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WAKARUSA HEAVY EQUIPMENT

From contractor to equipment rentals, Tim Martin created a niche market in northern Indiana



Tim Martin,
Owner

KOMATSU®

A MESSAGE FROM THE PRESIDENT



Gene Snowden, Jr.

**Komatsu
machines
offer greater
efficiency
and lower
operating costs**



Dear Valued Customer:

It's been said before, but it bears repeating: Komatsu is the leader in innovative equipment designed to increase efficiency and lower your operating costs. In this issue of your Brandeis Focusing on Solutions magazine, the spotlight turns to Komatsu's latest offering, the PC210LCi-10, the world's first *intelligent* Machine Control excavator.

In 2013, Komatsu introduced its first *intelligent* Machine Control dozer and subsequently added more models to the lineup. Now, the PC210LCi-10 joins the family. The excavator semi-automatically limits overexcavation and traces the target surface for greater accuracy and reduced material costs.

Moving material as efficiently, productively and cost-effectively as possible is every company's goal. Komatsu wants to further reduce your owning and operating costs, so it includes complimentary scheduled maintenance for the first three years or 2,000 hours on Tier 4 machines under the Komatsu CARE program.

All equipment in the *intelligent* Machine Control family is covered under the program, as is the new Tier 4 Final HM300-5 articulated truck, which is also featured in this issue. It pairs well with 30- to 60-ton excavators or 5- to 7.5-yard wheel loaders for maximum productivity in mass excavation, even in less-than-ideal conditions.

We hope with the busy construction season just around the corner that you will consider these or other machines from Brandeis Machinery & Supply. We have an extensive lineup of equipment to meet your needs, including moving dirt, mining, forestry, scrap or material handling, lifting or a whole host of other applications.

If there's anything we can do for you, whether it's equipment sales or rentals, parts or service, please call or stop by one of our branch locations.

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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KOMATSU®

WAKARUSA HEAVY EQUIPMENT

From contractor to equipment rentals, Tim Martin created a niche market in northern Indiana



Tim Martin,
Owner

For most of his adult life, Tim Martin was a general contractor. He started Timar Construction in Goshen, Ind., in 1988. Through the years, he built a good-size equipment fleet and often had machines that weren't in daily use.

"Other contractors, who were friendly competitors, would drive by and see a dozer sitting for a week or so, and they'd call and ask if they could rent it from me," Martin recalled. "It started happening fairly frequently, which told me there was a demand for rental machines in northern Indiana. That demand, along with some frustration based on my own rental experiences – I thought the process, with all the financial forms to fill out and hoops to jump through, was much more difficult than it needed to be – made me think there might be a niche market here that I could fill."

So, in 2004 and 2005, Martin tested the water by leasing a building and putting some machines for rent out front, while continuing to run his contracting business. The rental test did well, so in 2006, he started Wakarusa Heavy Equipment on State Road 19 in Wakarusa, Ind.

Located in Wakarusa, Ind., Wakarusa Heavy Equipment has a large rental fleet, which includes many Komatsu pieces.

"I feel like we created this market, which probably had a lot to do with the economy at the time," said Martin. "We didn't get fully up and running until 2007, and by then, the economy was starting to look a little shaky. Companies still had work, but they were getting nervous, so many wanted to rent equipment rather than buy. Obviously, that same mindset held for several years as the downturn worsened, and even today, many contractors remember what it was like and prefer the safety of renting equipment that they can turn back in when they're done with it."

About a year-and-a-half ago, Martin sold Timar Construction in order to focus on Wakarusa Heavy Equipment, which has consistently grown through the years.

"We try to differentiate ourselves based on outstanding service and equipment availability," said Martin. "We have a fairly large fleet, so we usually have a piece available when someone needs it. If one of our machines goes down on a job, we try to have a mechanic there within an hour or two to get it back up and running. Those are the areas where we shine – availability and service."

Veteran employees

Martin says the vast majority of Wakarusa Heavy Equipment's business involves week-to-week rentals, but it offers daily and long-term rentals as well. The company also sells equipment out of its rental fleet and is a Takeuchi dealer in a three-county area around Wakarusa. His customers tend to be dirt contractors – earthmovers who do road building and site work.

Today, the company employs 16 people, including two rental coordinators, a salesman, a parts man, a service manager, five mechanics and three truck drivers who transport machines.





Komatsu machines at Wakarusa Heavy Equipment include wheel loaders and articulated trucks, as well as more than a dozen hydraulic excavators. "I used Komatsu machines in my own contracting business," said Owner Tim Martin. "I have them here because I want user-friendly equipment that's reliable. Also, my customers like Komatsu machines."

Key personnel include rental coordinators Danny Kreager and Dan Cripe.

"Most of the guys who work here have been with us for a long time," said Martin. "We don't have a lot of turnover, which is helpful because they understand how we do things and what we're all about."

Komatsu machines and Brandeis support

Equipment-wise, Martin says Wakarusa Heavy Equipment tries to carry leading brands, including a large number of Komatsu machines from Brandeis Machinery & Supply and Sales Rep Doug Fox. The fleet includes more than a dozen Komatsu hydraulic excavators, ranging from a PC490 to a PC55, and features a PC390 long-reach, a PC360, and three PC228 tight-tail-swing models. Wakarusa also has five Komatsu wheel loaders (two WA320s, two WA250s and a WA200) and three HM300 articulated haul trucks.

"We have Komatsus because our customers like them," said Martin. "Komatsu excavators have an excellent reputation, and our customers love the Komatsu wheel loaders. I used Komatsu machines in my contracting business. They're productive, reliable and long-lasting units with good resale value. We could buy less expensive brands, but in the long run, we don't save much with an off-brand, because we get less money back when we sell it."

"Also, it costs us time and money to send a mechanic out to fix a machine, so hassle-free uptime is as important to us as it is to our



Danny Kreager (left) and Dan Cripe work on the rental scheduling for Wakarusa Heavy Equipment.

customers," he added. "We get that with our Komatsu units. Additionally, Komatsu machines are user-friendly. We may have half-a-dozen guys rent a machine during the course of a month. It's important that they're able to understand the units and know how to run them right away. With Komatsu, they're able to do that."

Wakarusa tends to buy equipment new and keep it in its fleet for three or four years, or about 4,000 to 5,000 hours.

"We keep a late-model fleet because that's what people want," said Martin. "They often tell me that they like our newer, late-model fleet. They

Continued . . .

"Business is booming" at Wakarusa Heavy Equipment

... continued

want a shiny new piece. That's why we're always turning our fleet. It's also why we power-wash everything when it comes back to us, and if it has any damage at all, even just a ding or a scuff, we fix it in our body shop before it goes back out. A side benefit is that when someone picks up a nice piece of equipment, he's apt to take better care of it than if he picks up something that's dented and dirty."

Just like Wakarusa Heavy Equipment emphasizes service to its customers, it expects the same from its supplier – and gets it from Brandeis.

"As the owner of the machines, I've got to trust who sells them to me," he explained. "I trust Brandeis and my Sales Rep Doug Fox. It's a good relationship. I know they're going to stand behind the product and give

us the support we need, just like we support our customers. That's very important to me. Brandeis and Komatsu also have very favorable financing programs, which is a real plus for us as well."

More than he envisioned

From when he first started renting out equipment on a part-time basis, to starting the business full time, to today – Martin says Wakarusa Heavy Equipment has become even more than he envisioned.

"I thought we could be successful, but I'd say we've done quite a bit better than I expected. Business is booming. Volume has increased virtually every year. Last year, we were actually short of certain equipment, such as aerial machines and mid-size excavators.

"At this time, we're nearly maxed out," he added. "Everyone in every department is busy. Toward the end of the year, we were scrambling to get everything done, but I don't have any complaints. It's a good problem to have."

Despite the growth, Martin says he's not interested in expanding Wakarusa Heavy Equipment beyond its current size and footprint.

"We could do more work – certainly on the service side. Contractors are always calling and wanting us to work on their machines. They'll say, 'I've got a skid loader, and it's not running right. Can I bring it in?' So we could probably double the repair work we're doing, but my guys are very busy with our own work. It's tough to find good mechanics, so trying to increase our staff to handle more work just doesn't make a lot of sense for us right now.

"We've got good people; we're enjoying ourselves; and we're making money, which is great. I don't feel a burning desire to grow the company. Our intention is to just maintain the business at its present size and continue to meet our customers' needs to the best of our abilities. On days when everything's running smoothly, I get tempted to open another location, but then I realize, enough is enough. I've got to be able to spend at least a little time with my wife and kids." ■

Wakarusa Heavy Equipment Owner Tim Martin (left) meets with Brandeis Sales Rep Doug Fox. "I trust Doug and Brandeis," said Martin. "I know they're going to stand behind the products they sell and give us the support we need."



Specialty pieces at Wakarusa include this Komatsu PC390 long-front excavator.



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FIND AN ANSWER

Industry leaders call on Congress to pass and find a way to pay for a long-term transportation plan

Established in 1996, the Transportation Construction Coalition (TCC) includes 31 national associations and labor unions with direct market interest in the federal transportation programs. The TCC focuses on the federal budget and surface transportation program policy issues. The TCC is co-chaired by the American Road & Transportation Builders Association and the Associated General Contractors of America.

The Transportation Construction Coalition (TCC), a 31-member organization, is urging Congress to find a way to pay for, and pass, a new long-term surface transportation measure as soon as possible. If Congress fails to act, we believe it would lead to another self-imposed funding crisis that would undermine vital road, highway and transit repairs.

We worked hard to build broad consensus within a deeply divided Congress to invest in the nation's aging roads, bridges and transit systems. Members of Congress can either take advantage of that momentum or add transportation funding back to an already-long list of self-created crises threatening our economic vitality.

In July 2014, despite overall partisan gridlock, Congress overwhelmingly extended authorization for the surface-transportation program and enacted a temporary funding patch for the Highway Trust Fund (HTF).

In July 2014, Congress extended authorization for the surface transportation program and enacted a temporary funding patch for the Highway Trust Fund (HTF), the fifth time it has done so in the past seven years. The Transportation Construction Coalition urges Congress to pass a long-term highway bill instead.

That patch ensures federal highway, bridge and transit investments will continue through May 2015. However, it was the fifth time in the past seven years that Congress took that approach, requiring nearly \$65 billion in supplemental funding to avoid significant cuts to transportation investments. On average, the HTF provides 52 percent of the funding for highway and bridge capital investments made by the nation's state-transportation departments each year.

Congress needs to 'keep the horse before the cart' and address the trust fund's long-term revenue problem, as was done in the 1997 and 2004 tax bills. Then it can develop and properly fund a six-year program bill early this year. 'Status quo' funding levels would simply perpetuate the worsening traffic congestion and the inadequate physical condition of the nation's highway and transit network.

The latest Congressional Budget Office projections indicate Congress will need to identify an additional \$7 billion just to preserve highway and transit funding for the last four months of Fiscal Year 2015. Federal data also show maintaining current program funding beyond 2015 will require an average of \$16 billion in additional revenue each year. That is the revenue equivalent of a 10-cent increase in the federal gas tax.

Despite widespread desire for a multi-year surface-transportation program reauthorization bill to boost economic competitiveness and job creation, such legislation cannot move forward until a long-term funding solution is in place. Congress should identify and pass legislation to fix the HTF to ensure Americans and the U.S. economy continue to benefit from a world-class transportation network. ■



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YouTube video



POSITIVE FORECAST

Outlook for construction spending is sunny, led by significant rise in single-family starts

Forecasters predict hefty growth in the construction sector during 2015 as the overall economy continues to improve. Dodge Data & Analytics (DD&A), formerly McGraw-Hill Construction, said factors such as easier financing, an investor shift to real estate and an increase in construction bond measures being passed will boost construction spending 9 percent in 2015.

Commercial, institutional, single- and multi-family housing and public-works projects will set the pace. DD&A said both commercial and single-family housing could see a 15 percent increase while the others should rise by 5 to 9 percent. Energy and electricity building fell last year and will continue to slide, according to DD&A. It predicts manufacturing-plant construction will drop by 16 percent after ramping up the past two years.

"The construction expansion should become more broad-based in 2015, with support coming from more sectors than was often the case in recent years," said DD&A Chief Economist and Vice President Robert Murray.

Forecasters predict hefty growth in the construction industry during 2015 led by single-family housing, which could see a 15-percent increase, according to Dodge Data & Analytics.

Housing continues to strengthen with building permits during the final months of last year at more than a six-year high. The Commerce Department said groundbreaking for single-family homes increased 4.2 percent to a seasonally adjusted 696,000 units. At the same time, multi-family starts decreased 15.4 percent year-over-year, but the combination of single- and multi-family starts topped 1 million, the highest number since 2008.

Fueled by low rates, demand

Economists and organizations that study the markets believe single-family housing will continue to rise. A report from the Mortgage Bankers Association showed new-home loan applications recently surged as potential buyers take advantage of relatively low interest rates. The National Association of Homebuilders (NAHB) cites a growing economy, low mortgage rates and pent-up demand as factors that will further expand the housing market.

"Single-family builders are feeling good," said NAHB Chief Economist David Crowe. "They are not overly confident, but confident enough to keep moving forward. This is mostly due to significant pent-up demand and steady job and economic growth that will allow trade-up buyers who have delayed home purchases due to job insecurity to enter the marketplace."

NAHB said single-family home production is expected to rise by as much as 26 percent this year, topping 800,000 units, and it should reach 1 million units in 2016. If that's the case, the market would be back to 90 percent of what was considered normal housing activity (using the period of 2000 to 2003 as a benchmark) next year.





Commercial construction could see a 15-percent rise, with the hotel market especially strong. According to the Architectural Building Index, near-term activity overall is at its highest level in several years.

Spike in hotel construction

Hotel construction is also marching forward with great strength, recently hitting a five-year high, with more than 3,500 projects and more than 443,000 rooms under construction, according to Hotel News Resource. The market posted double-digit year-over-year gains, a trend that's carried on for four consecutive quarters. Last year marked the fifth consecutive year that guestroom demand growth exceeded supply growth, and occupancy reached a 17-year high, as did the average daily rate and revenue per room.

"Developers are extremely positive with development conditions being near perfect," said Hotel New Resource. "Because of the industry's favorable metrics, lenders are increasingly more attracted to hotel investments, making funds easier to access by developers. Interest rates are near record lows and are expected to remain so at least through mid-2015. Favorable economic conditions, record-setting operating metrics and the positive outlook for the next few years have combined to make it a most opportune time for hotel developers."

According to the Architectural Building Index, near-term activity overall is at its highest level in several years. Contractors report a backlog in work, and the amount of upcoming work they

have on the books is higher than at any other time in history.

Highway bill still in limbo

Infrastructure investment continues to lag despite the public's apparent willingness to invest in new roads, bridges and water systems. According to The Kiplinger Letter, highway spending is about 30 percent higher than revenues generated from the fuel taxes that pay for it. The gap has widened during the past few years due to less driving and more fuel-efficient vehicles. During the November 2014 election, several states approved ballot initiatives to raise the funds necessary to build, repair and maintain highways, transit and other resources.

Congress has yet to commit to new multi-year highway legislation. The previous measure (MAP-21) expired last fall, and Congress passed a short-term extension to keep the Highway Trust Fund from running out of money. The extension runs out this May. A recent Society of Civil Engineers Report Card gave the nation's infrastructure a grade of D-plus.

"The outcomes of these elections demonstrate that Americans value well-maintained infrastructure and are willing to make the investment," said Robert Stevens, President of ASCE. ■



KOMATSU DEMO DAYS

The world's first *intelligent* Machine Control excavator was the star – but not the only attraction

(L-R) Brandeis Fort Wayne, Ind., Sales Rep Tim Kreider attended Demo Days with Jeff Hockemeyer, Greg Fleming and D.J. Haines of Fleming Excavating.



(L-R) Jordan and Mickey Heflin of Heflin Inc. talk with Cory Edwards from Brandeis' Paducah, Ky., branch.



Takeshi "Ken" Takaura (left), who designed the new PC210LCi-10, was on hand to explain the *intelligent* Machine Control excavator.

▶ VIDEO



Komatsu Demo Days, held late in 2014 at the Komatsu Training & Demonstration Center in Cartersville, Ga., was the first opportunity for contractors to try the new PC210LCi-10 – the world's first "intelligent" hydraulic excavator (see related article).

"Contractors everywhere are embracing grade-control technology as a way to move dirt more efficiently," said Komatsu America Director of Marketing Communications Bob Post. "For other manufacturers, that means an "add-on" aftermarket mast and cable system. Komatsu is truly at the forefront by integrating such technology at the factory – first with our *intelligent* Machine Control (iMC) dozers, and now with our intelligent excavator."

At Demo Days, Komatsu had four PC210LCi-10s for attendees to "test drive," along with the complete line of iMC dozers. Beyond the iMC units, Komatsu displayed other Tier 4 machines, including a PC490LC-11 excavator, a D155AX-8 dozer, a WA600-6 wheel loader and the new HM300-5 articulated truck. Komatsu also provided tours of its Chattanooga, Tenn., manufacturing plant, as well as held informational seminars on Efficient Machine Operation, KOMTRAX and the benefits of No Idling.

"The object of Demo Days is to let contractors get their hands on Komatsu machines and kick the tires, so-to-speak," said Post. "Beyond operating the equipment itself, we want to show customers how to get the most out of the technology that we build into each machine. It's that technology that truly sets Komatsu apart. When it's used properly, it will help customers significantly lower their machine owning and operating costs." ■



EXCAVATION EXCLUSIVE

Komatsu's PC210LCi-10, world's first *intelligent* Machine Control excavator, minimizes overexcavation

Excavation companies want to move dirt as quickly and efficiently as possible, but conventional methods sometimes limit their ability to do that. Constantly checking grade is time consuming, and overexcavating is costly. Komatsu's new PC210LCi-10, the world's first *intelligent* Machine Control excavator, is a huge step forward in solving those issues with exclusive control function that goes beyond simple guidance to semi-automatically limit overexcavation and trace a target surface.

"From rough-digging to finish-grading, the PC210LCi-10 offers improved efficiency and accuracy compared to traditional methods," said Peter Robson, Senior Director of Intelligent Machine Control. "Once the target elevation is reached, no matter how hard an operator tries to move the joystick control to lower the boom, the excavator won't allow it. Minimizing overexcavation also reduces wasted time and the costs associated with placing and compacting new, expensive material to replace what didn't need to be removed in the first place."

Advanced functions contribute to the PC210LCi-10's ability to effectively reach target elevation without overexcavating, including Auto Grade Assist. As the operator moves the arm, the boom adjusts the bucket height automatically, tracing the target surface and minimizing digging too deep. This allows the operator to rough-dig without worrying about the design elevation, as well as fine-dig by operating the arm lever only. By holding down the lever to move the boom down, the working range is expanded.

Another new function is Auto Stop Control. During boom or bucket operation, the work equipment automatically stops when the bucket edge reaches the design surface.

The excavator also comes equipped with Minimum Distance Control. The PC210LCi-10 controls the bucket by automatically selecting the point on the bucket closest to the target surface. If the machine is not facing a sloped surface at a right angle, it will still follow the target surface and minimize digging below it.

New large touchscreen display

The PC210LCi-10 features a factory-installed, fully integrated *intelligent* Machine Control system that includes Global Navigation Satellite System (GNSS) antennas; stroke-sensing hydraulic cylinders for the boom, arm and bucket; and an IMU (inertial measurement unit). The system works in harmony to provide real-time bucket-edge positioning in relation to the machine

Continued . . .

Komatsu's new PC210LCi-10 *intelligent* Machine Control excavator semi-automatically limits overexcavation and traces a target surface.



Peter Robson,
Komatsu Senior
Director, Intelligent
Machine Control



Jason Anetsberger,
Komatsu Product
Manager, Intelligent
Machine Control

Quick Specs on the Komatsu PC210LCi-10 Excavator*

Model	Operating Weight	Net Horsepower	Bucket Capacity
PC210LCi-10	48,950-52,036 lbs.	158 hp	0.66-1.57 cu. yd.

*All specifications are the same as a conventional PC210LC-10.



The PC210LCi-10 brings automatic features to excavators

... continued

and the job surface, limiting the ability to dig beyond the target elevation and making accurate finish grading possible.

The bucket tip/edge and the design surface are always displayed on the new, full-color, multifunction 12.1-inch touchscreen monitor, eliminating the wait time associated with conventional systems. Information such as real-time and as-built status, a magnified fine-grading view or a 3D view, may be displayed simultaneously.

The PC210LCi-10 makes grading easy and accurate with a facing-angle compass, a light bar and audio guidance that alerts operators as they get closer to final grade. The orientation and color of the facing-angle compass's arrow shows the operator the facing angle of the bucket edge relative to the target surface, allowing for the bucket to be accurately positioned square to the target surface, which is especially useful when finishing slopes.

Colors on the light bar also show the bucket-edge position relative to the target

surface. It's located on the left side of the monitor for easy viewing during operation and increased efficiency. Audio alerts help the operator recognize the target through unique tones that can be programmed for various bucket-edge distances from the target surface.

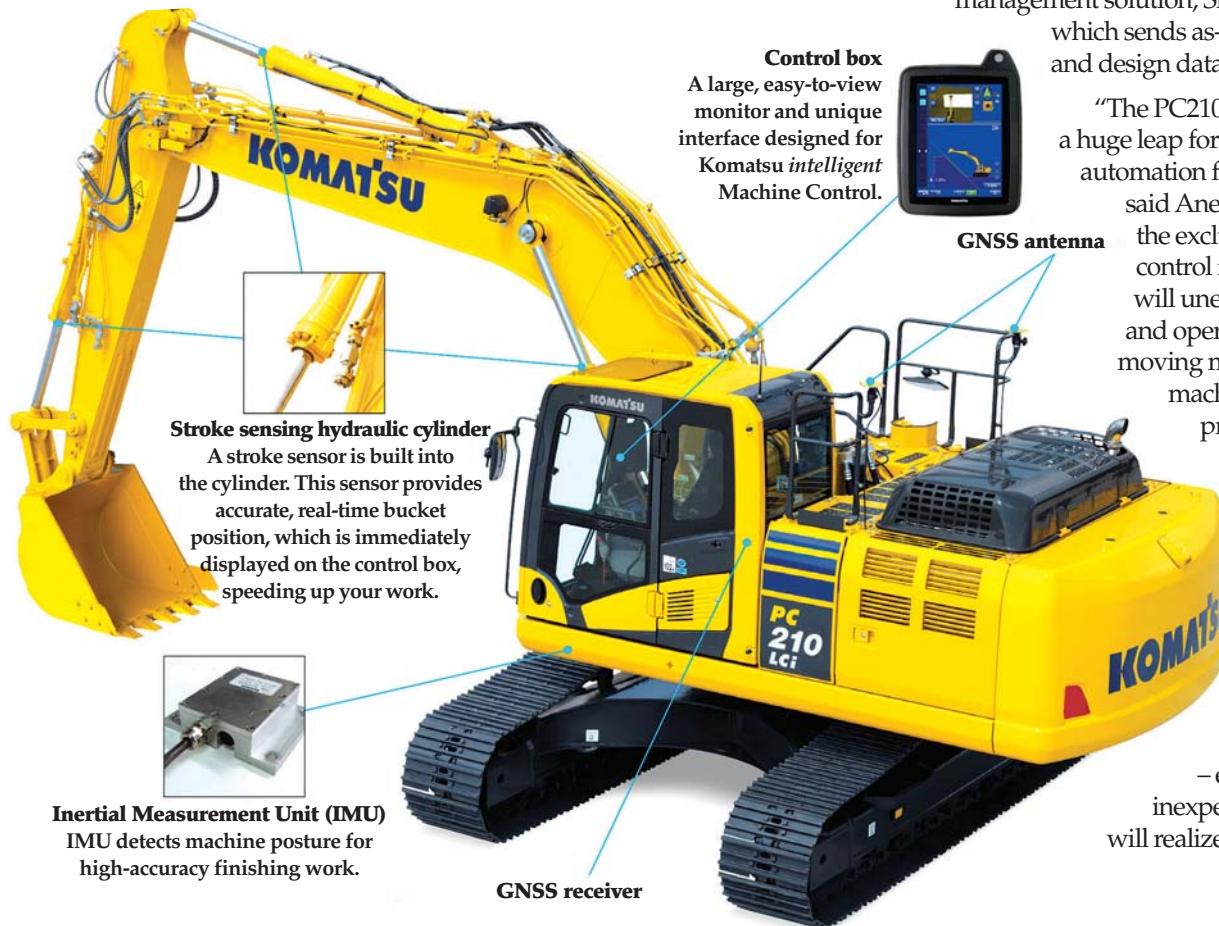
"Operators always know where they are in relation to where they eventually want to be," said Jason Anetsberger, Product Manager, Intelligent Machine Control. "Operators can set audio guidance alerts so that different tones are heard the closer the bucket is to final elevation. For instance, one tone may indicate 2 feet away, while a different tone is heard at 1 foot. Customers who tested the machine really liked the audio alerts because they allow the operator to focus on digging without stopping to check relation to final grade."

Two-way communication

The PC210LCi-10 comes standard with a cellular modem that supports troubleshooting from afar, via the Internet. Additionally, this hardware can be used by Topcon's jobsite management solution, Sitelink3D Enterprise, which sends as-built data to the office and design data to the machine.

"The PC210LCi-10 represents a huge leap forward by bringing automation features to excavators," said Anetsberger. "Thanks to the exclusive semi-automatic control function, customers will unearth their productivity and operators can focus on moving material while the machine semi-automatically protects the target surface. The efficiency improvement, greater value and operation simplicity mirror what has been proven with Komatsu's established *intelligent* Machine Control dozer products – experienced and inexperienced operators alike will realize the benefits." ■

The PC210LCi-10 *intelligent* Machine Control excavator features a factory-installed, fully integrated *intelligent* Machine Control system that includes GNSS antennas, stroke-sensing hydraulic cylinders for the boom, arm and bucket and an IMU (inertial measurement unit).



Control box
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GNSS antenna

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ENHANCED EXCAVATION

Komatsu's new Tier 4 Final PC290LC-11 excavator reduces emissions and lowers fuel consumption

Productivity, dependability and efficiency are all traits users have come to expect from Komatsu hydraulic excavators, and they will find those attributes and more in the new PC290LC-11. With a Tier 4 Final engine, it features greater efficiency, lower fuel consumption, improved operator comfort and enhanced serviceability to maximize productivity while lowering operating costs.

Hydraulic-system enhancements contribute to greater efficiency by reducing hydraulic loss. Komatsu designs and produces all major components, including the powerful 196-horsepower engine, hydraulic pumps, motors and valves. The integrated design uses a Closed Center Load Sensing System (CLSS) that takes hydraulic efficiency to the next level by using Variable Speed Matching technology. Variable Speed Matching allows the engine speed

to adjust based on the hydraulic pump output, and the CLSS improves fuel efficiency and provides quick hydraulic response.

The Tier 4 Final engine further reduces NOx emissions by using diesel exhaust fluid (DEF) and Selective Catalytic Reduction. An advanced electronic control system manages airflow rate, fuel injection, combustion parameters and aftertreatment functions to optimize performance, reduce emissions and provide advanced diagnostic capability. The result is lower fuel consumption without performance loss, compared to the highly popular Dash-10 model it replaces.

Continued . . .



Rob Orlowski,
Product Manager

Quick Specs on the Komatsu PC290LC-11 Excavator

Model	Operating Weight	Net Horsepower	Bucket Capacity
PC290LC-11	66,359-68,122 lbs.	196 hp	.76-2.13 cu. yds.

Komatsu's new Tier 4 Final PC290LC-11 maintains the productivity of its predecessor with enhancements that increase efficiency and lower fuel consumption. New features include an Operator Identification System and an Auto Idle Shutdown function.



The PC290LC-11 is great for high-performance applications

... continued

"Users can track fuel consumption and other vital information through the latest KOMTRAX® monitoring technology, which is available via the web or through our mobile app on their smart phones or other devices," said Product Manager Rob Orlowski. "Data now includes DEF levels, ambient air temperatures and pressures. A new Operator Identification System reports key operating information for as many as 100 operators, and the new Auto Idle Shutdown function helps improve operating costs by reducing unnecessary idle time."

More comfortable operators

Komatsu improved operator comfort with a standard air-suspension high-back seat that has newly designed, fully adjustable armrests. Also incorporated into the quiet cab is an auxiliary input to connect external devices to play music through stereo speakers and two 12-volt power ports. Additionally, optional joysticks with proportional controls for operating attachments are available.

Operators can now check DEF fluid levels through the 7-inch LCD monitor that features enhanced capabilities. They can see operational records, fuel-consumption history and utilization information, and operators can use the monitor to easily select from six working modes to match machine performance to the application. Users can change standard auxiliary one-way

flow to bidirectional for attachment flexibility, and attachment control lets users store up to 10 attachments in the monitor. The ATT/E mode allows operators to run attachments in economy mode for maximum efficiency.

Easier service access

The PC290LC-11 provides enhanced service access in order to reduce costly downtime. It has guardrails on both sides of the upper structure for better accessibility to the service area. The radiator and hydraulic-oil cooler are mounted side-by-side, making it easier to maintain and service those components.

The excavator is equipped with Komatsu's exclusive Equipment Management Monitoring System, which has improved diagnostic features that give operators and technicians better monitoring and troubleshooting capabilities. It continuously monitors all critical systems and preventive maintenance, as well as provides troubleshooting assistance to minimize diagnosis and repair time.

Scheduled maintenance on all Tier 4 machines is covered complimentary by the Komatsu CARE program for the first three years or 2,000 hours. Each service is done by a certified distributor technician and includes a 50-point inspection. The program also includes two Komatsu Diesel Particulate Filter exchanges in the first five years.

Built on a solid foundation

Komatsu's PC290LC-11 maintains the productivity features of the popular Dash-10 model it replaces, such as a heavy-duty frame that's built on a PC360LC undercarriage for excellent stability and long life. Its long arm and long boom provide a 22-foot, 8-inch digging depth, making it a good fit for digging foundations and deep utility trenches, in addition to moving dirt in mass-excavation applications. When needed, operators can boost the digging force for 8.5 seconds with Power Max.

"As with all our new Tier 4 Final machines, the PC290LC-11 was built on the solid foundation Komatsu started with its previous models," said Product Manager Rob Orlowski. "The PC290LC-11 is a stable and reliable machine, designed for applications where high performance is required." ■

The PC290LC-11 features a heavy-duty frame that provides excellent stability and long life. It's a good fit for digging foundations and deep utility trenches and moving dirt in mass-excavation applications.



WA500-7

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NEW ARTICULATED TRUCK

Komatsu's HM300-5 maximizes productivity in a variety of applications

You care about reducing emissions, but chances are you're more concerned that your new machines will move the same amount of material as efficiently as your current equipment. Komatsu's new Tier 4 Final HM300-5 articulated haul truck does that and more.

The HM300-5 maintains the productivity of its predecessor, with a 30.9-ton payload; two single-staged body-lift cylinders that provide a 70-degree dump angle; and selectable working modes that allow the operator to choose between economy and power modes to match the truck's performance to the application or working conditions. Its low 9-foot, 2-inch loading height easily pairs with 30- to 60-ton excavators or 5- to 7.5-yard wheel loaders.

Additionally, it has Komatsu's Traction Control System that automatically provides optimum traction when operating in soft ground conditions. If conditions worsen and it detects tire slippage, the inter-axle-lock kicks in. If tire slippage continues, four independent brakes can be applied to the slipping wheels to regain traction.

"The HM300-5 is ideal for a variety of applications, from large or small jobs moving dirt for site preparation to large-scale material processing operations with challenging haul profiles," said Komatsu Product Manager Joe Sollitt. "It offers great fuel economy and is ideal for anyone who requires high productivity, even in less-than-ideal conditions."

Standard Payload Meter

Keeping track of production is easier with a standard, integrated Payload Meter that displays the loaded-material weight on an LCD monitor inside the cab. Externally, a pair of lamps illuminate green, yellow or red, triggered as the payload increases through three different ranges.

The Payload Meter optimizes productivity by preventing under- and overloaded haul cycles. Data is stored on board and can be accessed by plugging a laptop into a port in the truck or remotely via KOMTRAX.

"The Payload Meter system allows our customers to monitor production on a daily, weekly or monthly basis," explained Sollitt. "The system also stores very detailed data to allow for full production studies. Komatsu also made the HM300-5 easy to service, with a lightweight, fiberglass engine hood and a cab that tilts rearward for easy access to the transmission and hydraulics. An electrically powered tilt function is now standard. Of course, Komatsu covers scheduled maintenance complimentary for the first three years or 2,000 hours with the Komatsu CARE program, which has been expanded to cover the new Tier 4 Final components." ■



Joe Sollitt,
Komatsu
Product Manager

Komatsu's new HM300-5 articulated haul trucks feature a 30.9-ton payload capacity and a standard Payload Meter that displays loaded material weight on the truck's LCD monitor. External display lamps provide the same information for the loader operator, reducing under or overloading.

Quick Specs on the Komatsu HM300-5 Articulated Truck

Model	Gross Vehicle Weight	Net Horsepower	Payload
HM300-5	117,892 lbs.	324 hp	30.9 tons





HIGH-CAPACITY FELLING

Komatsu's new S132 harvester head provides excellent productivity even in the toughest applications



Steve Yoltz,
Manager,
Marketing Forestry,
for Komatsu
America Corp.

One harvester head that is suited for a wide variety of felling applications is a major advantage for forestry operations. Komatsu's new S132 fits the bill and is an excellent choice in woods where crooked trees and tough branches are part of the project.

The high-capacity S132 is the second in Komatsu's new S-series family of "squeeze-style" heads. Its recommended working range is 6- to 17-inch diameter trees with a cutting diameter up to 28.3 inches. It is available installed on Komatsu 931.1 and 941.1 harvesters and also as a loose head that can be installed on other carriers.

Komatsu's new S132 harvester head performs in a wide variety of felling applications with a recommended cutting diameter up to 28.3 inches. Its new two-driven roller, two-motor squeeze-style feed system is specifically designed to handle tough or crooked stems.



The new two-driven roller, two-motor squeeze-style feed system is specifically designed to handle tough or crooked stems. The unique design allows stems to rotate within the head itself, facilitating the feed of forked, crooked and double stems. New self-cleaning, V-Steel Softgrip™ feed rollers maximize grip while minimizing log damage, and the new cast-steel feed-roller arms provide high reliability and durability.

Built on a proven, robust-frame design, the S132 provides excellent durability and reliability, as well as protects key components. The 360-degree rotator, a 128-degree tilt-link angle and an effective swing-damping/braking system ensures fast-feeding performance and reduces head-frame stress when harvesting and/or reaching on downhill slopes. Standard protective covers on the tilt link and between the tilt link and the hood help protect the S132 from packed snow or accumulating debris.

Five delimbing knives

Designed on the principle that the delimbing knives carry the trunk, the head is equipped with four moveable delimbing knives, three of which are hydraulically controlled. The fourth is an automatically pressure-controlled floating top knife with a sensor to manage Komatsu's Flex Friction Control System™. An additional fifth delimbing knife is fixed and located in the bottom of the frame, just above the saw box and is used when "predelimbing" of trees is needed or before the head is attached on the tree.

"The S132's robust design, high capacity, and ability to perform in very tough felling applications makes this an excellent harvester-head choice for many forestry operations," said Steve Yoltz, Manager, Marketing Forestry for Komatsu America Corp. ■



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TEEING IT UP

GM says Supply Chain Division's mission is to have the right machine, at the right place, at the right time

QUESTION: What makes up Komatsu's Supply Chain Division?

ANSWER: We're responsible for coordinating the inventory and logistics of that inventory for all construction, utility and forestry machines in North America, including the machines that come from our overseas factories. The Supply Chain Division is made up of four distinct departments: Import/Export Logistics, Customer Support, Import Planning and Business Analysis. Each has its unique responsibilities, but we all work together to ensure we meet one simple mission: Have the right machine, at the right place, at the right time for the customer. I believe our job is to tee up the ball for our distributors and let them hit it down the fairway.

QUESTION: How do you go about achieving your mission?

ANSWER: It's a well-orchestrated effort among our departments and our global supply network, which includes our own Komatsu factories and outside vendors that support those factories. We have a very close relationship with our sales, marketing administration and product marketing groups, so we know what's on the horizon in terms of model transitions and new products. That helps us formulate a forward-looking forecast and plan for having proper inventory levels to ensure we have the right number of machines on hand.

QUESTION: So those groups give you an idea of what's coming down the pike, and you procure the materials in order to build the machinery?

ANSWER: Correct, and we're focused on three things as we do that: quality, delivery and cost. From the start, Komatsu builds quality into its

Continued . . .



Bill Chimley, Komatsu General Manager, Supply Chain Division

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.

This year marks a decade since Bill Chimley joined Komatsu America as a District Sales Manager after spending several years as an instructor with another company. Komatsu moved him into the Supply Chain Division as Manager of Customer Support a few years ago, and it named him General Manager for the entire division in July 2013. He oversees the division, which is responsible for ordering and logistics of all construction, utility and forestry machines in North America.

"From customers' standpoints, the Supply Chain Division is basically an unsung hero," said Chimley. "Customers have jobs to do, and they need machinery to get it done. It's our job to make sure it's readily available when they need it. If we're doing our job, it's a seamless process, and we remain in the background unnoticed. It sounds strange, but that's our goal."

Chimley points out that Komatsu intentionally located the Supply Chain Division at its Chattanooga Manufacturing Operation (CMO) where construction-sized excavators and forestry machines are built.

"It offers us greater understanding of what it takes to deliver a machine, from taking the order to delivering it to the distributor," said Chimley. "We can talk directly with the factory's planning group, and having that one-on-one communication at any time is immeasurable. It gives us insight into the other factories we deal with as well, so there's a real benefit for us to understand the processes and the impact we have on each other."

Bill has been around equipment all his life. His grandfather owned a tractor dealership, and after he graduated from the University of Tennessee, he owned a landscaping business that he later sold. He enjoys landscaping his own yard, as well as hiking in the mountains around Chattanooga and spending time with his wife and two daughters.

Supply Chain Division focused on quality, delivery, cost

... continued

machinery, by making its own components that work in harmony for great efficiency and durability. From the Supply Chain Division standpoint, our goal is to have inventory available that's not too aged and, therefore, potentially subject to quality issues.

Delivery goes back to having machines where they need to be at the exact time customers want to buy them. We can do that by communicating with our dealers, customers and Komatsu personnel, as well as using data from KOMTRAX to track machine usage. That

communication and data help us know where to put resources in order to ensure inventory is available.

Cost means we optimize efficiency, and in doing so, we pass those savings along to customers. For example, as Komatsu develops a new model, we talk with our factories about what we expect so they have time to procure the components to build that machine. Proper lead time typically helps them do that at lower cost. We also try to find the most-efficient and cost-effective way to ship without sacrificing our ability to have equipment where it needs to be when it needs to be there.

QUESTION: How do markets affect what you do?

ANSWER: The energy market is strong in North America right now, and housing continues to strengthen. We hope for solid highway and infrastructure bills, which will put those areas back on track too. With that in mind, we look to adjust inventories to meet those needs. For instance, with a strong energy market comes the need for specialized machines, such as our Pipeline Spec. excavators. So, we take that into account, along with our other information, and use it to ensure our distributor inventories are ready to fulfill customers' requests. ■



Komatsu's Supply Chain Division's role includes ensuring proper inventory levels for its distributors so that customers have "the right machine, at the right place, at the right time," said Bill Chimley, Komatsu General Manager, Supply Chain Division.

Bill Chimley, Komatsu General Manager, Supply Chain Division, said his division communicates with other Komatsu divisions, customers and distributors, as well as looks at market trends, to make certain manufacturing operations have what they need to build new machinery for the North American market.



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NO IDLE 2.0

Latest initiative aims to reduce excessive idling and help your operators save you money



Bob Post,
Komatsu Director
of Marketing
Communications



Goran Zeravica,
Komatsu Distributor
Development Manager

Komatsu's latest No Idle Initiative built on the success of its first, which was designed to bring awareness to excess idling and its detrimental effects. More than 2,800 companies participated in Komatsu's second No Idle Initiative.

A few years ago, Komatsu began a mission to reduce excessive idling. Why? Because it negatively affects your bottom line. Komatsu continued its effort with a second No Idle Initiative, tracking more than 2,800 companies that signed up for the campaign, which lasted for three months. The participants could access training via the web and were given materials to promote the initiative, including items in Spanish and French-Canadian if requested.

During this initiative, 13 percent of participants received "High Achiever" status for all three months, meaning they reduced idle time by at least 5 percent each month, compared to a baseline measurement done before the initiative started. On average, this group reduced idle time by 15 percent. About half of participants earned Komatsu's High Achiever status at least one month during the campaign.

"Unnecessary idling wastes fuel; shortens the time between scheduled maintenance intervals, which increases downtime; and wracks up unproductive hours that lower resale costs when you decide to trade-in or sell a machine," said Goran Zeravica, Komatsu Distributor Development Manager. "In nearly every case, it would be better to shut down a machine when it's not in production."

As part of Komatsu's efforts to end excessive idling, it launched a very successful "No Idle Initiative" in 2012. The main goal during that campaign was for each participant to reduce idle time by 20 percent. About 25 percent of the 1,200 participants achieved that mark or better, and several more came close.

"We geared this campaign more toward operators who are on the front lines when it comes to idle time, because that's what customers said was most important after the last initiative," said Bob Post, Komatsu Director of Marketing Communications. "It included several promotional items that participants could put in the cabs of their machines or place in other strategic locations on the jobsite or in the office as constant reminders to idle for only five minutes during nonproductive times, shut down the machine at lunch and use a three-minute cool down at the end of the day."

"Socially responsible"

Post and Zeravica said both initiatives proved successful, and Komatsu will continue to use campaigns such as No Idle to promote awareness of cost-saving measures that reduce owning and operating expenses. "We consider this socially responsible marketing that's designed to help customers save money," said Post. "Our aim is to promote additional meaningful ways to do that, such as using economy mode versus power mode whenever applicable." ■



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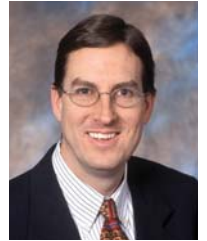
Michael Brennan named President/COO for Bramco Inc., parent company of Brandeis Machinery & Supply

Bramco Inc., the parent company of Brandeis Machinery & Supply Company, Power Equipment Company, Bramco-MPS, Certified Rental and Total Positioning Solutions, has a new President and Chief Operating Officer. Michael D. Brennan has succeeded Charles Leis as President. Leis remains Bramco's Vice Chairman and Chief Executive Officer.

Brennan joined Bramco in 1995 from the accounting firm Ernst & Young, where he worked in the Louisville office and internationally. In 2001, he was appointed as Bramco's Executive Vice President. He was named COO in 2013.

Brennan is a Certified Public Accountant and serves on the Board of Directors of Bramco Inc., Associated Equipment Distributors and Trinity High School Foundation. He is a member of the American Institute of CPAs, the Kentucky Society of CPAs and a graduate of Bellarmine University in Louisville.

Bramco is now in its 107th year of operation. As President and COO, Brennan will be responsible for operations of all Bramco companies, with the charge to see them through another generation of success and prosperity. ■



Michael D. Brennan,
Bramco President/COO

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