operation. New landfill dozer sizes range from the nearly 53,000-pound D65EX-15SL to the 116,528-pound D275AX-5SL.

Like Komatsu’s latest line of standard dozers, the landfill dozers are powered by turbocharged, after-cooled, ecot3 Tier 3-compliant diesel engines designed to provide more horsepower with less fuel consumption and lower emissions than previous models. The combination provides the best-ever cost per yard of material moved.

Komatsu engineered each landfill dozer’s hydraulics, power train, frame and all other major components in an integrated design that works together for higher production, greater reliability and versatility. Add the factory-installed Landfill Package with guarding specifically designed for harsh landfill conditions, and the result is machines that operate longer for increased production.

“Our landfill dozers start off with standard dozer features — Hydrostatic Steering System, Palm Command Control System, hydraulic-driven radiator fan, wet-disc brakes, Tier 3 engines and others — and have added features, such as gap seal guards, remote A/C and oil cooler and guarding packages, among others, that make them stand out,” said Mike Milostan, Komatsu America Product Manager, Working Gear. “They really are purpose-built machines that will benefit landfill operations by providing the productivity those customers need because Komatsu designed them to stand up to the challenges of working in that environment.”

Blades on the dozers are larger with integrated trash racks that provide more material capacity without restricting visibility. A semi-U blade is available on all models, while a full-U blade is available on all models except the D65EX-15SL. The landfill counterweight is designed to optimize the machine balance in landfill applications.

*Continued . . .*

**Brief Specs on Komatsu Landfill Dozers**

Model	Operating Weight	Net hp	Blade Capacity
D65EX-15SL	52,097 lbs.*	205	14.8 cu. yds.*
D85EX-15SL	62,245 lbs.*	240	22.5 cu. yds.**
D155AX-6SL	96,709 lbs.*	354	33.2 cu. yds.**
D275AX-5SL	116,528 lbs.**	410	44.3 cu. yds.**

\*With semi-U blade

\*\*With full-U blade

Komatsu’s new landfill dozers feature Tier 3 engines for greater production and fuel economy. Each model has a factory-installed Landfill Package with guarding specifically designed for harsh landfill conditions.



# Unique features stand up to landfill challenges

... continued

Komatsu's landfill package includes a large number of unique features built into the dozers to make them stand up in challenging conditions. Among them is a chassis-seal package that helps close the gaps around the chassis where material could enter the engine compartment. Final drive, pivot shaft and idler seal guards help prevent debris from entering oil-seal areas, extending component life.

## Extended component life

Extending the component life of the tracks is a priority, so Komatsu landfill dozers use trapezoidal track shoe holes to minimize debris packing. Bolt-on front and rear striker bars help prevent debris from riding up onto the tracks and damaging fenders and chassis. Chassis deflector bars and bolt guards protect and help keep debris away from components as well.

The machines are further protected from debris with additional guarding that's available only on landfill dozers, such as the fuel and hydraulic tank guard. Hinged covers allow easy access for cleaning and maintenance.

Keeping the working parts clean for optimal production is necessary, and Komatsu makes it easier than ever with features such as perforated hood and side doors that increase cooling airflow to the radiator while minimizing the size of airborne particles entering the engine compartment. The

perforated hood reduces air velocity passing through the screens, reducing debris sticking against the screens.

A standard, reversible, hydraulically driven fan is mounted in front of the radiator core so the blades pull air through the core rather than push it, virtually eliminating debris blasting on the core surface and increasing the life of the heat exchangers. Thermally controlled, the fan turns at maximum speed only when maximum cooling is required, reducing the debris collection on the engine inlet screens during normal daily operations.

Computer-controlled forward and reverse intervals clean the radiator regularly, allowing the operator to concentrate on productivity. The computer timer is easily adjusted for varying conditions and also has a manual override switch.

## Fine control

A turbine precleaner helps remove particulates from the engine air before they reach the filter elements. Quick-opening, two-piece doors allow easy access to the radiator and fan for cleaning. An engine bottom guard with electric winch simplifies cleaning of the engine compartment. The engine compartment features two fewer items, as Komatsu relocated the hydraulic cooler and fan, as well as the air conditioner condenser. Both were moved to increase cooling efficiency.

Efficiency is enhanced with Komatsu's Torqflow Transmission that offers single-lever control of speed and directional changes. A hydrostatic steering system makes for smooth, quick and powerful control of tracks. Palm-control steering and blade joysticks provide fine control. Operators will also appreciate the hexagonal-designed pressurized cab, which offers greater visibility and comfort. Cab dampen mountings increase ride comfort while decreasing noise and vibration.

"Lock-up torque converters and automatic shifting, available on our D155 and D275 models, make these even more powerful and efficient to operate," pointed out Milostan. "Production is terrific with these machines, and that's really the bottom line." ■

Komatsu engineered each of its new landfill dozers with hydraulics, power train, frame and all other major components that work together in an integrated design for higher production, greater reliability and versatility.





## MILESTONES

# A CENTURY OF SERVICE

## Brandeis Machinery & Supply will celebrate with customers in this, its 100th year

Here are a few things that happened in 1908. The first New Year's Eve ball dropped in New York's Times Square; the Grand Canyon became a national monument; the Boy Scout movement began; Henry Ford produced the first Model T; Butch Cassidy and the Sundance Kid were reportedly gunned down in Bolivia; and the Cubs — yes, the Chicago Cubs — won the World Series.

Here's something else that happened in 1908. Robert Brandeis started an equipment business in his hometown of Louisville, Kentucky. This was several years before his cousin Louis Brandeis, also of Louisville, would be appointed to the U.S. Supreme Court, where he would go on to become one of the most influential justices in history.

Robert Brandeis was a successful businessman back at the turn of the 20th century. He was already involved in a number of business interests in Louisville when he opened the construction equipment company bearing his name on West Main Street.

In 2008, Brandeis Machinery & Supply Company will begin its second century. Today, it is one of the oldest equipment dealers in the nation, and is *the* oldest founding member of AED (Association of Equipment Distributors) still operating under the same name.

"Turning 100 is a very significant event," said Brandeis owner and Chairman Jay Paradis, who is the third generation of the Paradis family to lead the Brandeis organization. "As a company, we're very proud of our history and we intend to mark the occasion and celebrate with our customers with many events throughout the year."

### The early years

The Paradis family's involvement in Brandeis Machinery & Supply dates back to the company's first decade in business. J.A. Paradis Sr. came to Louisville from Massachusetts as part of a construction company that was building a large sewer line that still exists on Hill Street. While in Louisville, Paradis fell in love with a girl and decided to stay in Kentucky after the sewer job was finished. He met Robert Brandeis, who subsequently hired him as a salesman in 1917. He became sales manager two years later.

Unfortunately, after starting the company, Robert Brandeis didn't get to enjoy it for very long. He died in 1924. J.A. Paradis, who at the time was serving as Sales Manager, was elected President and began acquiring stock. But rather than change the name of the company to Paradis Equipment, or something similar, he chose to retain the Brandeis name.

"He probably thought that the business was already well-known and well-accepted among

*Continued . . .*



Jay Paradis,  
Brandeis Chairman

From its founding in Louisville, Kentucky, in 1908, Brandeis Machinery & Supply has grown to nine full-service branches in Indiana and Kentucky, along with its headquarters in Louisville (shown here).



# A remarkable century in business

... continued

customers and that it didn't make sense to possibly confuse them by changing the name," said Jay Paradis. "Beyond that, the Brandeis family name was fairly prominent in Louisville at the time, and still is, as the law school at the University of Louisville is named for Robert Brandeis' cousin Louis."

Brandeis Machinery & Supply has remained in the Paradis family since 1924. In fact, there have only been four owners (Robert Brandeis, J.A. Paradis Sr., J.A. Paradis Jr., and Jay Paradis) throughout the company's history.

"When you look back 100 years and think about everything that's happened, a century in business is rather remarkable," said Paradis. "We went through World War I and World War II. We made it through the Great Depression and numerous other down cycles in our nation's economy. I'm very proud that we only

lost money in two of those 100 years — once during the Great Depression and once in the early 1990s.

"Perhaps the toughest time for the company was World War II, when all the factories converted from making equipment to making tanks. As a company that relies on products to sell, it's pretty tough when you're not getting any new inventory. We got through it primarily by renting equipment we already had."

## Focus on customers

Paradis, who today guides Brandeis and its parent company, Bramco, with help from Bramco CEO Charles Leis and Brandeis President Gene Snowden, along with many other longtime valued managers and employees, attributes that long-term success to a number of factors.

**1908**

**Brandeis Machinery & Supply founded**



**1917**

**J.A. Paradis Sr. joins Brandeis**



J.A. Paradis Sr.

**1924**

**Robert Brandeis dies, Paradis becomes president**



**1932**

**Brandeis appointed IH distributor**



**1946**

**Brandeis opens branch in Evansville, Indiana**



**1967**

**Bramco Inc. founded as parent company**



**1972**

**State Equipment Company founded in Indianapolis**



**1977**

**Jay Paradis joins Bramco**



**1980**

**Brandeis appointed Komatsu distributor**



**1985**

**Brandeis forms Mid-America Parts Company**

**1987**

**Brandeis forms Rebuild Center**



In addition to a customer-first philosophy and sense of fiscal responsibility, Snowden says there are other reasons Brandeis has succeeded through the years.

“But most of all, we attribute our success to our people — from top management to sales to service. We hire the best individuals and we try to treat them well so we’re able to keep them. I think our company has a reputation for honesty, integrity and fairness, which again, is reflected in and by our employees. Certainly, we want to be successful, but equally important, we want to be successful by doing it the right way.”



# Looking toward another century of service

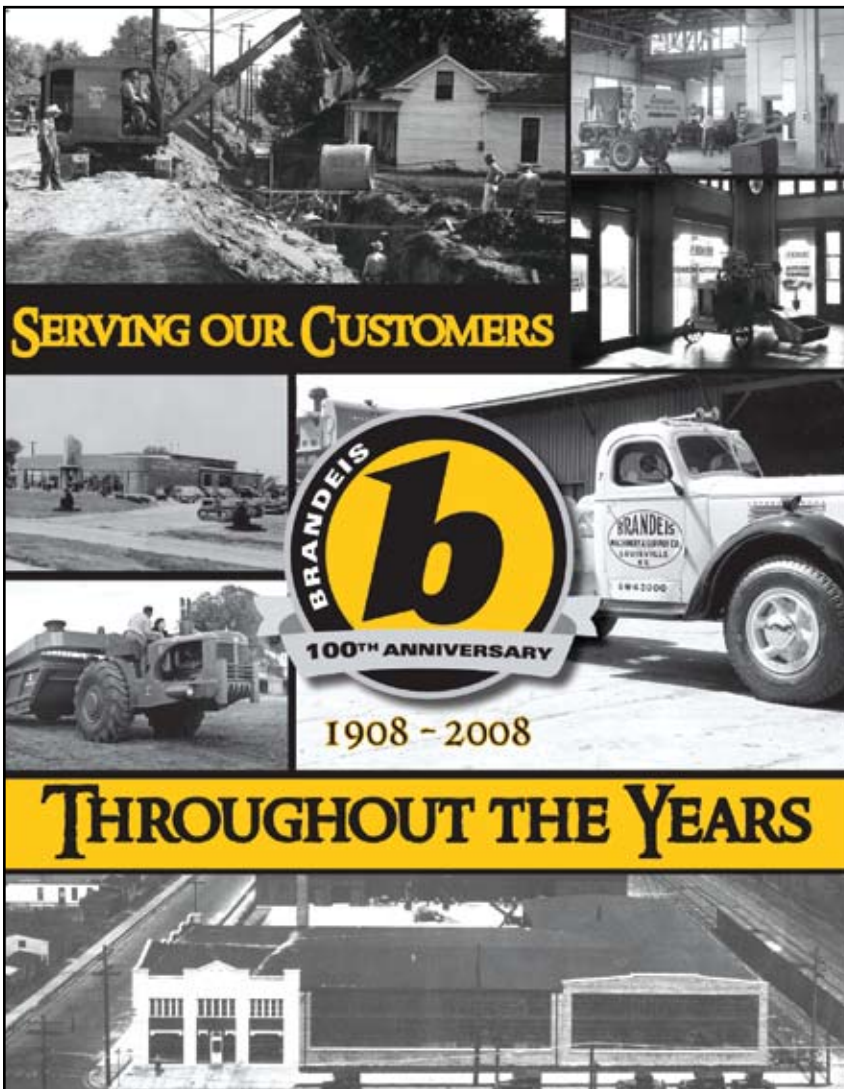
... continued

## Still going and still growing

Paradis says there have been numerous significant events throughout Brandeis' 100-year history. The formation of Rental Equipment

## More celebrations to come

To commemorate its first century, a book about Brandeis and its rich history, is being written and will be published in 2008. The company is also planning numerous events throughout the year, including open houses and customer appreciation celebrations at each branch. Look for announcements about the open houses and other century anniversary special events throughout the coming months.



Brandeis Machinery & Supply Company celebrates its 100-year anniversary in 2008. "We're very proud of our history and we intend to mark the occasion and celebrate with our customers with many events throughout the year," noted Chairman Jay Paradis.

Service Company or Resco Rents in 1966 (sold in 1997); Brandeis' purchase of Missouri-Illinois Tractor Company (MIT) in 1968 (sold in 1989); the switch from International Harvester to Komatsu as Brandeis' main earthmoving line; the formation of Mid-America Parts Company as a division of Brandeis in 1985; and starting the Brandeis Rebuild Center, which is now Komatsu Remanufacturing, in Lexington in 1987.

While Komatsu is Brandeis' primary equipment line, the company also represents many other manufacturers, including Etnyre; Gomaco; Sennebogen; Atlas Copco; Genesis; Tadano; Kobelco; Terex; and most recently, the Wirtgen Group of road construction products (Wirtgen milling machines, Vögele pavers and Hamm rollers).

The company has also undergone numerous expansions since that first, single store in Louisville. The first occurred when Brandeis opened a branch in Evansville, Indiana, in 1946. It continued as the company opened branches in eastern Kentucky, as well as central and northern Indiana, and culminated with a merger with Power Equipment Company in Tennessee, which brought the combined Bramco organization to 15 full-service branch locations in four states.

"We've grown a lot through the years, both territorially and in terms of sales volume, and we hope to continue growing," said Snowden. "We represent more manufacturers and a wider range of products than ever before. We're seeking and getting higher market share for Komatsu. We've added rent-to-rent. And we're offering much more in the way of product support."

"Certainly, there are always ups and downs in this business and some years are going to be better than others," he noted. "But our mix of construction and mining helps balance out some of the highs and lows, and generally speaking, we're optimistic about the near- and long-term future of our industry and our company."

"Can we last another 100 years as a privately owned family company?" asked Paradis. "Sometimes things are beyond our control, but we'd like to think it's a possibility and, as we begin our second century, we're doing everything we can to make that happen." ■





# BACKHOE LOADERS

# 100%

**productive**

# KOMATSU®

Komatsu backhoe loaders are designed to deliver. Attention to every detail ensures the highest levels of operator safety, comfort and convenience, productivity, ease of service, durability, reliability and quality. Komatsu backhoe loaders provide the ultimate comfort and productivity package.

- Low-effort Proportional Pressure Control (PPC) loader and backhoe joysticks with SAE/ISO pattern changer
- Spacious and ergonomically designed operator platform and exceptional visibility
- Narrow S-shaped backhoe boom and high-performance hydraulics
- Tilting engine hood with easy access to service check and fill points
- Heavy-duty, 1.25-yard loader with parallel lift and over 6½ tons breakout force

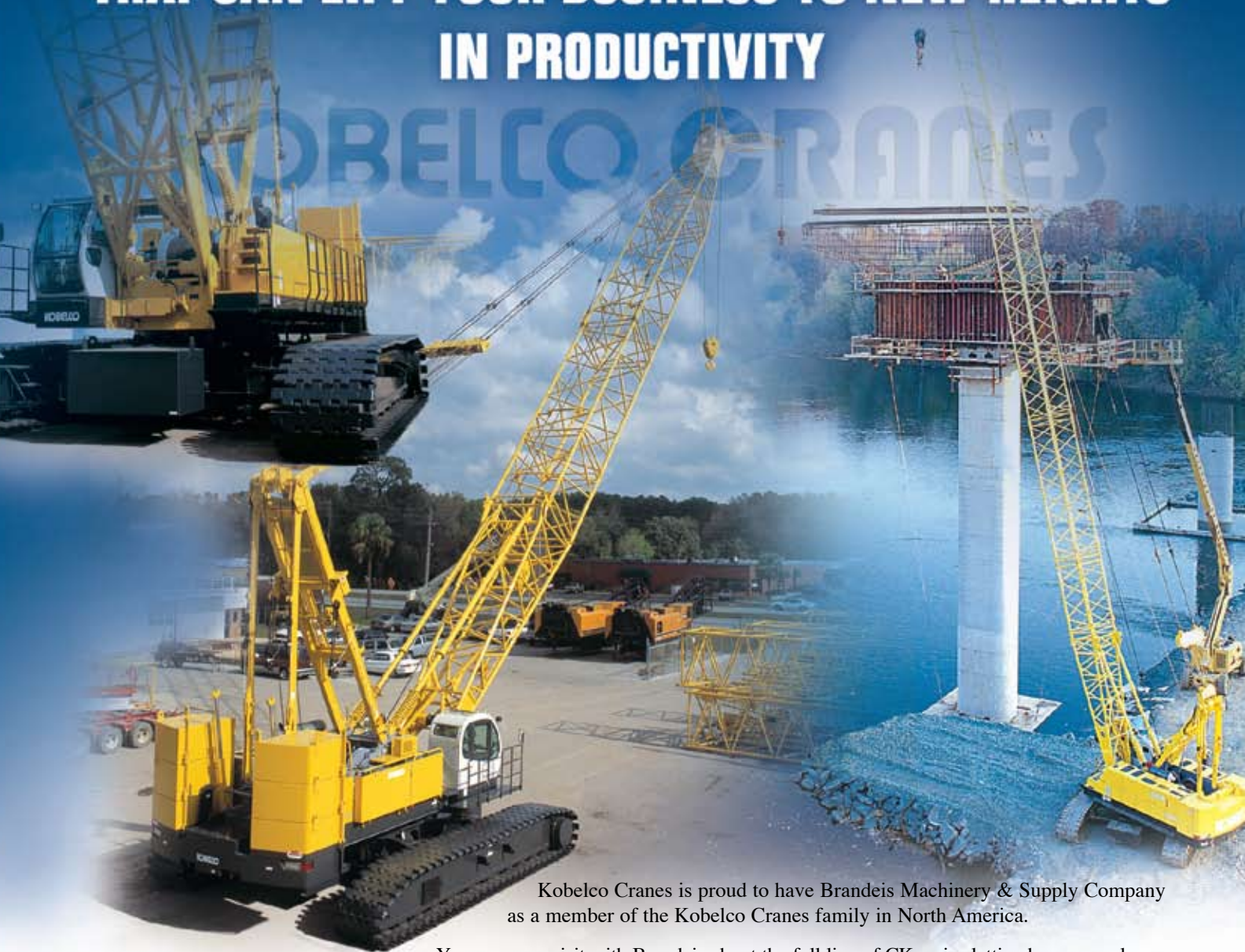
When you want the most from your backhoe loader investment, the choice is 100% clear. Put a Komatsu backhoe loader to work today and enjoy the confidence that comes from machines that are...

100% Komatsu.

847.437.5800 [www.komatsuamerica.com](http://www.komatsuamerica.com)



# A PROUD NEW PARTNERSHIP THAT CAN LIFT YOUR BUSINESS TO NEW HEIGHTS IN PRODUCTIVITY



Kobelco Cranes is proud to have Brandeis Machinery & Supply Company as a member of the Kobelco Cranes family in North America.

You can now visit with Brandeis about the full line of CK series lattice-boom crawler cranes from Kobelco Cranes. Five models that range in lifting capacities from 80 to 250 tons set new industry standards for performance, durability, safety and comfort. Kobelco Cranes ushers in a new era of crawler-crane technology with advanced, fully hydraulic operating systems, while providing excellent maneuverability and solid, stable footing on the jobsite.

What's more, every Kobelco crawler crane will be backed with the unparalleled service and parts support that you have come to expect from Brandeis.

For more information about the right Kobelco crawler crane for your job, contact your Brandeis representative or the nearest Brandeis location.

## KOBELCO

**KOBELCO CRANES NORTH AMERICA, INC.**

*Reliability is the History of Quality*

## **b** BRANDEIS

Model	hp	Operating Wt.	Lifting Capacity
CK800-III	213	163,450 lbs.	80 tons
CK850-III	213	162,700 lbs.	85 tons
CK1000-III	331	179,700 lbs.	100 tons
CK1600-II	331	306,000 lbs.	160 tons
CK2000-II	331	362,200 lbs.	200 tons
CK2500-II	331	476,200 lbs.	250 tons

**Louisville, KY • (502) 491-4000**

**Stanville, KY • (606) 478-9201**

**Paducah, KY • (270) 444-8390**

**Lexington, KY • (859) 259-3456**

**Corbin, KY • (606) 528-3700**

**Indianapolis, IN • (317) 872-8410**

**South Bend, IN • (574) 233-8770**

**Evansville, IN • (812) 425-4491**

**Fort Wayne, IN • (260) 489-4551**



## KOMATSU & YOU

# REMANUFACTURED PRODUCTS

## General Manager says ISO certification of Komatsu reman plant ensures product quality

**QUESTION:** One of your emphases, upon joining Komatsu Remanufactured Products, was to earn ISO 9001 certification from the International Standards Organization. Have you achieved that, and why is it an important designation?

**ANSWER:** We became an ISO-certified plant a little more than two years ago and we believe it's a very significant designation for a manufacturing plant like ours. For one thing, ISO certification, which includes regular, ongoing field audits of our operations, ensures that we're following our own standardized processes. These standardized processes lead to a consistently high-quality product that our customers can count on.

Equally important, ISO certification requires us to continuously improve our operations. They check quality measurements, warranty ratios and customer complaints to see that we're taking appropriate action and fixing any problems that arise. So yes, for us, ISO certification is a very big deal because it's the foundation for the quality of product that we're now producing at Komatsu Remanufacturing.

**QUESTION:** Why is standardization so important in manufacturing?

**ANSWER:** It's important because, with a standardized process, in which the same job is done the same way every time, when a problem crops up, we can locate what happened. Without it, you have one person doing the job one way and another person doing it another way, so you may never be able to figure out why a failure occurred. It's because of our standardized processes that we're able to produce replacement parts and components that are essentially the same as new and are warrantied as such.

*Continued . . .*



**Rob Shear,**  
General Manager,  
Komatsu Remanufactured Products

*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.*

As the son of a financial controller for the Department of the Army, Rob Shear grew up in many places. Born at Fort Leonard Wood in Missouri, Rob and his family moved to Korea for a time, then to Virginia, then to Oklahoma for his high school years. Following high school, Rob earned a spot at the U.S. Military Academy at West Point, and after graduation, spent time in the Army leading a tank platoon.

After his army service, Rob went into manufacturing. While working for Cardinal Health as a plant manager, he earned an MBA at Northwestern University, where a classmate recruited him to Komatsu.

Rob joined Komatsu America as General Manager of the company's remanufacturing operations in Lexington, Ky., in late 2003. In his capacity as GM, Rob oversees the efforts of about 140 employees and has been responsible for numerous improvement initiatives at the plant.

"Our goal at Komatsu Remanufactured Products is to produce parts and components for Komatsu equipment that conform to the standards and specifications of brand-new parts and components. We think remanufactured products make sense for the end-using Komatsu customer as a way to save both time and money, and get the peace of mind of a factory warranty at the same time."

# Komatsu Reman emphasizes "value"

... continued

**QUESTION: What Komatsu remanufactured products are available?**

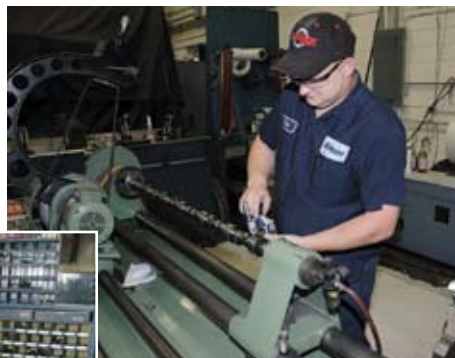
**ANSWER:** We reman all major components including engines, transmissions, torque converters, final drives, turbochargers, hydraulic cylinders, hydraulic pumps, alternators — nearly everything for construction equipment up through the largest mining machines. We've hired a marketing director to work with our Komatsu distributors to make sure we're meeting their needs and don't have gaps in our product offerings.

**QUESTION: What advancements have you made recently?**

**ANSWER:** We've started inspecting and reusing valve springs for use on cylinder heads. Before, we would have used a new valve spring if we were reman'ing a cylinder head. We're especially proud of this because it was initiated by our employees. They determined they could do it and thought it would be a good, cost-saving measure.

**QUESTION: It sounds like Komatsu Remanufacturing values its employees.**

Individual parts are carefully inspected to ensure they meet OEM standards prior to being used in a reman component. Here, technician Tony Johnson measures a camshaft for a mining dozer as part of the inspection process.



Located in Lexington, Ky., Komatsu Remanufactured Products employs about 140 people, including technician Paul Carrico, shown here assembling a reman engine for a D375 dozer. All reman engines are dyno-tested after final assembly.

**ANSWER:** Certainly. We have a lot of experience in our work force and very little turnover, and we rely on our employees to help make us better. Some assembly teams have formed what we call "quality circles," consisting of three to five members. The quality circles provide input from the floor on how we can improve. It was one of these quality circles that came up with the idea of reman'ing the valve springs.

**QUESTION: How do your products compare with new components?**

**ANSWER:** Our target is to produce a product that costs 60 percent to 65 percent of what a new component costs, and that provides 80 percent of the life of a new product. Some people may be wondering why, if it's built to the same standards as a new component, we only expect to get 80 percent of the life. They've got to understand that if a reman engine goes into a machine that has 10,000 hours on the frame and 10,000 hours on the transmission, it may not run as long as the first engine did. A new engine put in the same used machine may not run as long either.

**QUESTION: How does a reman product compare with a "job shop" rebuild?**

**ANSWER:** The main differences between us and a "job shop" are our standardized processes and the number of units we build. We're specialists. This is all we do.

As for a "will-fit" or "job shop" mechanic, they're not going to get the support from the OEM that we do. For example, we're in weekly contact with the factory, getting the latest critical updates on products and how to improve performance. Another big difference is that typically, a "job shop" warranty covers only the labor.

**QUESTION: Why should Komatsu equipment users look to Komatsu Remanufactured Products for replacement parts and components?**

**ANSWER:** Komatsu is all about providing value for customers, and we're an important part of that value equation. The combination of price, availability and quality make Komatsu remanufactured products not only a viable alternative to new and rebuilt components, but an excellent value as well. ■







**100%** **PROVEN**  
(KOMATSU ELECTRIC DRIVE HAUL TRUCKS)

**KOMATSU®**

When it comes to building electric drive trucks that are rugged enough to stand up to the day-to-day demands of mining operations, one company has the proven track record to deliver the reliability you need to compete—Komatsu. If you look at the number of Komatsu electric drive trucks in service today and count the years of reliable service they've delivered, you'll see we have the engineering, manufacturing and application experience to help you stay profitable for years to come.

If you want to move more material, more cost-effectively, day after day, choose a proven solution.

100% Komatsu.

847.437.5800 [www.komatsuamerica.com](http://www.komatsuamerica.com)





# REMAN

# 100%

**product support**  
(lowering owning and operating costs)

# KOMATSU®

Komatsu remanufactured products maximize your machine utilization by providing off-the-shelf exchange components. Plus, Komatsu provides you with the following benefits:

- Components backed by Komatsu warranty
- Remanufactured to Komatsu factory specifications
- Sophisticated inspection and remanufacturing equipment
- 100% functional testing
- Machine performance to original equipment specifications

100% Komatsu.

847.437.5800

[www.komatsuamerica.com](http://www.komatsuamerica.com)



## UPPING UPTIME

# UNDERCARRIAGE MANAGEMENT

## How machine owners and operators can help prevent unnecessary undercarriage wear

**W**ith undercarriage costs consuming a significant portion of the average operating cost-per-hour of your track-type equipment — 50 percent in most cases — properly maintaining your undercarriage system is essential. Use the following recommendations to maximize the hours of service life built into your Komatsu undercarriage components, keeping in mind that the undercarriage works and wears as a system. A worn component can have an adverse effect on the entire system, greatly reducing your total undercarriage life.

**Understand the System.** Undercarriage is often the least-understood system on the track-type machines. If you are experiencing accelerated undercarriage wear, the problem may not be the fault of the components. Operation, application, maintenance and component selection can often be contributing factors in undercarriage wear. Wear cannot be eliminated, but it can be controlled. Invest the time to learn all you can and take control of undercarriage costs.

**Manage the System.** Begin with a comprehensive undercarriage management program. Inspection is only the beginning. Evaluating the measurement data and following the recommendations of your factory-trained distributor undercarriage specialist is paramount to achieving satisfactory service life. Management is essential and continuous. One of the tools available through your Komatsu distributor is the computer-assisted Track Management System or TMS. By taking advantage of this service, you will reduce unscheduled downtime and operating expense.

**Ensure proper alignment.** The quickest way to detect an alignment problem is to look for anything shiny that normally should not be shiny. The inside of track links that are scuffed

and shiny, roller and front idler flanges that show wear, and sides of sprockets that are coming in contact with the inside of the track links most often are indicators that the track frame alignment system needs attention. Failing to heed alignment warning signs will cause accelerated parts wear and, in extreme cases, LTS seal and/or bushing failure.

**Operate with the undercarriage in mind.** Managing undercarriage wear and controlling operating cost-per-hour come first from the operator's seat. Turning, speed and direction of travel are three of the most important operationally controlled wear factors. While you can seldom build job operations around these operating factors, you should give them ongoing consideration.

In short, undercarriage cost-per-hour control starts with understanding and managing the system. Then, operate the machine keeping in mind control of undercarriage wear factors. ■



Dick Schaefer,  
Senior Product  
Manager -  
Undercarriages

Inspection is a starting point to managing your undercarriage. One of the tools available through your Komatsu distributor is the computer-assisted Track Management System or TMS. By taking advantage of this service, you will reduce unscheduled downtime and operating expense.



# Your Attachment Connection

## **We'll get you connected.**

With decades of innovation, leadership, and experience, Ingersoll Rand is committed to providing a complete attachment product offering for any size and make of carrier. We have the know-how and accessories to interface with your attachment and carrier, as well as all the parts and tools it takes to keep you running. Our global reach ensures that we bring the best products and support wherever the job takes you.



Indianapolis, IN • (317) 872-8410  
South Bend IN • (574) 233-8770  
Evansville, IN • (812) 425-4491  
Fort Wayne, IN • (260) 489-4551



[attachments.ingersollrand.com](http://attachments.ingersollrand.com)



## INDUSTRY NEWS

# AED launches campaign to boost highway investment

Associated Equipment Distributors (AED) has launched an initiative to position the construction equipment distribution industry for a leadership role in the looming national debate over transportation infrastructure investment.

In a recent speech, AED President Toby Mack told equipment industry executives that the nation's infrastructure needs are dire, that Congress would soon be forced to make difficult decisions about how to pay for much-needed additional highway construction, and that AED would be playing a major role in that national dialogue. The vehicle for AED's involvement will be the association's new Highway Infrastructure Taskforce (HIT).

Mack pointed to government estimates predicting that by the time SAFETEA-LU, the current highway law, expires in September 2009, gas tax revenues will fall short of authorization levels by close to \$5 billion. If Congress does not address the problem, highway funding in 2009 could be cut by more than 30 percent, and such cuts would continue into the future.

"AED has seen this coming and we have no intention of sitting on our hands," Mack said. "We're gearing up to play a major leadership role beyond anything we've done before. With the mobilization of our membership to provide both the resources and political activism, not only can we turn this around, but we can lay the groundwork for major new investment in highway capacity going forward." ■



**Quick  
Couplers +  
Durable  
Attachments =**

**Increased  
Jobsite  
Productivity**

Paladin Heavy Construction manufactures a full line of couplers, buckets, forks and specialty attachments for wheel loaders, wheel loader backhoes and excavators – precisely the equipment you need for versatility and greater productivity. Because we offer brand names you know and trust – like JRB, C&P and Badger – we're sure to carry the right attachments you need to achieve highest productivity at the lowest cost.

**Contact us today at 1-800-4-BUCKET. We have the attachments and couplers you need in stock and ready to go.**

We invite you to learn more about our product offerings at  
[www.paladinbrands.com](http://www.paladinbrands.com).

**Available through Brandeis Machinery & Supply Company**



*You never regret buying **the best...***



**VÖGELE**

*Asphalt Pavers*



*Milling - Cold Recycle*



*Soil - Asphalt Compactors*

*because you always get what you pay for.*

*Now the best is all in one place! Brandeis Machinery & Supply is proud to add the Wirtgen Group to its product lineup to help your business succeed. The Wirtgen Group includes a full range of milling and cold recycle equipment, soil and asphalt compactors and asphalt-paving equipment that is built to last, made to perform and costs less to operate. Nothing's built like a Wirtgen; that gives you the competitive edge. Winning by Design!*



## **WIRTGEN AMERICA**



Louisville, KY • (502) 491-4000  
Stanville, KY • (606) 478-9201  
Paducah, KY • (270) 444-8390  
Lexington, KY • (859) 259-3456  
Corbin, KY • (606) 528-3700

Indianapolis, IN • (317) 872-8410  
South Bend, IN • (574) 233-8770  
Evansville, IN • (812) 425-4491  
Fort Wayne, IN • (260) 489-4551



**SERVING YOU BETTER**

# BRANDEIS ADDS NEW PAVING LINE

## The Wirtgen Group is world's No. 1 producer of mobile road-construction equipment

Brandeis Machinery & Supply Company is pleased to announce that it now carries the industry-leading Wirtgen Group of road construction products. The Wirtgen Group consists of Wirtgen milling, cold recycling and stabilizing equipment; Vögele asphalt pavers; and Hamm soil and asphalt compactors.

With 70 percent of all mills, 40 percent of all stabilizers, 38 percent of all asphalt pavers and more than 10 percent of all rollers sold in the world — the Wirtgen Group of products is clearly the world leader in commercial and highway-class asphalt-paving equipment.

The innovative products available through the Wirtgen Group include a full range of Vögele pavers, from highway class down to the Super 700, which is made for paving in tight quarters such as trenches, alleys and paths. Hamm rollers offer the exclusive "oscillation compaction" technique, in which the roller drum maintains consistent contact with the ground, as opposed to the traditional pounding method. As for milling machines and stabilizers, the Wirtgen name is synonymous with performance, as is indicated by the stunning market share both products command.

"We're excited to be able to offer Wirtgen Group products to our customers throughout Kentucky and Indiana," said Brandeis President Gene Snowden. "Vögele pavers, Hamm rollers and Wirtgen milling machines are renowned not only for their innovations, but also for their productivity and reliability. We look forward to getting the products in the hands of road-building customers so they can see the performance advantage for themselves."

Brandeis will, of course, provide full support services for all of the Wirtgen paving-related products, just as it does for all the earthmoving, material-handling and utility equipment it sells. ■

*For more information on specific Wirtgen Group products, call your Brandeis sales representative or the Brandeis Machinery & Supply Company branch nearest you.*



Part of the Wirtgen Group of road construction products, Vögele offers a complete line of commercial and highway-class asphalt pavers.



Wirtgen milling machines, which constitute 70 percent of the worldwide market (above), and Hamm rollers (left), both part of the Wirtgen Group, are now available through Brandeis Machinery & Supply Company.



# WE'VE TRASHED THE STANDARD FOR BIG PUMP PERFORMANCE.

**Sizes up to 30".**  
**Heads to 470'.**  
**Flows to 40,000 GPM.**

There's no comparison. Gorman-Rupp delivers the biggest, broadest pump line in the business. On construction and sewage bypass jobs with tricky intermittent flow, a Gorman-Rupp pump easily handles solids up to 6" in diameter. Get your hands on a Gorman-Rupp, the world's undisputed standard in prime-assist performance.





# Working Together



Atlas Copco Construction  
Mining Technique USA LLC  
Denver, CO 1-800-732-6762

[www.atlascopco.us](http://www.atlascopco.us)

Atlas Copco Construction Mining Technique USA is proud to be associated with Brandeis Machinery. Our cooperation is more than great equipment! It is about working together to understand the diverse needs of our customers.

This approach requires experience and knowledge, presence, flexibility and involvement in your processes. It means working together to make customer relations and service a priority.

Our field people are always available to help you make the correct choice for your drilling application.

**We are committed to your superior productivity through interaction and innovation.**



*Atlas Copco*

## DISTRIBUTOR CERTIFIED

# CERTIFIED USED MACHINES

## Why used equipment buyers will want to check out Komatsu ReMarketing's CONEXPO display



Lee Haak,  
Komatsu ReMarketing  
Director



Do you want to avoid making a potentially costly mistake in your next used equipment purchase? A good way to be safe in buying used is to buy a Komatsu Distributor Certified used machine. A Distributor Certified machine is not your typical used machine. To illustrate the difference, the Komatsu ReMarketing group will have a unique "half-and-half" machine at its display area at the upcoming CONEXPO in Las Vegas.

"We're taking a used D61PX dozer and fixing half of it to the standard of a 'B-level' Distributor Certified unit," explained Komatsu ReMarketing director Lee Haak. "The other half, we're leaving 'as is.' We believe this will strikingly demonstrate what separates a Komatsu Distributor Certified machine from a used machine you might buy at auction."



What's the difference between Komatsu Distributor Certified used equipment and other used machines? A unique "half-and-half" D61 dozer (half certified and half used) will be on display at CONEXPO to illustrate the stark differences. Komatsu ReMarketing officials will be on hand to explain what gets done and what it means to you as a used equipment purchaser.

The big difference between the two, according to Haak, is that Komatsu certifies what you're buying, both inside and out. "The first thing we do is put the machine through a rigorous inspection to determine if it's worth restoring. If it doesn't pass, we don't fix it. We sell it 'as is,' with a full report on what's wrong with it — or we sell it for parts."

### Looks good and runs well

If the inspection reveals the machine is worth fixing, your Komatsu distributor will make the repairs, including putting in new or remanufactured parts or components where necessary.

"Unlike some used equipment sellers who only do cosmetic work like paint jobs, we make sure the machine is going to run well, as well as look good," said Haak. "We do track work, blade or bucket work, service the hydraulic system, repack the cylinders, overhaul the engine — whatever is required. The bottom line is, because of the work we've done, you can be sure the machine will do what you're counting on it to do."

In addition to viewing the "half-and-half" machine at CONEXPO, and learning what all goes into bringing it up to a higher level, Komatsu ReMarketing will have information on a new warranty program designed specifically for Distributor Certified machines.

"We invite all CONEXPO attendees to stop in and see us, and learn more about Komatsu Distributor Certified used equipment," said Haak. "It sometimes costs a little more, but we'll be happy to show you how the additional money is put back into the Distributor Certified pieces to bring them to a higher standard than other used equipment." ■





# KOMATSU DISTRIBUTOR CERTIFIED USED EQUIPMENT

## The next best thing to new.



*If it can be measured,  
we measure it!*

Whether you're looking for a high-quality machine that will become part of your fleet, or for a machine that will get you through the busy season, Komatsu Distributor Certified Used Equipment is your best alternative to buying new.

If it can be measured, we measure it! Specially trained Komatsu Distributor Certified evaluators check, measure and diagnose virtually every aspect of the machine. Once the machine meets Komatsu's high performance standards, your local distributor can tailor the machine for your site-specific needs. And to add to your peace of mind, most Komatsu Distributor Certified Used Equipment is eligible for special financing and warranty.

Purchasing Komatsu Distributor Certified Used Equipment makes sound business sense. You'll receive good value for your money and a reliable and productive machine that will get the job done for years to come — we guarantee it!

**To learn more about Komatsu ReMarketing's Distributor Certified Used Equipment, contact your local Komatsu Distributor or go to our Web site at [www.equipmentcentral.com](http://www.equipmentcentral.com) and click on "used equipment."**





## USED EQUIPMENT SPECIALS

### ARTICULATED TRUCKS

2001 Volvo A25C, consignment, 6,969 hours. . . . .	\$115,000
2001 Volvo A25C, consignment, 7,232 hours. . . . .	\$115,000
1996 Moxy MT30, U016326, 8,661 hours. . . . .	\$41,333
1996 Moxy MT30, U016328-1, 6,743 hours. . . . .	\$38,667
2003 Komatsu HM400-1, BT6909, 4,260 hours. . . . .	\$330,000
2004 Komatsu HM400-1, BT6910, 3,167 hours. . . . .	Call
2004 Komatsu HM300 6X6, C0201, 3,294 hours. . . . .	\$234,000

### ASPHALT PAVER

1997 LeeBoy L8500T, Lowdeck, BT7809, 2,350 hours . .	\$20,000
--	----------

### COMPACTION

2005 Cat CB224E, BT7012, 352 hours. . . . .	\$28,500
---	----------

### CRAWLER DOZERS

1997 Case 550G, #C1132, BT7909, 3,507 hours. . . . .	\$30,000
2004 Komatsu D39PX-21, BT7209, 2,420 hours. . . . .	\$80,000
1996 Komatsu D41E-6, BT7407, 8,180 hours. . . . .	\$34,000
1999 Komatsu D41E-6, BT7717, 5,610 hours. . . . .	\$32,000
1997 Cat D6M LGP, BT7805, 10,000 est hours . . . . .	\$52,000

### CRAWLER LOADER

2004 Dressta 175C, consignment, 1,163 hours. . . . .	\$67,000
--	----------

### EXCAVATORS

1991 Cat 225D LC, BT7N04, 2,805 hours . . . . .	\$23,000
2002 Cat 325CL, BT7804, 8,276 hours . . . . .	\$100,000

### EXCAVATORS CONT.

2002 Cat 325CL, #1521, BT7907, 6,102 hours . . . . .	\$108,000
2003 Cat 325CL, #C1584, BT7914, 5,351 hours . . . . .	\$123,000
2002 Cat 330CL, #1573, BT7913, 6,149 hours . . . . .	\$125,000
2003 Cat 330CL, #C1549, BT7908, 5,260 hours . . . . .	\$127,000
2002 Cat 345BL, series II #C1523, BT7912, 6,715 hours .	\$142,000
2002 Case CX210, BT7515, 4,016 hours . . . . .	\$67,000
1995 Hitachi EX200LC-3, BT7010, 5,466 hours . . . . .	\$30,000
1996 Hitachi EX220LC-3, BT7329, 7,342 hours . . . . .	\$49,000
2001 Komatsu PC150LC-6K, BT6809, 5,166 hours . . .	\$74,000
1997 Komatsu PC200LC-6, BT6D08, 9,532 hours . . .	\$46,000
2006 Komatsu PC200LC-8, BT7906, 1,138 hours. . .	\$133,500
1997 Komatsu PC220LC-6, BT7N05, 8,073 hours . . .	\$37,000
1999 Komatsu PC220LC-6, U23084, 11,000 hours. . .	\$65,733
2002 Komatsu PC220LC-7, BT6D01, 3,077 hours . . .	\$127,000
2003 Komatsu PC300LC-7, U19092-1, 3,809 hours . .	\$173,333
2005 Komatsu PC78MR-6, BT7502, 365 hours. . . . .	\$75,000

### FORESTRY

1996 Timbco 425B, U22696, . . . . .	\$48,000
-------------------------------------	----------

### OFF-ROAD TRUCKS

1996 Haulpak 330M, BP1712, 19,699 up hours. . . . .	\$225,000
2000 Komatsu HD605-5, BC7405, 13,602 hours. . . . .	\$0

### WHEEL LOADER

1991 Komatsu WA450-2, BT7N02, 21,290 hours . . . .	\$25,000
--	----------



**2006 Komatsu  
PC200LC-8, BT7906,  
1,138 hrs. . . \$133,500**



**1991 Komatsu  
WA450-2, BT7N02,  
21,290 hrs. . . \$25,000**



**2003 Komatsu  
HM400-1, BT6909,  
4,260 hrs. . . \$330,000**

Most machines are  
available for rental-  
purchase option. All  
machines subject to prior  
sale. Year listed is year of  
manufacture.

**For additional information, please call (502) 493-4380**



Evansville, IN • (812) 425-4491  
South Bend IN • (574) 233-8770  
Stanville KY • (606) 478-9201

Indianapolis, IN • (317) 872-8410  
Louisville, KY • (502) 491-4000  
Corbin, KY • (606) 528-3700

Fort Wayne, IN • (260) 489-4551  
Lexington, KY • (859) 259-3456  
Paducah, KY • (270) 444-8390