



focusing on

Solutions

September 2010, Issue 3



A publication for and about Brandeis Machinery & Supply Company customers

SUB-SURFACE OF INDIANA

How SSI overcame a "painful" start to become a leading, full-service contracting firm

See article inside . . .



Todd Burns,
Owner and
President

KOMATSU

A MESSAGE FROM THE PRESIDENT



Gene Snowden, Jr.



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We believe we represent the best manufacturers in the industry and are proud to be aligned with companies such as Komatsu, which sets the bar in terms of new construction equipment features that provide efficiency and productivity. In this issue of your *Focusing on Solutions* magazine, read about how Komatsu is ramping up to bring those same attributes to Tier 4 engine standards, much of which go into effect January 1, 2011.

You'll also find articles on Komatsu's new D65 dozers and PC78US-8 excavator. Like other new Komatsu products, these are innovative machines designed to maximize productivity while at the same time, keeping your O&O costs in line. Some of you will look for financing to purchase these and other machines, and if that's the case, you'll be interested in the Komatsu & You feature that provides insight from Vice President & Treasurer Ben Norris on how Komatsu Financial can be of service to you.

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Sincerely,
BRANDEIS MACHINERY & SUPPLY COMPANY

A handwritten signature in black ink, reading "Gene Snowden, Jr." in a cursive script.

Gene Snowden, Jr.
President and Chief Operating Officer



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SUB-SURFACE OF INDIANA

How SSI overcame a “painful” start to become a leading, full-service contracting firm



Todd Burns,
Owner and President

Starting and running a construction company is a tough, stressful business that can take a toll on the owner. In addition to bearing the stress, Todd Burns, Founder, Owner and President of Sub-Surface of Indiana (SSI), bears some physical scars from his start-up days.

Burns started SSI in 1987. At the time, the company consisted solely of Todd, who had been certified as a contractor to trench utility services to houses for Indianapolis Power & Light Company. After receiving his first contracts, he got up early to head out and make a good impression his first day at the job — but it didn't turn out exactly as planned.

“I didn't get more than a mile and a half up the road when I threw a U-joint out of my truck,” Burns recalled. “I got the truck back to the shop and started pulling out the U-joint when it slipped and pinched my finger almost in two. I freed myself, but there was no time to get the finger treated. My main concern was to get the job done. Eventually, I fixed the truck, got to the site and worked until 10 p.m. to get the lines in. My finger was sore and swollen and I still have the scar to serve as a reminder

of that day. But from that point on, I was off and running in my own business.”

Burns had modest goals when he started Sub-Surface of Indiana, which is headquartered near Morgantown in Johnson County (about 30 to 40 miles south of Indianapolis).

“I started out doing small trenching jobs all by myself,” he noted. “After a few weeks, I hired one guy to help me, but that was it for a while. Then in the early '90s, at the urging of a friendly competitor, we got into directional drilling. Even then, my goal was to stay at about six to eight employees. I thought that would be an ideal number, big enough to do some pretty good work but not so big that I couldn't manage it. Well, as opportunities arose, we blew by that. For a time, we bit off more than we could chew and it was very challenging. But we survived it and since then, we've had slow, steady, controlled growth.”

Today, SSI employs about 40 people. The company works throughout south-central Indiana, including the Indianapolis metropolitan area.

“My father and grandfather were instrumental in me getting into the construction industry, but if they were alive today, they'd be amazed at what we've become,” said Burns. “I'm amazed myself and I've been here for all of it. It's been a heck of a ride.”

And the ride is far from over.

Site development division

A couple of years ago, Burns started an excavation/site development division to go along with the directional drilling and utility trenching crews.

Headquartered in Johnson County (near Morgantown), Sub-Surface works throughout southern Indiana, including the Indianapolis metro area.



"Initially, we did a small, local job completing a project that another contractor had abandoned," said Burns. "We had some people who could do site work and we discovered we liked it. We worked with a project manager, Jim Fisher, who knew the excavating business and had many contacts in private development work. We asked him to come on board with us to start and run an excavation division, and he did. He brought on Farley Harper to be our Site Superintendent to head up field operations. We feel fortunate to have both of them."

Sub-Surface offers customers a one-stop, site-development service. It does most of the work with in-house personnel, but hires and oversees subcontractors to do aspects of the work SSI doesn't offer, such as paving and curb and gutter.

"We try to make it easy for the owner or developer by taking care of everything," explained Burns. "Our specialty is what I'd call small to medium-size commercial jobs, such as apartments, medical offices, grocery stores and the like. But we're now bidding larger projects and I'm confident we'll continue to grow and develop that side of the company as we move forward."

People make the company

Burns credits employees throughout his company for much of the success Sub-Surface of Indiana has achieved.

"A friend of mine who was very successful in business told me something early on that always stayed with me and that I believe in 100 percent. He said, 'You don't have to be the smartest guy in the world if you have the right people working for you.' If you have talented employees who share your work ethic, then you're way ahead of everybody else.

"I believe all our people fit that description," he added. "From the managers to crew leaders to operators to laborers — our people make our company. I'm convinced they are the main reason we are where we are today. I'm very proud of our work force and pleased with our retention rate. We don't have much turnover."

Beyond Fisher and Harper, key managers include Burns' brother-in-law Todd Larson,



Sub-Surface purchased a Komatsu PC300HD-7 excavator this year to load trucks, lay pipe and do larger jobs. "It has a PC400 undercarriage so it truly is heavy-duty, which allows us to work in tougher environments," noted company President Todd Burns.



A Sub-Surface operator uses one of the company's two Komatsu PC78 excavators to move material at a jobsite. "The best thing about all our Komatsu units is that they are virtually trouble-free," said Sub-Surface President Todd Burns.

who runs the directional drilling crews; brothers Randy and Danny Flajs, who oversee the utility/trenching division; Jeff Knapp, Office Manager; and Craig Zupancic, Head Mechanic.

Productive, "trouble-free" excavators

When he started needing equipment beyond trenchers and boring machines, Burns took a look around to see what the large, earthmoving contractors in Indiana were using.

"Many companies I considered to be successful and influential were using Komatsu excavators," he noted. "I knew those companies wouldn't have been using Komatsu if they



Jim Fisher,
Project Manager

Continued . . .

Sub-Surface continues to grow

... continued



Farley Harper,
Site Superintendent

weren't good, productive, reliable machines. So Komatsu was right at the top of my list when I was in the market for an excavator."

The first excavator Burns bought was a compact Komatsu PC35 followed by a tight-tail-swing PC228. He then added two more compact excavators, including a PC78, and acquired a PC200. This year, he added a PC300HD-7 excavator.

"We got the PC300HD to load trucks, lay bigger pipe and just generally speed up what we could do compared to our smaller machines," said Burns. "It has a PC400 undercarriage so it truly is heavy-duty, which allows us to work in tougher environments,

but it's also small enough that we can haul it from site to site relatively easily.

"The best thing about all our Komatsu units is that they're virtually trouble-free," he added. "We've been using them for a number of years now and have had no major issues and very few minor ones. They've been incredibly reliable machines."

When SSI does need help, Burns says Brandeis Machinery has been right there for them. "They have a resident mechanic, Eric Lauer, who lives here and he's topnotch. Their parts people make sure we get what we need. And my Brandeis Salesman, Josh Farmer, is the best sales guy I've had in 22 years. He's attentive without being obnoxious. I really enjoy working with Josh."

Sub-Surface President Todd Burns (left) works closely with Brandeis Sales Rep Josh Farmer on equipment issues. "Josh has become a friend as well as a business associate," said Burns. "My Komatsu equipment has worked so well, I haven't needed much service work, but when I have needed them, Brandeis has been there for me."



When Sub-Surface of Indiana started a site-development division a couple of years ago, the company began acquiring Komatsu excavators, including this tight-tail-swing PC228, used here to dig trenches and lay pipe.



Diversification leads to growth

Sub-Surface of Indiana has grown steadily through the years and Burns says his company is still growing. "It seems as though we grow every year by adding a crew here or a crew there. We're always looking for new opportunities, and if it makes sense to diversify and add to our list of services, that's what we do."

Burns is particularly proud of the company's growth and how it's accomplished that growth. "I've never formally advertised. We have a reputation as a 'can-do' company, and we believe 'word-of-mouth' is the best advertising, so we let our work speak for itself. We have many repeat customers, which is encouraging and makes us feel as though we must be doing things the right way.

"The most important thing to me is that no matter how big we get, we remain committed to providing the highest quality of work for our clients," Burns continued. "Customer satisfaction is our calling card. One customer we were scheduled to work for had a reputation for being particular, even picky about his jobs. I said, 'Perfect, it should be a great partnership because I'm picky too.' I don't want to be average. I want and expect us to do top-quality work every time. As long as we maintain that attitude of going above and beyond for our customers, I feel confident that Sub-Surface of Indiana will be able to continue to grow in the years to come." ■

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IN THE FIELD

DEMO DAYS

Hands-on event gives attendees opportunity to see and operate variety of equipment

Customers attending Komatsu's most recent Demo Days got the first look at new products — the GD655-5 motor grader and the D65EX-16 and D65PX-16 dozers. They were among the more than 20 pieces of equipment featured at the event held at Komatsu's Training and Demonstration Center site in Cartersville, Ga.

In addition to the motor grader and dozers (see related dozer product article), attendees operated everything from a tight-tail-swing utility excavator, such as the PC88MR-8, to the D275AX-5 dozer with Komatsu's patented Sigma blade. The Sigma is also an option on the new D65EX-16, and customers had a chance to see how it works on the smaller dozer.

"Being able to not only see, but operate any piece of equipment we have on site is a real advantage for those who attend," said Bob Post, Director of Marketing Communications and Sales Training. "We want them to walk away seeing the breadth of our product offerings and appreciating how productive Komatsu equipment is. You can only do that by getting in the cab and running the machine, which is a big part of what Demo Days is all about."

Attendees could also take advantage of educational seminars designed to help them get the most out of their machinery in productive and efficient ways. An optional tour of Komatsu's Chattanooga Manufacturing Operations, where excavators and articulated trucks are built, was available too.

Several of those products were on site to operate at Demo Days, along with wheel loaders, a crusher and a rigid-frame haul truck. For more information on any piece of Komatsu equipment, contact your sales representative or visit our nearest branch location. ■



(L-R) Brandeis Sales Rep Gene Snowden, Operations Manager Larry Dowell and Owner Tee Ray of Bob Ray Company and Brandeis VP of Sales Tony Estes



Pritchett Backhoe Service Owner Keith Pritchett (left) and Brandeis Sales Rep Spencer DePoy



Brandeis Sales Rep Pat Creel (left) and Hayes Landfill Owner Randy Hayes



Brackney Incorporated's Eric Brackney (left) and Brandeis Sales Rep Spencer DePoy

Those attending Demo Days got to see the depth of Komatsu's construction equipment line, which includes dozers, excavators, crushers, motor graders, wheel loaders and trucks.



LOOKING AHEAD

A BLUEPRINT FOR ECONOMIC GROWTH

AGC lays out a plan to “Build Now for the Future”

While there are sparks of an economic recovery, many believe it is tenuous and needs an added boost of both confidence and dollars to firmly take hold. That’s especially true in the construction industry, where investment spending has been dramatically lower in the past couple of years and unemployment is nearly double the national average.

While the American Recovery and Reinvestment Act, also known as the stimulus package, may have helped stave off an even worse crisis, there are those in the construction industry who believe it didn’t go far enough. They also think that while it had some short-term effect, it doesn’t address future construction or economic needs.

“The money (in the stimulus plan) will be invested over several years and much of it will be used to offset declining state and local investment,” said the Associated General Contractors (AGC) of America. “In other words, the stimulus is not enough to turn around a trillion-dollar industry.”

AGC’s plan calls for increased infrastructure investment, as a way to jump start not just construction, but the overall economy.

Industry groups are calling for increased investment in housing, infrastructure and transportation. AGC is leading the charge with its recently released “Build Now for the Future: A Blueprint for Economic Growth.” It’s a comprehensive approach to rebuilding a construction industry that’s seen more than 1 million workers unemployed and construction spending decline by \$193 billion last year compared to 2008, an 18-percent drop.

AGC’s blueprint lays out a case that rebuilding the construction industry will boost job creation and economic growth. The document asserts that construction and infrastructure investments enhance our ability to compete globally and construction investments help improve public health and protect the environment.

“This plan outlines a series of common-sense incentives, tax credits and policy changes designed to stimulate new private- and public-sector demand for construction,” said the AGC. “While these changes are critical to reversing the current crisis in the construction industry, they are also essential to rebuilding, expanding and sustaining the broader U.S. economy by raising tax revenue and creating a more efficient national infrastructure for the movement of goods and services.”

Three key areas

AGC’s plan hits three key areas, including rebuilding private construction that accounts for 70 percent of construction activity. To do this, the organization calls for net operating loss carryback, repeal of the alternative minimum tax, increased tax credits for energy efficiency and extending tax cuts to preserve private capital.

It also wants to eliminate disincentives on global investments in U.S. commercial real





estate, restore “Fast Track” trade promotion authority and remove trade barriers that inflate costs. Additionally, the plan calls for extending Term Asset Backed Securities Loan Facility, which allows private investment programs to fund construction projects, and extending first-time home buyers credit.

The second key area is boosting investments in infrastructure to provide industry stability and economic efficiency. AGC wants federal investments in transportation programs to double. Revenues would come from a transition to vehicle-miles tax, a right-size federal gas tax and encouragement of public-private partnerships. Further investment in federal buildings, clean-water programs, flood control, inland waterway navigation and establishment of a national infrastructure bank are necessary.

Further funding in this area could be possible from expanding and making permanent the Build America Bonds program and adding an exemption on construction from the private activity bond cap.

The third part of AGC’s plan calls for a revision of what it terms “restrictive policies and regulations” in order to speed construction and ease costly delays. It wants to streamline environmental reviews, accelerate licensing of new nuclear power plants and establish a multiyear capital budget for public works. The organization calls for a rejection of the Clean Water Restoration Act, but encourages green construction, avoiding



government-mandated labor agreements and rescinding Buy American requirements.

Significant return on investment

AGC believes the public will see a significant return on investment with its plan. By boosting economic activity, tax revenues will rise, offsetting some of the tax credit costs in the blueprint. By raising and modernizing user fees, establishing a Water Trust Fund and expanding public-private partnerships, revenues for infrastructure investment will rise. “The cost of inaction will be far greater than anything outlined in this plan,” said AGC.

“Every billion dollars invested in nonresidential road activity adds \$3.4 billion to the gross domestic product, increases personal earnings by \$1.1 billion and creates or sustains 28,500 jobs,” according to the group’s plan. “Almost 19,000 of those jobs would be in areas outside the immediate construction sector, including equipment manufacturing, materials supply, food service, health care and retail. In other words, the best way to generate new economic activity, increase employment across economic sectors and grow the economy is to rebuild demand for construction services.” ■

Boosting infrastructure investment would provide stability and efficiency, according to AGC’s plan.

“The plan outlines a series of common-sense incentives, tax credits and policy changes designed to stimulate new private- and public-sector demand for construction,” it said.

LEGISLATION WEAKENS EFFORTS

AGC says proposed climate bill undermines efforts to build greener and make infrastructure more efficient



Stephen Sandherr,
CEO of AGC

Improving the efficiency of our built environment — including commercial buildings, transportation infrastructure and water systems — presents one of the greatest opportunities to reduce power consumption and cut greenhouse gas emissions. After all, the U.S. building inventory accounts for 35 percent of the nation's manmade greenhouse-gas emissions and consumes 40 percent of the nation's energy, while our aging and inefficient transportation network accounts for another 27 percent each of the energy consumption and greenhouse gas emissions.

Despite this tremendous opportunity, senators have proposed legislation that makes it harder to construct new, more energy-efficient buildings and factories, improve aging infrastructure and eliminate traffic congestion that wastes fuel and pollutes the environment. By allowing the EPA a virtually free hand to approve or deny construction and rehabilitation projects, the bill creates regulatory obstacles that will raise construction costs, delay projects and stifle demand. Worse, by taking funds raised through the proposal's new transportation fees

and committing all but a small percentage of unrelated spending, the legislation leaves our aging and inefficient roads, airways and transit systems vastly underfunded.

The inevitable consequences of this bill are higher taxes, fewer jobs, and continued reliance on wasteful buildings, inefficient infrastructure and leaky water systems. Stifling economic growth and neglecting our primary environmental challenges is not an effective way to address climate change. Instead, Congress and the Administration should focus on the measures we identify in our "Building a Green Future" plan.

Our green construction plan identifies steps public officials, developers and the construction community must take to lessen the impact of our built environment. Measures in the plan include doubling existing energy-efficiency tax credits for commercial buildings; passing the Building Star program that invests \$6 billion in improving the efficiency of commercial buildings; and speeding review and boosting tax credits for green building projects.

The plan also calls for public building projects to incorporate state-of-the-art environmental solutions and for the federal government to make pragmatic investments in research and technology. It makes it easier to launch new transit projects, shifts cargo traffic to energy-efficient barges and accelerates federal approval for new transportation projects in congested corridors. And it calls for making the level of transportation investments virtually every expert agrees is needed to improve capacity and reduce traffic.

What the senators appear to have forgotten is that you can't simply regulate a greener future, you have to build it. ■

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NEW PRODUCTS

NEW D65-16 DOZERS

A long list of new features, including 6-way and Sigma blade options, adds to efficiency and lowers O&O costs

More dozing capacity and greater efficiency in a variety of applications are always an advantage. Komatsu's new D65-16 model dozers — EX, WX and PX — provide both, thanks to a long list of new features, including a Power Angle Tilt (PAT) blade and a fuel-efficient, 205-horsepower, Tier 3 engine.

Unavailable in some previous models, a six-way PAT blade can now be used on all new D65s. The hydraulic blade tilt, angling functions and manually adjustable blade pitch expand versatility and productivity in a wide range of applications. It's well balanced for light and medium dozing operations as well as providing precise grade cutting required in site prep, golf course or house pad applications. The blade is 100-percent Komatsu, and is stringently tested for durability.

"Users like the PAT blade because it rolls material forward so well, it takes less horsepower to move it," said Product Manager Bruce Boebel. "Komatsu designed the blade to keep that material rolling in front of it and away from hoses and cylinders. That extends their life and reduces maintenance costs."

Boebel said adding a PAT blade to all new D65s came about as a result of customer feedback, but it's not the only blade option. A revolutionary Komatsu SIGMA blade is available for the D65EX-16 and D65WX-16 models. It's designed for heavy dozing applications and keeps more material to the center, giving it a 15-percent boost in productivity when compared to a typical semi-U. PX and EX models can also be equipped with a straight blade.

"Having blade options allows users to choose what's going to best suit their business and the type of work they do," said Boebel.

"Each blade has its particular purpose, and matching the blade to the application is a vital part of being able to move material efficiently so per-yard costs stay low."

Lock-up torque converter, two modes

Power to push any blade full of material comes from a highly efficient lock-up torque converter that automatically transfers engine power directly to the transmission. The result is increased dozing speeds compared to

Continued . . .



Bruce Boebel,
Product Manager

Brief Specs on the Komatsu D65-16 Dozer		
Model	Operating Weight	Net Horsepower
D65EX-16	43,980 lbs.	205 hp.
D65PX-16	46,960 lbs.	205 hp.
D65WX-16	45,570 lbs.	205 hp.

All new D65-16 models can be equipped with a six-way Power Angle Tilt blade that rolls materials forward, resulting in less horsepower used and better fuel efficiency. A lock-up torque converter and two-mode transmission are also new features in the Tier 3 machines.



To see this machine in action,
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Longer undercarriage life, easier maintenance

... continued

previous D65 models. Operators can select from two gearshift modes, automatic and manual, to fit the appropriate application.

At the same time, in Auto mode the lock-up torque converter helps reduce fuel consumption by as much as 10 percent with the new D65s. New Power and Economy modes allow operators to match the needed performance to the job for maximum efficiency. E mode can be used for all general dozing, leveling and spreading applications, providing the right mix of speed and power for maximum fuel savings. P mode is for slot dozing, ripping or other applications requiring maximum production where engine power has priority over fuel efficiency.

"Our excavator users rave about the ability to choose modes based on work load, and it makes sense in dozing as well," stated Boebel. "If you don't need full power to get the job done, why use it? The ability to change modes to suit the application gives users added versatility. They have one machine for multiple uses."

PLUS extends undercarriage life

The new D65-16 models come with Komatsu's Parallel Link Undercarriage System (PLUS) — the EX and WX models also have an additional foot of track on ground — that provides up to double the wear life of conventional undercarriages. The rotary bushing system virtually eliminates bushing wear, and wear

limits of the link and carrier roller are increased to balance the extended life of the bushing.

Added undercarriage life also comes from an improved, self-adjusting, idler support that applies constant downward pressure to the wear plate of the idler guide, preventing bouncing and vibration and reducing noise. It also acts as a scraper that keeps materials out. A full guarding package, designed with customer feedback, offers added durability and lower maintenance time and cost.

"The biggest cost of owning and operating a dozer is the undercarriage, and by extending its life, Komatsu is keeping that cost down," noted Boebel. "We want customers to produce with these machines for a long time to come, and the new and enhanced features we added to the undercarriage accomplish that."

Efficient maintenance

Added efficiency in the D65-16s comes from better visibility in the larger ROPS/FOPS cab that puts the operator higher and more forward for improved sight to the blade. The cab is ultra quiet at a 75-decibel rating, and an air-ride seat and rear hydraulics are standard. A seven-inch, in-cab, color monitor allows owners and operators to track fuel consumption and idle time, as well as other functions, using Komatsu's KOMTRAX technology that comes standard and is free for the first five years.

KOMTRAX helps provide better maintenance tracking to ensure proper service intervals are met, further keeping owning and operating costs down. Komatsu's new D65 models also feature easy routine maintenance that includes daily engine checks grouped at the left-hand side of the engine compartment. A wide-core cooling package and manually reversing fan allow for quick cleaning of the radiator without leaving the cab.

"There are so many things you can point to that make these new models an upgrade over previous ones," said Boebel, who noted that the dozers can come with Topcon plug-and-play or Trimble ready. "We designed these from the ground up with a list of enhancements our customers wanted. The result is more efficient and reliable machines, which is what they asked for." ■

EX and WX models can be equipped with a SIGMA blade designed for heavy dozing applications. Blade visibility is better in the new D65s as the cab was designed to move the operator up and forward.





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MORE NEW PRODUCTS

NEW PC78US-8

Compact excavator provides upgraded features that increase productivity, reduce O&O costs



David Caldwell,
Product Manager

Brief Specs on Komatsu's PC78US-8 Excavator

Model
PC78US-8

Operating Weight
16,240 lbs.

Net Hp
55 hp*

Digging Depth
15 feet, 5 inches

**Interim Tier 4
emissions-certified engine*

A machine that offers more horsepower, operating weight and increased digging depth at lower owning and operating costs and emissions would be a major asset to your business. Komatsu's new PC78US-8 excavator offers all that in a compact package that works well in small and mid-size applications.

The PC78US-8 replaces the PC78US-6, offering almost 400 additional pounds of operating weight. The popular long arm is now standard, offering a larger working range than the previous standard arm. A 55-horsepower, direct-injection, Interim Tier 4 engine provides better fuel efficiency without sacrificing power or productivity.

"It's a great machine for a variety of construction projects, as well as utility and landscaping jobs," said Product Manager David Caldwell. "With the tight tail swing, it's very useful in confined areas."

Using Komatsu's HydrauMind™ hydraulic system, the PC78US-8's pressure-compensating Closed Loading Sensing System (CLSS) ensures each function works according to its control input regardless of the load, giving the operator precise control. An engine-speed sensing system maintains engine speed under all

conditions, so the engine's full power potential is always available. An auto-idle feature senses when the machine is not working and reduces rpms to conserve fuel.

Productivity features

A number of the new PC78US-8's features add to productivity, including load-sensing, automatic, two-speed travel that provides 10.7 percent faster high-speed travel. Komatsu also improved traction force by 2.6 percent, enhancing blade performance and enabling the new PC78US-8 to power through turns.

Auxiliary hydraulics and the Level 3 KOMTRAX package (Komatsu's exclusive wireless machine-monitoring system) are standard equipment. Inside the spacious cab that's 3.6 percent larger, a seven-inch, color, multifunction monitor gives the operator the ability to easily navigate between functions. The monitor allows operators to select from five working modes for power, economy, lifting, breaker and attachments; to adjust the flow rate to auxiliary attachments without leaving the cab; and to modify the heat and air conditioning for maximum comfort throughout the day.

Komatsu made maintenance easier with an engine hood that can be opened in confined spaces, a wide-opening side hood, and extended, 500-hour arm and boom lube intervals and 500-hour engine oil and filter changes. In addition, the new machine comes with a standard three-year, 3,000-hour warranty.

"Our previous PC78US-6 model was very popular because of its power and productivity in tight jobsites, and we have further improved upon that," said Caldwell. "It's a valuable addition to any fleet, especially for those contractors who do utility work, landscaping, residential and non-residential construction." ■

The new PC78US-8 has several upgrades that make it more productive and efficient in small to mid-size applications.





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READY FOR NEW REGULATIONS

Komatsu is geared up for the big leap in Tier 4 emission standards that start next year

Throughout the past several years you've heard a lot about Tier 3 emission standards for construction equipment, and chances are you have one or more machines that meet that criteria. In the next few months, the industry will shift to another gear, bringing a heavy dose of new Tier 4 standards to a large number of engines and all the compliance levels that go with them.

Tier 4 standards come in two phases, with the interim phase beginning next year and focusing on particulate matter reduction requirements. Final standards will come later and deal with oxides of nitrogen (NOx) and hydrocarbons. Tier 4 interim standards for smaller engines, ranging from 25 to 74 horsepower, are already in effect. However, OEMs have the option of skipping Tier 4 interim standards if they implement Tier 4 final standards one year ahead of schedule, in 2012.

Emission standards don't cover the type of machine, rather they apply to the horsepower of the engine, and a very large number of construction machines with engines in the 175 to 750 range will be affected when the interim phase comes in January of 2011. A year later, 75- to 174-horsepower machines will have to meet the interim phase.

So what do the new standards mean for construction machinery? Tier 4 rules cut the soot an engine can emit by 90 percent compared to Tier 3, and cut NOx by 45 percent during the interim phase. When final compliance goes into effect in 2014, NOx will have to be cut by an additional 80 percent, meaning new-machine emissions will be close to zero.

In addition, diesel machines will be required to use Tier 4-specific engine oil, use ULSD

fuel containing less than 15 ppm sulfur, and maintain emission filters. While meeting these new standards is challenging, Komatsu has already announced it's set for the new requirements to take effect.

"We were ready for Tier 3 compliance in advance, and that's also the case with Tier 4," said Senior Product Manager Chuck Murawski. "Komatsu has always been an innovator, and constantly looks for ways to not only meet current and future standards, but exceed them when possible."

Technology behind the engines

Murawski said machine performance won't be affected, and in some cases, may actually be improved. Komatsu engineered new excavators, dozers, wheel loaders, trucks and other equipment in the new horsepower range to meet the standards without sacrificing productivity or fuel efficiency.



Chuck Murawski,
Senior Product
Manager

Continued . . .

Equipment in the 175- to 750-horsepower range, such as Komatsu's WA500-6 wheel loaders and HM400-2 articulated trucks, must meet Tier 4 interim standards beginning January 1, 2011. "Komatsu was ready for Tier 3 compliance in advance, and that's also the case with Tier 4," said Senior Product Manager Chuck Murawski.



Komatsu steps up to Tier 4 with innovative design

... continued

Komatsu did so in a variety of ways, including a newly designed, KVGT (Komatsu variable-geometry turbocharger) that varies the air flow and delivers optimum air volume to the engine combustion chamber under all speed and load conditions. The result is cleaner exhaust gas and improved fuel economy while maintaining power and performance.

"Our initial feedback has seen more responsive machines that consume less fuel," said Murawski. "The Tier 4 machines are completely Komatsu-designed and -manufactured, including components, so we control quality and performance. All machine systems work in harmony."



Dozers such as the Komatsu D155AX-6 Sigma will be required to meet interim Tier 4 standards next year, while smaller dozers, such as the D51EX-22, have until 2012 to meet regulations.


The PC88MR-8 is equipped with a 65-horsepower engine that meets Tier 4 interim standards.



Other key features of the new technology include:

- A Komatsu-designed and -developed high-efficiency, diesel-particulate filter that captures more than 90 percent of particulate matter. The engine controller initiates passive and active regeneration automatically as needed to oxidize the particulates while the engine is running, which allows uninterrupted machine operation. A special oxidation catalyst eliminates the need for a traditional fuel burner, reducing maintenance costs and increasing reliability.
- A computer-controlled, heavy-duty High Pressure Common Rail System delivers the precise quantity of pressurized fuel into the engine combustion chamber, using multiple injections to achieve complete fuel burn and reduce exhaust emissions. Wear-resistant materials provide improved fuel-injector life.
- A heavy-duty, cooled Exhaust Gas Recirculation System, which has already proven effective in Tier 3 models, has been enhanced for increased capacity to further reduce NOx to Tier 4 levels. Larger, more robust components ensure reliable performance during demanding work conditions.
- A new fuel/air combustion chamber, located at the top of the engine piston, has a new shape designed to improve combustion and further reduce NOx, particulate matter, fuel consumption and noise.
- The engine and machine equipment function in harmony as the electronic control system performs high-speed processing of information from sensors throughout the machine. The result is reduced fuel consumption, noise, NOx and particulate matter.

"What customers get with these machines is solid production with lower emissions and less fuel consumption," said Murawski. "Komatsu technology has once again produced machines with a competitive edge." ■



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KA-14

OFFERING FINANCING SOLUTIONS

VP Financial Services and Treasurer Ben Norris says helping customers purchase equipment is top priority



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.

Ben Norris,
VP Financial Services/Treasurer

Ben Norris has witnessed firsthand the massive growth Komatsu has undergone during the past 30 years. He's currently Vice President Financial Services and Treasurer of Komatsu America, as well as President of Komatsu Financial, a wholly owned subsidiary of Komatsu America. He's also served as Finance Sales Manager and Controller in his 25 years with Komatsu.

Ben started in finance operations after graduating with a Bachelor of Science degree in finance from Illinois State in 1984. He received his MBA in 1990 from DePaul University, and served on the 2006 National Security Forum as a civilian guest at the Air War College at Maxwell AFB in Huntsville, Ala.

As Vice President Financial Services and Treasurer, he's responsible for assets and liabilities for Komatsu America. He oversees a staff of more than 50 finance professionals who work with Komatsu distributors and customers to provide financing options for equipment purchases.

"Komatsu Financial provides support to about 20,000 Komatsu end users, as well as our distributors throughout the United States and Canada," said Norris. "That's considerably higher than when I started with Dresser Leasing, which eventually grew into Komatsu Financial. One thing I'm most proud of is that through the transition into Komatsu Financial, and especially through the peaks and valleys of the construction industry, we've consistently provided stable, cost-effective and competitive financing."

Ben and his wife, Marybeth, are celebrating 20 years of marriage and have two sons aged 18 and 13. The Norrises enjoy golf, fishing, sports and travel.

QUESTION: What role does Komatsu Financial play in customer purchases?

ANSWER: First, Komatsu Financial is interested in the success of every deal, but we're not a replacement for traditional lenders. We encourage those buying equipment to shop around and find the best rates and terms that they believe will benefit them the most. However, Komatsu Financial offers a vast array of options that equipment buyers can use to finance or lease their Komatsu machines.

Komatsu makes efficient and productive products that are cost-effective, and we believe, put more profit in our customers' pockets. Komatsu Financial wants to help ensure customers are able to purchase Komatsu pieces by providing financing solutions, whenever they're needed.

QUESTION: Will you only finance new Komatsu equipment?

ANSWER: First and foremost that's what we do. Most of our customers are buying new pieces of equipment because, again, newer models tend to be more efficient and productive. But, if a customer believes a used piece is more of an advantage to them, we'll certainly work with them. From the used side, we'll finance competitive brands as well. For instance, if a distributor took a competitive piece on trade, and a customer is interested in purchasing it, we're here to help.

QUESTION: What's the advantage to using Komatsu Financial?

ANSWER: First, Komatsu Financial offers a stable, cost-effective and viable financing solution to customers by providing core product financing of Komatsu equipment. Second, we provide the best service in the



Komatsu Financial offers cost effective and viable financing solutions for all types of equipment.

industry. We don't offer other types of loans or lines of credit. But because our rates and terms are in line with other lenders, customers can finance equipment with Komatsu, leaving their other sources of credit open to continue to grow their businesses.

Because equipment financing is our core business, we have been incredibly consistent throughout the years in providing affordable solutions through all types of market conditions. We understand that the construction industry has peaks and valleys, and the last couple of years would indicate that sometimes there are deep valleys. But through it all, we've maintained our book of business and haven't shied away from lending until the next peak hits. We also have more than 50 people on staff, many of whom have been here a decade or more, and they understand the industry better than anyone else.

QUESTION: Given the current economics, there are sure to be businesses that may fall behind on payments. How do you handle those situations?

ANSWER: Really, that happens in all economies for a variety of reasons. As I said, we understand there are going to be some rough times, and to be honest, there are times when we have to take a machine back. That's a last resort, however. Maybe it's just a matter of the customer waiting to get paid for a job, or the customer has work lined up months ahead but hasn't been able to start yet. It helps if the customer contacts us, and lets us know the situation. Our first priority is to work with customers to find solutions that will allow them to keep their machinery so they can continue working.

QUESTION: What do you see ahead?



Vice President Financial Services/Treasurer Ben Norris said Komatsu Financial's main aim is to help customers purchase new Komatsu equipment, such as the all-new D65EX-16 dozer.



According to Ben Norris, Komatsu VP Financial Services/Treasurer, the company is optimistic about the construction industry's future, and projections are for gradual growth ahead. Komatsu factories are ramping up production again, Norris noted.

ANSWER: We're optimistic about the construction industry going forward. We believe the industry has hit a firm bottom, and projections are for a gradual recovery and growth ahead. Our factories are ramping up again, so that as the market grows, we're in position to have the machinery ready that end users can put to work.

Those who are looking for machinery should contact their distributor first to find the right equipment to match their needs. That's the most important step in the equipment-buying process, and our distributors are excellent at doing that. Next comes financing, if needed. Komatsu distributors have strong credit or finance managers who can help buyers find financing with Komatsu Financial or an outside lender of their choice. ■

BRAMCO IS AMONG TOP DEALERS

SENNEBOGEN recognizes Brandeis Machinery & Supply and Power Equipment

Out of more than 300 SENNEBOGEN dealers in North and South America, BRAMCO was recently honored at the ISRI (Institute of Scrap Recycling Industries) 2010 Annual Conference in San Diego as one of the manufacturer's top four heavy equipment distributors. BRAMCO is the parent company for Brandeis Machinery & Supply and Power Equipment.

Brandeis has represented SENNEBOGEN equipment for more than six years. Gary Hirsch, Bramco General Manager of Crane and Material Handling, credits years of building

good customer relationships for Brandeis and Power's success. "It's in our culture at Brandeis and Power to be continuously responsive to the needs of our customers. Our Customer Relationship Management (CRM) system is highly structured to track sales and product support coverage. It helps us offer consistent service." That's important, he notes, because whether customers are unloading coal, lifting scrap in a yard or mill, or sorting material at a transfer station, they require maximum uptime for such high-production applications.

SENNEBOGEN initially established its material handlers in recycling yards 10 years ago, when the manufacturer entered the American market. Since then, Brandeis and Power have extended the equipment line's use and popularity to port facilities and transfer stations. "We are fortunate to be in a region that has numerous steel producers that use scrap, and also has a very active port and river terminal industry on the Ohio, Mississippi, Tennessee and Cumberland Rivers," noted Hirsch. "Our SENNEBOGEN sales specialists, Ken Cornett and Phil DeGreif are now introducing logging and lumber yards to the manufacturer's specialized forestry machines."

"The range of SENNEBOGEN models is so extensive that we can meet the needs of a wide variety of applications," he continued. "We have sold every model in the line, from the 821 to the 880. In addition, SENNEBOGEN encourages us to bring them unique and specialized customer applications for which the manufacturer can develop solutions. SENNEBOGEN's design and engineering capabilities allow us to meet our customers' individual needs." ■

Gary Hirsch (right), Bramco General Manager of Crane and Material Handling, met with SENNEBOGEN Managing Director Erich Sennebogen Jr. at the recent ISRI 2010 Annual Conference. Bramco companies, Brandeis Machinery & Supply and Power Equipment, were honored there by SENNEBOGEN as a top four distributor for the manufacturer.



CLEANER FUEL

Ultra-low-sulfur diesel now more widely available for off-road vehicles

Cleaner-burning diesel fuel is now more widely available for off-road vehicles as ultra-low-sulfur diesel (ULSD) became available at retail facilities June 1. The new fuel contains 97 percent less sulfur than previous diesel fuel, and can be used in existing engines, providing about a 10 percent reduction in emission particulates.

“(This) is another milestone for clean diesel and clean air, as our nation’s farm tractors and construction machines will now have access to cleaner ultra-low-sulfur diesel fuel,” said Allen Shaeffer, Executive Director of the Diesel Technology Forum. “Two-thirds of all farm and construction equipment relies on diesel engines due to their unique combination of power, fuel efficiency, economical ownership and operation, and legendary reliability and durability.”

Availability of the fuel comes ahead of a big step in Tier 4 engine mandates. Beginning next year, Interim Tier 4 standards take effect for 175- to 750-horsepower engines. Diesel machinery will be required to use cleaner grades of oil and fuel in the effort to reduce particulate matter, such as nitrogen oxides and hydrocarbons.

According to the Diesel Technology Forum Web site, “This new, ultra-clean fuel is important because sulfur tends to hamper exhaust-control devices in diesel engines, much like lead once impeded the catalytic converters on gasoline cars. Just as taking the lead out of gasoline in the 1970s enabled a new generation of emissions-control technologies that have made gasoline vehicles more than 95 percent cleaner, so will removing the sulfur from diesel help usher in a new generation of clean-diesel technology.”

“Benefits are significant”

Ultra-low-sulfur diesel has been available since 2006, but as of June 1, all highway diesel fuel supplied in the U.S. must be ULSD, and at least 80 percent of fuel refined in the country for use by off-road vehicles must be ULSD, containing a sulfur content of only 15 parts per million. Shaeffer said its widespread availability will help expand opportunities for clean-diesel retrofits for off-road use in existing fleets.

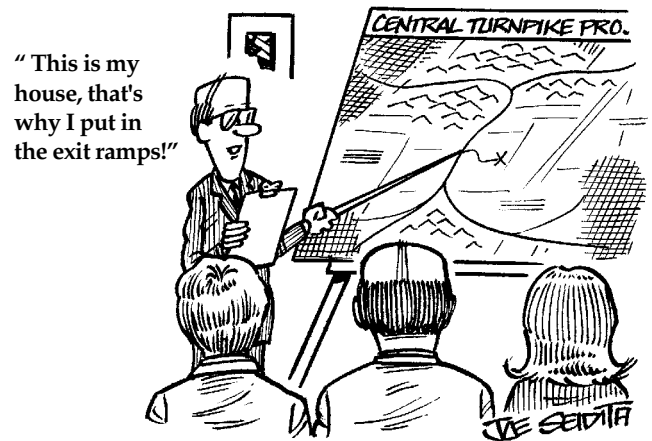
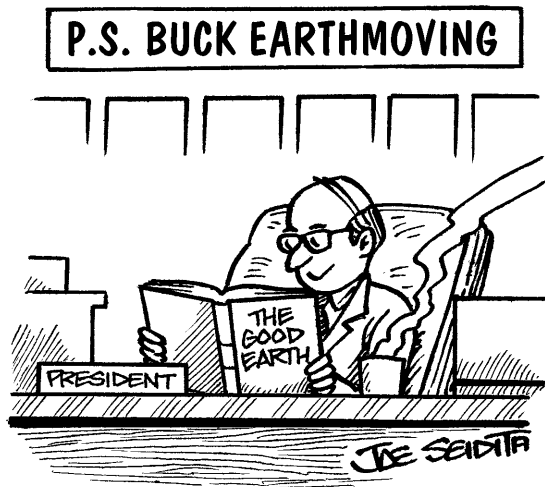
“The advanced clean diesel system — combining cleaner fuel, state-of-the-art engines and effective exhaust-control technology — will play a leading role in helping cities and states meet strict new air-quality goals set by the federal government,” said Schaeffer. “The benefits of the new cleaner fuel are significant.” ■

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SIDE TRACKS

On the light side



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Did you know...

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- A mole can dig a tunnel 300 feet long in just one night.
- On average, a person laughs about 15 times a day.
- February 1865 is the only month in recorded history not to have a full moon.
- Maine is the only state whose name is just one syllable.
- One quarter of the bones in your body are in your feet.
- Our eyes are always the same size from birth, but our nose and ears never stop growing.
- The only 15-letter word that can be spelled without repeating a letter is uncopyrightable.
- Months that begin on a Sunday will always have a Friday the 13th.
- It takes a drop of ocean water more than 1,000 years to circulate around the world.

Brain Teasers

Unscramble the letters to reveal some common construction-related words. Answers can be found in the online edition of the magazine at www.BrandeisSolutions.com

1. ANPETIWORR _____
2. NITAROTC _____
3. KOBECAB _____
4. RBIYDH _____
5. TAFESY _____
6. WYGAHIH _____

MORE INDUSTRY NEWS

Group says nation needs long-term, coordinated freight plan

The American Association of State Highway and Transportation Officials (AASHTO) joined the chorus of organizations calling for a significant boost in highway, rail and other transportation funding in its new report, *Unlocking Freight*. It identifies key projects across the country that would improve freight delivery and dependability and offer needed relief for freight congestion, job generation and improved productivity.

"The simple fact is: no transportation, no economy," said AASHTO President Larry L. "Butch" Brown. "They are inseparable. We must invest to maintain and strengthen

the American 'transconomy.' Congress must invest in all transportation modes, from waterways to roads and rails, to get us where we need to be as a competitive nation. Millions of jobs and our nation's long-term economic health depend on it."

The report highlighted deficiencies on roads, rail, waterways, ports and other forms of freight transportation. Noting that the freight transportation system supports more than 10 million jobs, many are calling for increased national and regional investments that include all freight transportation modes. ■



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The Power of Combined Excellence

BRAMCO's latest acquisition offers customers complete source for processing and material-handling equipment

On July 1, BRAMCO took a major step toward offering its customers complete, single-source material handling and construction solutions by acquiring JFT Precision Fabrication, Inc. of Shepardsville, Ky. JFT offers a complete source of new and used processing and material-handling equipment and related parts and service.

"This acquisition allows Brandeis and Power Equipment to broaden their product lines to provide productive, cost-effective solutions to materials processors and contractors throughout Kentucky, Indiana, Tennessee and northern Mississippi," stated BRAMCO President and COO Charles Leis. "In addition to the TEREX lines of crushing and screening equipment, we now carry JFT-manufactured conveying and stacking equipment, as well as Trio, Phoenix, Thor, Jeffrey Rader and Allied products. Our customers now have a broad array of equipment and options from a single source to meet their individual needs," he added.

Power Equipment and Brandeis Machinery can now provide turnkey systems, including

plant-flow design, structural design, fabrication and installation of a broad selection of equipment, along with mobile crushing, screening and conveying equipment. Customers in the stone and coal industries and other users of such equipment can also count on "best-in-class" after-sale support and service from BRAMCO's 16 full-service locations in Tennessee, Mississippi, Kentucky and Indiana.

JFT customers can count on a smooth transition with improved service and sales now provided through the many Power Equipment and Brandeis Machinery branches. At the same time, Power and Brandeis customers can rely on the seasoned experts from JFT to help them design, configure and install equipment for all their aggregate processing needs.

"We believe the addition of these aggregate-processing products and services begins a new chapter in our 100-plus-year history of offering innovation and unrivaled support to our valued customers," concluded Leis. ■

Group says nation needs long-term, coordinated freight plan

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option. All
machines
subject to
prior sale. Year
listed is year of
manufacture.



2009 Komatsu PC88MR-8,
PP25273, 250 hrs.
\$91,288



2005 Valmet 890.2,
PT21040-1, 10,333 hrs.
\$105,000

ASPHALT PAVER

1999 Blaw Knox PF4410, BTF0301, 5,980 hrs..... \$30,000

COMPACTION

2006 Hamm 3520P, PT24907, 1,224 hrs.....\$75,000

CRAWLER DOZERS

2006 Komatsu D39PX-21A, 3,900 hrs.\$62,000

2008 Komatsu D51EX-22, 566 hrs.....\$108,900

2007 Komatsu D51EX-22, PP23374-1, 1,012 hrs.....\$99,900

2008 Komatsu D51PX-22, PP25178, 1,450 hrs.....\$105,000

2009 Komatsu D51PX-22, PP25177, 888 hrs.....\$119,900

EXCAVATORS

2006 Komatsu PC160LC-7, 3,970 hrs.\$85,000

2006 Komatsu PC160LC7, 1,500 hrs.....\$79,000

2002 Komatsu PC200LC-7, 1,200 hrs.\$85,000

2005 Komatsu PC220LC-7, 5,500 hrs.\$85,000

2009 Komatsu PC88MR-8, PP25273, 250 hrs.....\$91,288

FORESTRY

2005 Valmet 890.2, PT21040-1, 10,333 hrs.....\$105,000

WHEEL LOADERS

2008 Komatsu WA200-6, PP25156, 1,052 hrs.....\$95,000

2006 Komatsu WA250-5L, PP25157, 1,148 hrs.....\$89,000

2003 Komatsu WA500-3LK, BP9019, 12,039 hrs.....\$117,000

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



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