

**focusing on**

# Solutions



A publication for and about Brandeis Machinery & Supply Company customers

Featured in this issue:

## NEW SMALL WHEEL LOADERS

Variable traction  
control system  
gives Dash-6 models  
firmer footing

See article inside...

Also featured in this issue:  
**WELDEN AND SONS EXCAVATING AND TILING, LLC**

A third generation  
of the Welden family leads  
this company



Gary Welden,  
Co-owner



Chad Welden,  
Co-owner



Jason Welden,  
Co-owner



# KOMATSU



# A MESSAGE FROM THE PRESIDENT



Gene Snowden, Jr.



**RELIABLE  
EQUIPMENT**

**RESPONSIVE  
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Dear Equipment User:

A new year always brings with it a sense of anticipation and hope. So it is with 2008.

Last year marked the first nationwide downturn in overall construction since 1993. Despite that, a tremendous amount of work was still done. When you stop to consider the phenomenal runup that occurred in the previous 14 years, a small decline still leaves the annual total at a very high level, one that can be viewed as more of a correction than a cause for concern. And much of that downturn can be attributed to the housing slowdown in a handful of states.

As for 2008, forecasts vary (see story inside) as to what the year will bring. Some are predicting another small decline while others believe the construction economy will rebound. At Brandeis Machinery & Supply Company, we're determined to help make it a successful year for you and your company.

Komatsu will be introducing many new models designed specifically to improve performance and lessen fuel consumption. Komatsu's goal is to produce machines that are demonstrably superior to competitive units. If you're in the market for a new piece of equipment, we invite you to demo a Komatsu machine and discover the difference for yourself.

Meanwhile, all of us at Brandeis are committed to providing you with the parts and service support you need to keep your machines productive and reliable throughout the year. As always, if there's anything you need, don't hesitate to contact us. Our sales, parts and service personnel at all of our branches are here to help you in any way we can.

Sincerely,  
BRANDEIS MACHINERY & SUPPLY COMPANY

Gene Snowden, Jr.  
President and Chief Operating Officer



# focusing on **Solutions**

**b** **BRANDEIS**

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### NEW PRODUCTS

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### CRUSHING PRODUCTS

Learn why Komatsu's new BR580JG-1 mobile jaw crusher offers greater production to crushing and recycling operations.

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### INDUSTRY EVENT

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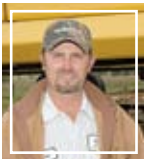
## A SALUTE TO A CUSTOMER

# WELDEN AND SONS EXCAVATING AND TILING, LLC

## A third generation of the Welden family leads this excavating and tiling contractor



**Gary Welden,**  
Co-owner



**Chad Welden,**  
Co-owner



**Jason Welden,**  
Co-owner

Chad and Jason Welden are more accustomed to pushing earth than plowing it, yet the health of their business is directly tied to the health of the agricultural economy.

Along with their father, Gary, Chad and Jason are the owners and operators of Welden and Sons Excavating and Tiling, LLC. The Morganfield, Kentucky-based business does both commercial and residential drainage work and clearing, but Chad estimates about 80 percent to 90 percent of what they do is agricultural-related.

"We do a lot of drainage work and clearing for farmers and businesses," Chad said. "We do system tiling and install erosion-control structures.

"Farmers around here like to keep their ground topnotch," he continued. "They work hard, and when they go out in the field they don't want to be fooling with mud — they

want their fields consistent. If they notice a wet spot on their farm, they want it fixed so they can just plant right through it."

Often, the work they do for farmers is subsidized by government programs. That, combined with higher grain prices, means more money farmers can invest in drainage improvements. "Farmers say that tiling will pay for itself," Jason noted.

"We can improve waterways and create new ones," Chad said. "Many waterways fill in with silt or are damaged by erosion. We do a lot of ditching — regrading and shaping them up."

In addition to digging out waterways, Welden and Sons builds ponds and retention basins. "We also do drainage work for coal mines and some oil field work, helping companies pull rigs in and out of the field," Chad listed. "We do some demolition work too, tearing down buildings and leveling off lots for houses and basements."

### Family operation

Chad, Jason and Gary all own one-third of the company and each spends time out in the field operating equipment as well as putting together estimates. The number of additional employees varies from one to as many as four or five. Chad and Jason's mother, Cathy, handles all of the paperwork as Secretary.

Their combined efforts cover a territory that's spread out over a 50-mile radius from Morganfield. "We stay busy enough around here that we don't have to look beyond this area for work," Chad said. "In fact, we stay so busy we often turn down jobs."

The Welden family has been in the excavating business in Morganfield, Kentucky, for 50 years.





Chad said much of their work is repeat business, returning to farms — anywhere from 100 to 15,000 acres — where previous work needs to be updated. “Ditches get a buildup of silt and a lot of erosion occurs over time,” Chad explained. “As long as we keep doing good work, I know we’re going to get called back.”

### Five decades in business

A longstanding reputation for quality has also played a major role in that repeat business. It’s a tradition that began 50 years ago when Chad and Jason’s grandfather, Roger Welden, went into business for himself. He launched Roger Welden Dozer Service in 1957 with a couple of dozers, doing similar work to what the company does today.

“There was much more clearing work to do back in those days,” Chad pointed out. “We do clearing today too, but not on the scale it was done back then.”

By the mid-1960s, Chad and Jason’s father, Gary, had taken over the leadership of the company and changed the name to Gary Welden Dozer Service, and later, Gary Welden Excavating. Chad Welden started working for his father in the early 1990s and started his own tiling business in 1997, Chad Welden Drainage Systems. After a few months, he merged his tiling expertise and resources into the family business and the name changed again to Welden and Sons Excavating and Tiling.

Chad said adding tiling to the services offered to customers helped make Welden and Sons more attractive to potential customers and fueled the company’s growth. “When our customers have a contract with us they say, ‘You take care of it,’ and they know we’ll do it,” he said. “We do just about everything but haul the rock because we don’t have any dump trucks.”

Chad said the amount of tiling work has steadily grown during the past several years. He estimates Welden and Sons installed about 750,000 feet of tile in 2007, with jobs ranging from \$1,000 to \$100,000.



Welden and Sons’ two Komatsu PC220LC excavators have been productive pieces of the company’s fleet. “They’re quiet and smooth,” said Co-owner Chad Welden. “Every one of our customers notices it. The operator can be in the cab working and carrying on a conversation without yelling.”



Gary Welden, Co-owner of Welden and Sons Excavating (left), visits with Brandeis Product Support Sales Rep Joe Barnard.

### Equipment needs

To meet the demands of its growing volume of work, Welden and Sons relies heavily on its fleet of Komatsu equipment acquired from Brandeis Machinery & Supply with assistance from Sales Representative Matt Bueltel. That fleet includes two D65EX-15 dozers, one D61EX-15 dozer, one PC220LC-7 excavator, one PC220LC-6 excavator and a WB140 backhoe loader.

“We’ve been very pleased with our Komatsu equipment,” Chad reported. “It’s truly benefitted us and what we’re trying to accomplish.”

*Continued . . .*

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# Solid reputation brings customers back for more

... continued

The first piece of Komatsu equipment for the Welden was a PC220LC-3 excavator in 1992. Today, Chad said their newer-model PC220s are a productive part of the Welden and Sons fleet.

"They're quiet and smooth," Chad noted. "Every one of our customers notices it. The operator can be in the cab working and carrying on a conversation without yelling."

Chad said comfort is also a huge benefit with the Komatsu dozers. "It's getting easier and easier to sit on them," he said. "They don't make the operator tired, which means added productivity. Plus, they are quick."



(L-R) Welden and Sons Excavating and Tiling Co-owners Chad and Jason Welden turn to Brandeis Sales Representative Matt Bueltel for assistance with all their equipment needs.

Welden and Sons' fleet of Komatsu equipment includes two D65EX-15 dozers. Co-owner Chad Welden praised the comfort of the Komatsu dozers. "They don't make the operator tired, which means added productivity," he said. "Plus, they are quick."



Welden and Sons is able to handle its own routine maintenance issues. For more complicated problems, Chad said he's been pleased with the response Brandeis provides.

"It gives us peace of mind knowing we've got somebody who can get here and get it done so we can get up and running again," he said. "That means a lot. I know some people who have waited months for parts. With Brandeis, if they don't have it there, they can get it quickly. It's very seldom that we'll have to wait very long for a part."

## Honest reputation

Keeping its machines running has played a vital role in the success of Welden and Sons, as has its reputation for integrity and fairness. "The biggest part of our work is by the hour, so we are careful to be honest with the number of hours we charge," Chad said. "We're not going to charge somebody for five hours of work if we only did two or three. We give them their money's worth and we figure we'll get it back in the long run."

"If we want people to talk about the work we do, we just do the best job we can and they'll talk about us. That's the best advertising we can do."

It's a reputation and work ethic that the family has built during its 50 years in business. Both Chad and Jason said they're proud to be the third generation running the family business and are hopeful their children (each has a young son and daughter) might someday continue that tradition.

"Our family history with the business means a lot to us," Chad said. "I hope my kids can keep it going; I'd like to see that happen. That's one of the things that motivates me to come to work every morning. Eventually, I'd like to expand if we could get the help, especially when our boys get older," he added.

As long as there are farms, Chad expects there will be work for future generations at Welden and Sons. "The farmers keep coming back to us," he said. "They've seen our work and they want us to come back and do more. That — and the compliments that come with it — is what keeps us going." ■





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# CONSTRUCTION SPENDING

## Nationally, 2007 shows decline for first time in 14 years, but location tells the real story

*Here's a quick review and outlook for 2008 from a variety of sources serving the construction industry.*

It's said that "all politics are local." In this election year, the same could be said about the health of the construction economy. It's all local. Although every day seems to bring more news about the housing slump and how it's negatively impacting construction, the depth of the problem depends almost entirely upon your location, location, location.

While a few parts of the country are indeed in a downturn fueled by a sour housing market, other regions — primarily those that didn't experience the rapid rise and speculative buying that occurred in some of the hottest real estate markets in 2004, 2005 and 2006 — are still doing just fine. Perhaps not at the level of activity that occurred during the peak of the

boom years, but houses are still being built in much of the country. And nonresidential construction, along with public construction, continued to show nice gains last year.

That said, 2007 did mark the end of a remarkable national run for construction. For 14 straight years, total construction spending grew each and every year — four times by double-digit numbers. The compounding cumulative effect of these increases means construction dollar volume was almost three times higher at the end of 2006 than it was in 1993. The final figures for 2007 weren't available at press time, but forecasters estimated that the decline would end up somewhere between 4 percent and 8 percent.

So what will 2008 bring? Here is what the leading forecasting firms are projecting.

### A mixed bag of forecasts

According to Engineering News-Record (ENR), McGraw-Hill Construction, a leading forecasting firm of which ENR is a unit, predicts the sharpest 2007 decline — down 8 percent — followed by another 2 percent decline in 2008.

McGraw-Hill blames the housing crisis almost exclusively for creating last year's drop, as well as this year's projected continuing slide. Nonetheless, McGraw-Hill Construction's Chief Economist Robert Murray refused to call it the end of the up cycle that began in 1991.

"If single-family housing is excluded, construction activity in 2007 registered a 3 percent gain, and (2008's) decline is ... very modest..." he was quoted as telling ENR. "The downside on the nonresidential building and public works side of the forecast is minimal."

The housing slowdown has received a lot of national news attention, but the problem is most acute in just a handful of areas. In many parts of the country, houses are still being built and the National Association of Homebuilders expects "a modest recovery" to begin in the third quarter of this year.





According to ENR, the Portland Cement Association cites a continuing downturn in residential construction for its somewhat bearish assessment of 2008. PCA is forecasting a 3.9 percent drop in 2007 followed by a 3.7 percent decline in 2008. It has low expectations for a housing rebound this year, projecting an 8 percent drop in total residential construction in 2008, on top of a 17 percent residential slide in 2007.

At the other end of the spectrum are industry management consultant FMI Corp. and Reed Construction Data.

FMI Corp. is forecasting a less-than-5-percent decline in 2007, followed by a near 2 percent increase in total construction put-in-place in 2008. "We are probably on the optimistic side of the forecasting business but we don't see current events impacting the overall economy, which should continue to be strong," FMI Construction Economist Heather Jones told ENR.

FMI Corp. expects health care, public safety, education and power sectors to lead the way back, and forecasts only a 2 percent drop in total residential construction in 2008.

The Reed Construction Data forecast is even rosier, with a prediction that construction spending will be down only 1.7 percent in 2007 and will rebound with a 7.1 percent increase in 2008. According to Reed, the gains will be small early in the year, but will progressively increase. Reed notes however that there is a "larger-than-usual error range about this forecast since the forecast period includes a projected turnabout from decline to increase," and because housing start trends are "still somewhat fuzzy."

### **"Good growth in front of us"**

As for those housing starts, the National Association of Homebuilders (NAHB) says the industry should bottom out in 2008 and "begin a modest recovery," starting in the third quarter. NAHB Chief Economist David Seiders cites a solid overall economy and jobs growth; core inflation remaining under control; an easing of the credit crunch in mortgage markets; and an improvement in the supply-demand equation as excess inventories are whittled down.



Public construction, such as road building (left), and commercial construction (above) continued to show growth in 2007 with solid increases expected to continue this year as well.

Underscoring the idea that housing is more of a local and regional problem than it is a national one, NAHB reports that a majority of markets (200 of 363) continue to experience "modest and sustainable" appreciation in house values, adding, "The fallout from irresponsible subprime ARM lending will *not* include deep, nationwide house price declines."


While acknowledging that there's been some national weakening in permit numbers, NAHB says many of the stronger markets in the country remain at or above preboom levels of production. The organization projects total housing starts in 2007 to register 1.363 million and expects that figure to fall to 1.2 million in 2008 before rebounding in 2009.

"By the end of 2009, we may be at a pace of 1.5 million units of new housing production," said Seiders. "Once we are out of the woods, we should see good growth in front of us, maybe 2 million per year." ■

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## NEW PRODUCTS

# NEW SMALL WHEEL LOADERS

## Variable traction control system gives Dash-6 models firmer footing

Improving on what was already a good thing is never easy, but Mike Gidaspow, Komatsu Product Marketing Manager for Wheel Loaders, says Komatsu did it with the launch of its new Dash-6 models of the WA200, WA250 and WA320 wheel loaders. The main reason: they now offer the advantage of variable traction control.

Variable traction control allows operators to fine-tune the machine to match ground conditions. The traction control switch reduces the tractive effort of the machine when traveling at low speed. Combined with torque proportioning differentials, or optional limited-slip differentials, the variable traction control provides several benefits.

"The WA200, WA250 and WA320 have long been trusted, versatile machines in road work, utility, agricultural and a host of other applications," noted Gidaspow. "With the enhancements we've made, such as variable traction control and Tier 3 engines, users are going to find them to be even more effective and productive."

Each loader has three variable traction control modes (A, B and C) that offer different levels of traction control. The A mode allows for 75 percent tractive effort, B provides 65 percent and C offers approximately 55 percent.

"The previous models had only one level of traction control, which was basically on or off. With the new WA200-6, WA250-6 and WA320-6, users get three," noted Gidaspow, who added that parallel tool carrier versions will be coming very soon. "The variable traction control offers an advantage when operating on soft ground where the tires are apt to slip. It eliminates excessive bucket penetration and reduces tire slippage during stockpile loading to improve the work efficiency."

"Komatsu's hydrostatic loaders have always had a great deal of pushing power, and these are no different," Gidaspow added. "Usually, that's good, but sometimes it can be too much power. In those instances, the tires tend to spin, so the power isn't going to the ground. With the variable traction control, the operator can reduce the pushing power and the spin. Reducing tire slippage will extend tire life, and with tire prices climbing, that will make a big difference in the bottom line."

### **S-mode, Max. traction**

An S-mode is also standard, and provides optimum driving force for operation on



**Mike Gidaspow,**  
Product Marketing  
Manager Wheel Loaders

*Continued . . .*

### Brief Specs on Komatsu Dash-6 Wheel Loaders

Model	Net hp	Operating weight	Bucket Capacity	Breakout force
WA200-6	126 hp	23,160-23,457 lbs.	2.2-3.2 cu. yd.	18,298-23,038 lbs.
WA250-6	138 hp	25,441-25,904 lbs.	2.5-3.5 cu. yd.	24,250-30,535 lbs.
WA320-6	167 hp	31,590-32,070 lbs.	3.0-4.2 cu. yd.	24,870-33,380 lbs.

Komatsu's new small wheel loaders have variable traction control, which allows operators to fine-tune the machine to match ground conditions. Each loader has three variable traction control modes that offer different levels of traction control from 75 percent to 55 percent tractive effort.



# New features offer efficiency, operator comfort

... continued

slippery road surfaces. "Many contractors also do snow removal in the winter, and the S-mode is well-suited for those conditions," said Gidaspow. "It changes the tractive effort curve to reduce slipping when traveling at a low speed."

A Max. traction switch is also standard and is located on the work equipment control lever, so it's easy for the operator to turn it on or off. When the traction control is on or S-mode is selected, pushing the Max. traction switch cancels the setting of the traction control temporarily and increases the tractive effort to full. Pushing the switch or changing from forward to reverse again automatically returns the tractive effort to its set value. That's useful for operations such as stockpile work, which requires temporary, large tractive effort.

Like Komatsu's other Dash-6 models (WA380 through WA480), the new WA200, WA250 and WA320 are powered by ecot3, Tier 3-compliant, turbocharged engines that reduce emissions without reducing power or fuel efficiency. Each model got a boost in horsepower and operating weight that helps increase tipping loads compared to its predecessor.

Also new is a hydraulically driven, auto-reversible fan. When the switch is in the automatic position, the fan intermittently revolves in reverse for two minutes every two

hours and can be easily reprogrammed for other cycles.

"The auto reverse fan works great in high-debris applications by keeping the radiator cleaner and reducing the amount of time the operator has to spend outside the machine cleaning it out," Gidaspow said. "It works automatically, but the operator can also manually reverse the fan if he feels it is necessary, depending on conditions."

## An outstanding choice

Less time cleaning the radiator means more time in the cab, which is larger and more operator-friendly. Komatsu moved the air-conditioning system from the back to the front to allow more space for seat adjustment. An electronically controlled directional lever lets the operator change direction with the touch of a finger, without removing his hand from the steering wheel, which is on a tiltable steering column. A multifunction control lever, integrated with a forward and reverse switch, allows easy operation to reduce fatigue and increase controllability. An adjustable wrist rest is standard, as is a right-side control panel where the operator can control the speed range, maximum travel speed in first gear, tractive effort and reversible fan. Wide, pillarless, flat glass provides excellent front visibility.

The improved Equipment Management Monitoring System (EMMS) is mounted in front of the operator for easy viewing, so he can check gauges, warning lights and feature functions, such as action-code displays and replacement-time notices.

"Also standard is KOMTRAX, Komatsu's remote monitoring system which can send location and other valuable information about the machine to a secure Web site, where Komatsu and its distributors can track error codes and schedule maintenance," said Gidaspow. "Komatsu offers five years of free service, which is unprecedented in the industry. It's just another advantage that Komatsu offers on these new machines. Along with all the other features the WA200-6, WA250-6 and WA320-6 have to offer, they are outstanding choices for anyone who uses these size classes of wheel loaders." ■

Komatsu added its ecot3, Tier 3-compliant turbocharged engines to the new WA200-6, WA250-6 and WA320-6 wheel loaders for better fuel efficiency with lower emissions.





## CRUSHING PRODUCTS

# THE NEW BR580JG-1

## Komatsu's mobile jaw crusher offers greater production to crushing and recycling operations

As more projects call for the recycling and reuse of existing materials, mobile crushers have become increasingly in demand. So has the need to crush more material faster, a task handled by Komatsu's new BR580JG-1, the largest in the Komatsu lineup of mobile crushers.

The BR580JG-1 (replacing the BR550JG) is powered by a fuel-efficient, water-cooled 345-horsepower Tier 3 engine that's suitable for a variety of applications, including quarry, demolition, and highway construction where old pavement is crushed to make base material. An electronically controlled common-rail fuel-injection system is EPA Tier 3-certified and provides low-noise operation that's fuel-efficient, powerful and productive.

"These are on-site crushers designed to save the customer hauling, fuel and dumping costs," said Mike Vigil, Product Manager, Mobile Crushers. "The savings are potentially enormous; therefore, this segment of the market is growing rapidly. Komatsu designed the BR580JG to help users be more productive and efficient in their operations, not only by producing significant tonnage per hour, but through ease of setup and maintenance. It's mobile, so it can be up and running in a matter of minutes and adjusted quickly and easily to switch among materials."

### "A powerful tool"

A large-capacity hopper is accessible from three sides for material loading. Depending on the size of material needed, the new BR580JG-1 jaw crusher uses an automatic discharge system that makes it easy to change the opening of the discharge port with a simple one-touch operation. The opening is adjustable from 2.2 to 7.9 inches OSS (Operating Side Setting). Sprinkler nozzles are standard at the jaw entry,

discharge and main conveyor discharge to minimize dust.

Komatsu's BR580JG-1 has several special features, including the patented HydrauMind™ fully hydraulic drive system that delivers the right amount of oil through load-sensing and pressure-compensated valves, sensing overloads and automatically slowing the feeder down.

"We worked with crusher users to design the BR580JG-1 to not only be the largest in its size class, but to be the most efficient and cost-effective machine for their operations," said Vigil. "We believe this machine will be a powerful tool in the crushing and recycling industries and is a perfect complement for operations that want to add those services to their lists of capabilities." ■



**Mike Vigil,**  
Product Manager,  
Mobile Crushers

### Brief Specs on Komatsu BR580JG-1

Net Hp	Operating Wt.
345	108,000 to 112,440 lbs.

Komatsu's new BR580JG-1 mobile jaw crusher is suitable for a variety of applications, including quarry, demolition and highway construction where old pavement is crushed to make base material.







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## PRODUCT NEWS

# WHEELS OR TRACKS?

## What to consider before you buy a compact track or skid steer loader

In the last five years, the market demand for Compact Track Loaders (CTL) has more than doubled in size, speaking volumes for the capability and versatility of these rubber-track machines. Because of this surge in sales, many in our industry speculated that the track machines would completely replace rubber-tire skid steer loaders (SSL). After gaining experience with both types of machines, owners and manufacturers have learned that each machine (SSL or CTL) has its place.

The skid steer loader is very agile and quick, making tight and spin turns easily. It operates well on solid or relatively dry soils and on hard and abrasive surfaces. Tires are considered a maintenance item and can be economically and quickly replaced when worn.

Compact rubber-track loaders excel not only on dirt, but in less-than-ideal traction conditions. The CTL can work effectively in wet, muddy and soft soil or where wheels can't go. The key to their success is the added flotation provided by the large surface area of the tracks riding over the ground. The long and wide track surface also allows CTLs to work on slopes where a wheeled machine would tip.

Compact track loaders are not as well-suited as skid steer loaders to applications that require tight turns (spin turns) or on abrasive surfaces. Although they will work effectively on abrasive surfaces, track wear will accelerate and new tracks cost about four times more than new tires.

"The best suggestion we can make to prospective purchasers is to clearly understand the strengths of the SSL versus the CTL, and have a clear picture of the machine's intended work environment before deciding which machine will be best suited for those purposes," said Bob Beesley, Komatsu Product Manager. ■

### Wheels or tracks?



Both compact track loaders (CTL) and rubber-tire skid steers (SSL) offer numerous advantages to help make your business efficient and productive. Use the chart below as a guide when consulting with your Komatsu sales professional about the purchase of a new or used CTL or SSL.

#### In Comparison

Komatsu Models	SK1020-5	CK30-1	SK1026-5	CK35-1
Machine Type	SSL	CTL	SSL	CTL
Rough Terrain		X		X
Poor Ground Conditions		X		X
Pavement	X		X	
Snow and Ice	X		X	
Materials Yard	X		X	
Hard Surface-Recycling	X		X	
Gradeability		X		X
Tight Turns-Spin Turns	X		X	
Flotation		X		X
Max Travel Speed	X		X	
Rated Operating Capacity/lbs.	2,000	2,485	2,650	2,755
Percent of Tipping Load	50	35	50	35
Tipping Load/lbs.	4,000	7,100	5,300	7,870

#### Brief Specs

Model	SK815-5	SK820-5	SK1020-5	SK1026-5	CK30	CK35
Loader Type	Radial	Vertical	Radial	Vertical	Radial	Vertical
Rated Capacity	1,550 lbs.	1,900 lbs.	2,000 lbs.	2,650 lbs.	2,485 lbs.	2,755 lbs.
Power	54 hp	54 hp	84 hp	84 hp	84 hp	84 hp

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## INDUSTRY EVENT

# UTILITY EQUIPMENT EXPO UPDATE

## Attendees get a chance to demo machines and see Komatsu's offerings at ICUEE

Getting a chance to see a wide variety of the latest in utility machinery is just one of the many advantages of attending the International Construction and Utility Equipment Exposition (ICUEE). Another is the ability to run some of the equipment and see how it compares side-by-side against the competition.

"This is really a unique opportunity for owners and operators to get in the seats and try machinery out; it's like no other equipment show," said John Facchinei, Director, Product Marketing of the Komatsu Utility Division. "If they like what they see, we have product managers on hand or they can go back and contact their local distributor to get more information. From our standpoint, it's a nice way for us to show the breadth of our product offerings in our utility lineup."

Komatsu's offering was one of the largest on display at the show, held in Louisville, Ky., featuring more than a dozen machines, including compact excavators, from the 1,960-pound PC09 to the 15,850-pound PC78US. Skid steers on display were the SK815 and SK1020, complemented by CK30 and CK35 compact track loaders. WB142-5, WB146-5 and WB146PS-5 backhoe loaders were available to run, as well as a WA100M wheel loader.

### Unique features stand out

Product Manager for Compact Excavators David Caldwell listed some of the unique features of the excavators on display. "The PC35 and PC50 now have a four-way blade, which angles 25 degrees right and left and has up and down capabilities," Caldwell noted. "The biggest advantage is in backfilling. The operator doesn't have to reposition the

machine as often, so it speeds up operation. It will be available on future models as well. Also, the tilt-up canopy on the PC27 and PC35 have been simplified. Users can now remove two bolts instead of six and tilt up the operator's platform only. In the past, users had

*Continued . . .*



ICUEE attendees had the chance to try the latest in utility equipment, including Komatsu's PC35MR-2 excavator.

Komatsu's display area included a variety of machines such as compact track loaders, skid steer loaders, excavators and backhoe loaders.



**John Facchinei,**  
Director, Product  
Marketing,  
Utility Division



**David Caldwell,**  
Product Manager,  
Compact Excavators



**Jeff Aubrey,**  
Product Manager,  
Backhoe Loaders

# Komatsu utility machines attract interest

... continued

to tilt up the ROPS structure as well. Now they have full access to the hydraulic components, the swing motor and the backside of the engine where the alternator and starter are located."



Following heavy rains, Komatsu product managers demonstrated the benefits of Komatsu's skid steer and compact track loaders by moving dirt in the display area.

David Caldwell, Product Manager for Compact Excavators, shows attendees some of the benefits of Komatsu excavators, such as the tilt-up canopy and four-way blade on the PC50MR-2.



The WB146PS-5 (the PS stands for Power Shift) backhoe loader was also a key member of the Komatsu display. "What makes this machine unique is that it uses the left lever to shift, rather than using a shifter in the floor, so the operator doesn't have to take his hand off the wheel to switch gears," said Jeff Aubrey, Product Manager, Backhoe Loaders. "With a powershift machine, the operator can put it in second gear and use a trigger button on the loader lever to control between first and second. He can put it in first gear to charge a pile, then immediately kick into second to quickly get back to the truck for loading. He's getting more done in less time."

Accomplishing more in less time is also an advantage of the ICUEE show. "This show allows users to see a large number of machines in a short time without going from dealership to dealership and taking a lot of valuable time to test equipment," said Facchinei. "We're here to help them see how Komatsu stands out from the competition and what we have to offer in terms of productive equipment and the service and support to back it up." ■



One of the benefits of ICUEE is the opportunity for attendees to demonstrate equipment, such as Komatsu's WB146-5 backhoe loader. Also available at the show was the WB146PS-5, which features power shift.



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## KOMATSU & YOU

# "A GREAT TIME TO BE PRESIDENT"

## Komatsu America Corp.'s new President views current construction economy as an opportunity

**QUESTION:** You became President of Komatsu America Corp. in April of 2007. Is this a good time to be President of Komatsu America?

**ANSWER:** Clearly, it's a more challenging market than we've seen for the last three or four years, primarily because of the housing slowdown. Exactly how challenging remains to be seen. We're predicting that overall construction equipment sales in North America in 2008 will be decreasing from 2007. Due to substantial growth for Komatsu in Asia, in particular in China, that means North American sales will account for about 20 percent of Komatsu Ltd.'s total sales, whereas in recent years, it was about 30 percent.

That said, I think it's a great time to be President of Komatsu America. Any manufacturer can sell equipment when demand is booming. But in a somewhat tighter market, you need to be a cut above. I believe Komatsu and its distributors are a cut above, and our present economic environment presents an excellent opportunity to prove that to our customers.

**QUESTION:** In your opinion, what makes Komatsu "a cut above" its competition?

**ANSWER:** Quality and reliability are the keys to everything we do as a manufacturer. Our mission is to supply high-performance and high-quality products and services to our customers. We believe we have the most productive and most efficient machines in the world. Our effort now is to improve our customer relationships. Of course, we have always tried to work with our customers to meet their needs, but this is a renewed point-of-emphasis for us this year.

**QUESTION:** How do you go about improving relationships with customers?



**Hisashi "Jim" Shinozuka,  
President/COO,  
Komatsu America Corp.**

*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.*

In April 2007, Hisashi "Jim" Shinozuka was appointed President and Chief Operating Officer of Komatsu America Corp.

Born and raised in Osaka, Japan, Jim earned a law degree from Waseda University in Tokyo. Upon graduation in 1978, he joined Komatsu, starting in production control at the Oyama factory where Komatsu engines are made.

Since that initial job, Jim has held many positions, with numerous postings around the world, including stops in Mexico, Istanbul and Miami. Immediately prior to becoming President of Komatsu America, Jim served as General Manager, Americas and European Business Division at Komatsu Ltd. global headquarters in Tokyo.

Upon accepting the position of Komatsu America President, Jim and his wife, Hiroko, moved to Chicago, home to Komatsu's North American headquarters. The Shinozukas have two children, a married daughter and a son who's attending university in Japan.

"I'm pleased and excited to be a part of Komatsu America Corp.," said Jim. "Chairman Dave Grzelak and I work together as a team to set policy, implement strategy and to constantly monitor the construction equipment industry and our place in it. It's my job to see that Komatsu America is always moving in the right direction, and that we're taking the necessary steps that will allow us to best serve our employees, our distributors, and most of all, our customers."

*Continued . . .*

# KOMTRAX gives Komatsu the industry edge

... continued

**ANSWER:** We believe our KOMTRAX machine-monitoring system is tremendously beneficial for our customers and will go a long way toward cementing a relationship. The KOMTRAX system provides the customer with information, including location, service-meter readings and fuel efficiency reports. With the customer's approval, his Komatsu distributor also has access to the information and can use it to take care of basic maintenance services, track machine performance and offer advice regarding possible repairs or component replacements that will save money, lessen downtime and improve performance over the long term.

With KOMTRAX, Komatsu, our distributors and our customers are working together as

With the KOMTRAX machine-monitoring system, which is installed on virtually all Tier 3 Komatsu machines, contractors can track their equipment's performance from a laptop or office computer.



Komatsu America Corp. President Jim Shinozuka believes Komatsu's current product lineup is "the best it's ever been," and says the company's target is to have two-thirds of its products be "unique and unrivaled."



a team to improve machine performance, productivity and owning and operating costs. We see it as a win-win-win relationship that improves communication and benefits everybody.

**QUESTION: Don't most manufacturers have a similar machine-monitoring system?**

**ANSWER:** Many do offer such a system, but there are big differences between their systems and ours. For example, KOMTRAX is standard, factory-installed equipment on virtually all new Tier 3 machines. It's not just offered as an add-on from the dealer. That's because Komatsu doesn't view KOMTRAX as a commercial product to sell, but rather as a tool that enhances communications among the customer, distributor and Komatsu. As a result, Komatsu can offer a better fleet-management opportunity to our customers. With KOMTRAX, customers can expect higher productivity and lower cost per ton.

**QUESTION: Other than KOMTRAX, what differentiates Komatsu equipment from the competition?**

**ANSWER:** We commit substantial spending on research and development (R&D) to ensure that we remain an industry leader, in particular regarding technologies that make our machines more productive and more efficient. This R&D commitment enables us to continually release new and updated products.

We believe right now our product lineup is the best in our history and we also think it's the best available. Our target during the next year or two is to have two-thirds of our product lineup be clearly and demonstrably superior to any competitive machine. The Japanese word for such equipment is "Dantotsu," which means it's unique and unrivaled.

**QUESTION: Komatsu sometimes refers to itself as a "total solution provider." What does that mean?**

**ANSWER:** It means we cover all the bases for our customers. We offer all types of machines and all sizes, from the smallest to the largest. It means that, in conjunction with our distributors, we're able to provide the parts and service support to keep that equipment up and running. And most of all, it means we're committed to helping our customers succeed, in any way we can. ■





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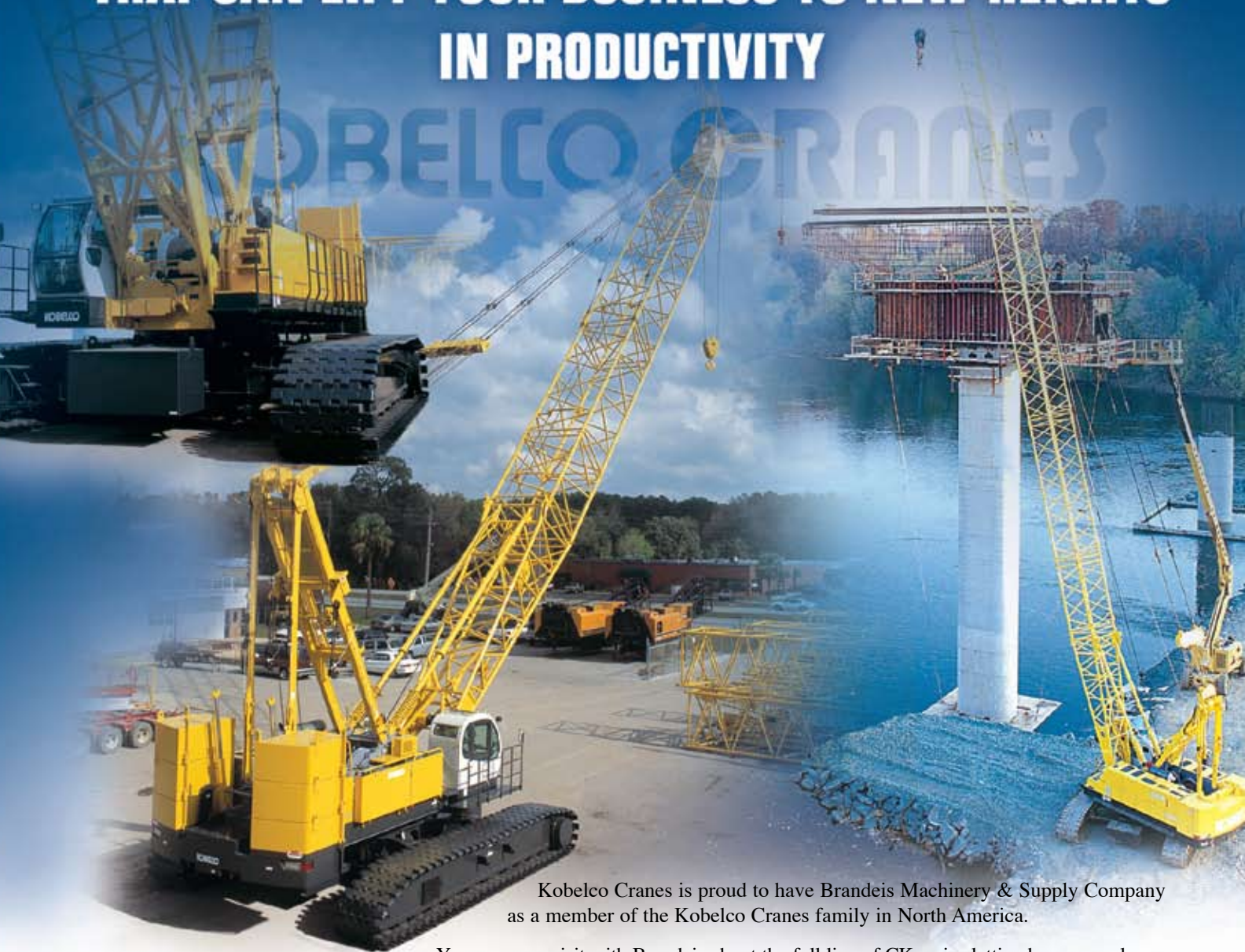
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Model	hp	Operating Wt.	Lifting Capacity
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CK850-III	213	162,700 lbs.	85 tons
CK1000-III	331	179,700 lbs.	100 tons
CK1600-II	331	306,000 lbs.	160 tons
CK2000-II	331	362,200 lbs.	200 tons
CK2500-II	331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

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## MANUFACTURING UPDATE

# NEW PLANT

## Hensley Industries' new foundry increases availability of ground-engaging tools for mining machines

Hensley Industries, part of Komatsu Ltd., officially inaugurated its new foundry in Dallas with a ribbon-cutting ceremony and tour of the facility last November. The new foundry will focus on ground-engaging tools for the mining industry and features a capacity of 1,300 tons of castings per month.

Ralph Huebner, Hensley's Executive Vice President for Sales and Marketing said there were two primary reasons the plant was needed. "Our products have gained worldwide acceptance, and with the explosion in the construction and mining industries in the past few years, this new foundry allows us to expand capacity and bring product to the market quickly."

With nearly 2,000 products, Hensley Industries has long been a leader in the manufacture of ground-engaging tools for earthmoving and mining equipment, including the KMAX tooth system, which features a reusable locking mechanism for quick installation and removal. Hensley also has an attachment division that produces such products as buckets.

"This plant sets up Hensley as a major supplier of mining castings for Komatsu, and offers consistent high-quality supplies with efficiencies for cost control to keep the plant viable for a long time," noted Paul Rudd, General Manager-Manufacturing for Hensley, who helped design the new foundry.

"We're very proud of what we accomplished. We set out to build a very modern facility that was environmentally friendly and an asset to our neighbors. We've done that by investing in such items as a dust-collection system and noise suppression. We also recycle nearly 100 percent of the waste products produced during the manufacturing process. It's truly state-of-the-art."

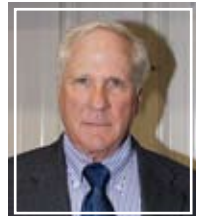
Kunio Noji, President of Komatsu Ltd., addressed the crowd and helped cut the ribbon, which was held by several local schoolchildren at the 40,000-square-foot facility. Komatsu America President Jim Shinozuka and Komatsu Ltd. President Customer Support Mamoru Hironaka also were among the more than 200 people attending the event.

During his address, Komatsu Ltd. President Noji noted the reasons for the company's investment in the plant. "There were three reasons we chose to partner with Hensley to promote the growth of our companies," Noji said, "First, the people of Dallas are friendly and warm. Second, the people working in the Hensley factory have a high level of skill. Finally, Hensley has the ability to quickly respond to customer requirements, including development and design work. It has a history of quality products and service." ■

Komatsu Ltd. President Kunio Noji (below right) spoke before the ribbon-cutting ceremony that officially inaugurated the new Hensley Industries foundry that makes ground-engaging tools for mining machines (upper left). Hensley General Manager-Manufacturing Paul Rudd (lower left) gives attendees a tour of the new facility.



**Ralph Huebner,**  
Executive VP-Sales  
and Marketing,  
Hensley Industries



**Paul Rudd,**  
General Manager-  
Manufacturing,  
Hensley Industries





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## PRODUCT SUPPORT

# IMPROVING AVAILABILITY

## Komatsu speeds parts orders with the completion of eight regional depots

Komatsu, long an industry leader in parts availability, further strengthened its commitment to keeping owners' downtime to a minimum with the completion of eight regional parts depots. Located throughout the United States and Canada, the depots are designed to expedite parts orders.

The newest depot recently opened in Savannah, Ga. It joins a list that includes Pittsburgh, Las Vegas, Minneapolis, Denver and Portland in the U.S., and Vancouver and Toronto in Canada. In addition, Komatsu has a master parts distribution center in Ripley, Tenn.

"These regional parts depots combine to significantly increase our available warehouse space and improve our overall parts availability," said Frank Pagura, Vice President, North American Parts Operations. "They're strategically located so we can deliver parts to the distributor quickly and effectively. Our distributors already have a vast inventory of parts on hand, and these regional depots are one way to augment that."

The regional parts depots are part of a comprehensive three-tier approach to parts fulfillment:

- Komatsu will work closely with its distributors to monitor and improve local parts stocking and availability of "on-the-shelf inventory" at distributor locations. This will ensure Komatsu and its distributors optimize their "common parts" inventory to best meet customer needs.

- The eight regional parts depots add another layer of support to the parts network with dedicated and continuous nightly trucking routes between Komatsu's master

parts distribution center, the regional parts depots and distributor locations.

- Komatsu has improved the customer service, technical assistance and response teams as well as increased the inventory levels and parts availability at its master parts distribution center. This facility has 584,000 square feet of inventory space, operates 24 hours a day Monday through Friday (7 a.m. to 3 p.m. on Saturday), with call-in service available during all other hours and holidays. Customers always have 24-hour access to parts books and ordering at Komatsu's parts Web site, [www.epartscentral.com](http://www.epartscentral.com)

"The regional parts depots are definitely a milestone, but it goes a lot deeper than that," said Pagura. "This is the culmination of planning and restructuring to improve and strengthen our total parts availability and distributor and customer support at all levels." ■

Komatsu regional parts depots, like this one in Las Vegas, are strategically located to deliver parts to the distributor quickly and effectively.



**Frank Pagura,**  
VP of North American  
Parts Operations



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## NEWS & NOTES

# MICHAEL MEEHAN

## Brandeis appoints manager for Fort Wayne, Indiana, branch

Michael Meehan is the new Branch Manager at the Brandeis Machinery & Supply Company facility in Fort Wayne, Indiana.

Meehan has more than 10 years experience in the construction equipment and manufacturing industries. Prior to accepting his current position at Brandeis, he was the Midwest Regional Manager for Breaker Technology, Inc.

"Brandeis is a company with a rich history and an excellent reputation in the equipment industry for being a topnotch distributor," said Meehan. "I look forward to meeting and working with all of Brandeis' customers throughout northeastern Indiana."

A lifelong resident of Fort Wayne, Michael is an active member of many professional and community groups in the area. ■



Michael Meehan

# FOOD & WATER WATCH

## Consumer rights group fact sheets highlight states' water infrastructure needs

Food & Water Watch has made available on its Web site, fact sheets detailing each state's need for increased water resources funding. Food & Water Watch is a consumer rights group that promotes corporate and government accountability relating to food and water issues. It's one of many members of an umbrella group, the Water Infrastructure Network, which is a lobbying coalition working to secure federal dollars to create a Clean Water Trust Fund.

According to Food & Water Watch, "The United States' wastewater infrastructure, aging and increasingly unable to handle the pressures of modern society, is in serious danger. When pipes break and sewers overflow, communities, the environment and our economy all suffer."

The group's statement adds: "States and communities are making tremendous efforts

to handle their clean water needs, but the problem is too big for them alone. The public has overwhelmingly claimed clean water as a national issue, and Congress should offer a solution that will keep politics out of critical infrastructure financing."

The fact sheets include detailed information on the funding gaps between current state needs and federal sewer construction spending. They also contain information on water quality, based on EPA assessments.

To visit the state analyses page, go to: [www.foodandwaterwatch.org/water/americaswater/clearwaters/state-analyses](http://www.foodandwaterwatch.org/water/americaswater/clearwaters/state-analyses).

Food & Water Watch contends that investing in infrastructure improvements would also benefit the economy considerably by creating, in its estimation, 47,500 new jobs for every \$1 billion spent. ■

## DISTRIBUTOR CERTIFIED

# QUALITY USED EQUIPMENT

## Komatsu Distributor Certified used machines add value to this contractor's operations



When Rupert Lemons bought and began running Carson Construction in 1980, doing dirt work wasn't on his mind. The Phoenix-based business' sole focus was concrete construction, but it didn't take long for Lemons to add excavation work.

"We weren't satisfied with the quality of work we were getting from the people who were preparing the subgrade for us, so I decided we should do it ourselves," said Lemons, who serves as President of Carson Construction, while his wife, Kay, is Vice President. "In those early stages, we did smaller jobs, such as sidewalks and driveways for private residences,

apartments and commercial properties. Once we added the dirt work, our focus shifted to doing more large-scale municipal projects."

Carson Construction typically works as a general contractor that self performs everything on a job from mass excavation and building walls to paving and installing street lights. Like all contractors, Lemons looks for value in the equipment he uses to get the job done. That's why he has several Komatsu Distributor Certified used machines in his fleet. The Komatsu Distributor Certified pieces include three PC400LC-7 excavators, a WA380-5 wheel loader and a BR380JG mobile crusher he typically uses at his Ten X quarry site near Wickenburg, Ariz.

### The right equipment decision

"Our first Distributor Certified machine was a PC400 excavator, which we used at the quarry to feed a crusher," Lemons noted. "It's a demanding application, but the machine never had a problem. That sold us on the value of the Distributor Certified machines and led us to buy the additional Komatsu pieces. I knew they had been inspected thoroughly and that they would have a good warranty. The low interest rates and financing through Komatsu Financial made them affordable.

"We've been proven right in our decision to buy the Komatsu Distributor Certified machines," he added. "They've performed exceptionally well — beyond our expectations. They're a great value. We do get into some rough conditions at the quarry and on some of our jobsites, but the excavators still have very good power to dig and they provide excellent cycle times. We expect that to be the case for some time to come. If we need additional equipment, Komatsu Distributor Certified used machines will be a first option for us." ■

Carson Construction Owner and President Rupert Lemons has several Komatsu Distributor Certified used machines, including PC400LC-7 excavators, a WA380-5 wheel loader and a BR380JG mobile crusher. "They've performed exceptionally well — beyond our expectations. They're a great value," he said.



Carson Construction uses a Distributor Certified WA380-5 wheel loader in conjunction with its BR380JG mobile crusher at the Ten X quarry near Wickenburg, Ariz.

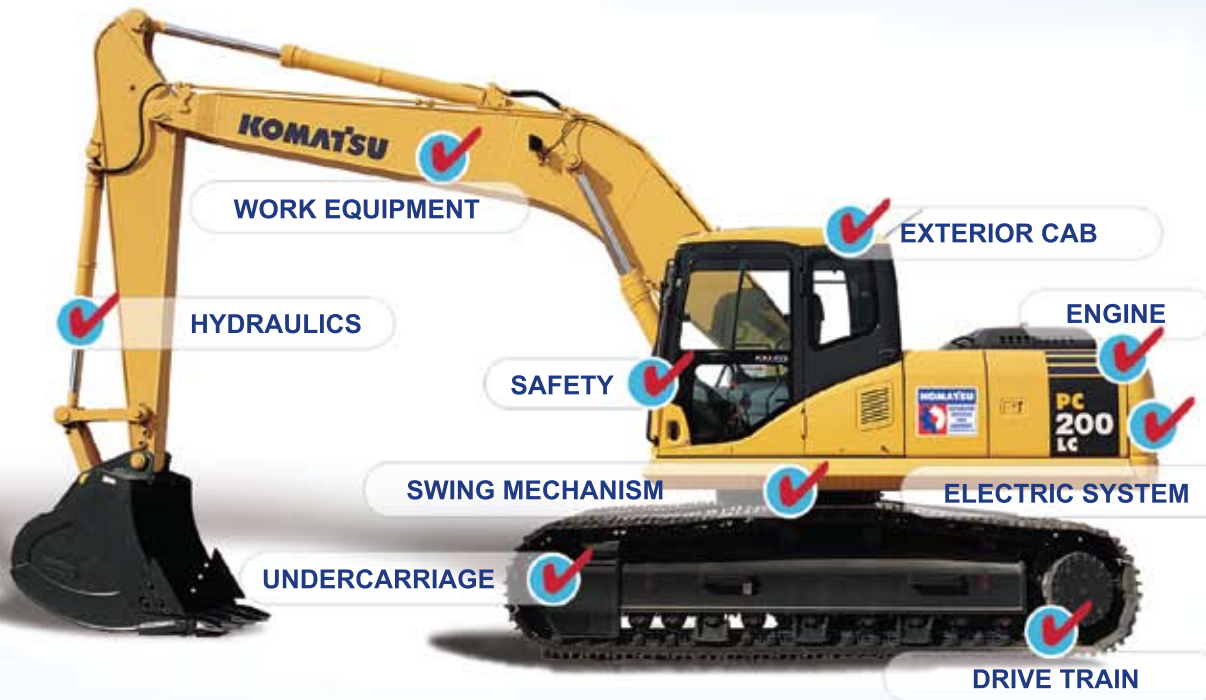






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