

# POWER

# EQUIPMENTTEER

A publication for and about Power Equipment Company's customers • 2013 No. 2



## TDK CONSTRUCTION COMPANY

Murfreesboro firm finds continued success with shift toward new multifamily projects

See article inside . . .



Tim Keach (left) and his son, John Keach

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# A MESSAGE FROM THE PRESIDENT



Chris Gaylor

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Sincerely,  
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Chris Gaylor  
President

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# TDK CONSTRUCTION COMPANY

## Murfreesboro firm finds continued success with shift toward new multifamily projects



Go online or scan this QR code using an app on your smart phone to watch video of TDK Construction Company machines at work.

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Although he built one of the most successful construction firms in the nation, Dorris Keach really wasn't especially interested in that type of work. Instead, he used it as a side business to supplement farming.

"Dad was a farmer, and that was actually his first love," said his son, Tim Keach, Chairman and CEO of the Murfreesboro, Tenn.-based business. "He used construction as a means to that end, and the business just kept growing. For most of our history, we did hard-bid, institutional projects, mainly for schools throughout western Kentucky and southern Indiana."

Dorris started in business in 1959 in Evansville, Ind., as Keach Construction, and Tim joined the business full time in the early 1970s. The two later changed the company name, combining their first initials with their last to create TDK. Eyeing expansion, they moved the business to Nashville in 1983, then to its current home base in Murfreesboro 10 years later. TDK also has an office in Robards, Ky.

Tim's son, John, came on board full time in 2004, and is TDK Construction's Vice President/Civil Operations. Other key employees include President Kent Ayer, Executive Vice President/

CFO Liz Tipton, Vice President/Development Ross Bradley and Vice President/Project Management Drew Cox.

"About 15 years ago, our emphasis shifted away from hard-bid institutional to multifamily construction, and we've completed about 3,000 units since we began," said John. "Apartments, including student housing near college campuses, make up the majority of our work. Early on, we worked with several developers, but during the past few years, TDK has taken on the ownership role exclusively. We handle everything from start to finish: scoping out the site, acquiring the land and completing construction. In order to do that, we added another company, TDK Development."

Nearly 100 percent of TDK Construction's current projects are for TDK Development. The construction company provides full site work that includes mass and fine grading and sewer and water utility installation, performed by three crews and about 40 employees total. Subcontractors construct the buildings.

"Our projects are spread out extensively across the Southeast," said Tim. "We have anywhere from a few to as many as eight projects annually, depending on the size. Student-housing projects, for example, aren't as extensive as a large apartment complex, so that explains the wide variation in the number of jobs we do."

A project TDK is working on in Gallatin, Tenn., is an example of a typical apartment complex the companies take on. It will have 300 units and include a clubhouse, business center and pool. TDK Construction moved about 120,000 yards of earth and installed nearly 14,000 feet of storm sewer, sanitary sewer and water utilities combined.

### Impressed by Komatsu

To move dirt and dig utility trenches, TDK Construction mainly uses Komatsu excavators

Tim Keach (left) and his son, John, are second- and third-generation family members in TDK Construction. The Murfreesboro company provides site work, mainly for its sister company TDK Development.





and dozers purchased from Power Equipment Company's Nashville branch. Working with Territory Manager Jeff Walker, it recently added a PC360LC-10 excavator to a fleet that includes a PC300, two D65 dozers and a WA320 wheel loader.

"Komatsu has several attributes that set it apart from other equipment we have owned or currently own," said General Superintendent Jeff Smith. "They're powerful and fuel-efficient machines, but what really stands out is Komatsu's reliability and durability. For instance, we still have our original Komatsu piece, a D65, which is about 10 years old and has never had a major issue. In fact, it still has the original undercarriage, and has around 6,500 hours.

"Of course, not all of those are production hours," Smith added. "Some are from idling, and that's something we're addressing in an effort to reduce, thanks to Power Equipment and Komatsu. Jeff Walker came to us and explained Komatsu's No Idle Initiative, and we were immediately on board with participating. It really helped us identify ways to reduce our idle time significantly. We've found it very valuable."

Komatsu and Power Equipment tracked idle time using KOMTRAX, which provided information that helped TDK substantially reduce its equipment idling. As a result, TDK Construction earned a "Top 20" award for having one of the top 20 highest percentage reductions in idle time of the 1,200 program participants.

TDK also uses KOMTRAX for other information about its machines. "I check it to see where our Komatsu machines are in terms of hours so that we can track service intervals and ensure services are done on time," said John. "It's a great tool, and because the PC360 is a Tier 4 Interim machine, Power Equipment provides complementary services for us as part of Komatsu CARE. They contact us and set it up. That type of service adds value, which is another reason we like Komatsu. And Power Equipment and Jeff fit right in that mold. They've been exceptional to work with."

## Staying the course

The Keaches see the multifamily market continuing to remain strong for the foreseeable future, and they continue to seek out new



▶ VIDEO

A TDK operator backfills a utility trench with a Komatsu PC360LC-10 excavator. "Komatsu has several attributes which set it apart from other equipment," said General Superintendent Jeff Smith. "They're powerful and fuel-efficient machines, but what really stands out is Komatsu's reliability and durability."



▶ VIDEO

D65 dozers were the first Komatsu machines TDK Construction purchased. "We still have our original Komatsu piece, a D65, which is about 10 years old and has never had a major issue. In fact, it still has the original undercarriage, and has around 6,500 hours," said General Superintendent Jeff Smith.



(L-R) TDK General Superintendent Jeff Smith, Chairman/CEO Tim Keach and Vice President/Civil Operations John Keach meet with Power Equipment Territory Manager Jeff Walker at a jobsite in Gallatin, Tenn. "Power Equipment has been great to work with in all aspects: sales, service and parts," said John.

sites. They're also open to other ventures if the opportunities arise.

"The recession a few years ago somewhat changed the landscape away from residential developments to more multifamily, so that fit right into what we were already doing," said Tim. "We believe that's going to be the case for a while."

"Like past construction cycles, it will likely turn again, and we could go back to doing work for others," added John. "For now, we're focused on what we're doing and staying about the same size we are now. It suits us well." ■



Jeff Smith,  
General  
Superintendent





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# SEEKING A LONG-TERM STRATEGY

## President's transportation plan sheds light on needs for infrastructure investment

President Obama is right to continue to focus on the nation's significant, and growing, infrastructure needs. As he noted in his State of the Union address, the condition of many of the nation's aging bridges, highways, and other essential infrastructure is unacceptably poor.

And he is absolutely right to point out the need to identify sources of revenue for transportation investment, including from the private sector.

We look forward to working with the administration as it acts on the key measures in the President's plan that were already authorized by last year's transportation law and require no additional legislation, including the federal infrastructure loan program known as TIFIA, and cutting the length of regulatory reviews by at least 50 percent.

There is no reason it should take federal officials nearly a decade on average to decide

whether to allow or deny new infrastructure projects, for example.

While we are encouraged by the President's consistent focus on infrastructure, we hope the administration will expend as much energy identifying ways to address the long-term funding challenges that threaten significant cuts in federal transportation investments over the coming years. Instead of just focusing on one-time investments, we need to address an estimated \$76 billion in federal transportation funding shortfalls projected during the next six years.

That is why we will work with congressional leadership and administration officials to craft long-term transportation measures that address funding shortfalls. The ultimate goal must be to craft reliable multi-year legislation that puts us on a path to repairing and expanding the nation's transportation infrastructure so it can continue to support robust economic growth for years to come. ■



**Stephen E. Sandherr,**  
Chief Executive Officer  
of the Associated  
General Contractors

*This article is a response by Stephen E. Sandherr, CEO of the Associated General Contractors of America, to the release of President Obama's Infrastructure Investment Plan.*



**Stephen E. Sandherr,** Chief Executive of the Associated General Contractors says the President's call for more infrastructure investment is good, but he should also focus on long-term solutions to eliminate funding shortfalls.

## MILE MARKER MILESTONES

### Lincoln Highway, Federal Highway Program hit century mark

This year marks a milestone in U.S. road transportation history with the 100th anniversary of the Lincoln Highway. Formally dedicated in October of 1913, the Lincoln Highway was not only the nation's first cross-country automobile road, but the first national memorial to President Abraham Lincoln.

The Lincoln Highway became known as "The Main Street of America" as it spanned across the United States, running east to west from Times Square in New York to Lincoln Park in San Francisco. Though its route has been changed numerous times throughout the past 100 years, the Lincoln Highway has passed through more than 700 cities and towns in 14 states. Counting its original route and realignments through the years, the Highway has totaled 5,869 miles.

This year marks the 100th anniversary of the Lincoln Highway, which was the first east-west, cross-country automobile road. It ran from Times Square in New York to Lincoln Park in San Francisco and was an inspiration for the future Interstate highway system.

The century mark of the Lincoln Highway comes just a year after the Federal Highway Program reached its 100th year. It was established in August of 1912 by President William Taft when he signed the Post Office Appropriations Act, creating the first federal-aid post road program. The Act allocated \$500,000 to improve roads for mail delivery, and became a model for the Federal Aid Road Act of 1916, which officially established the federal highway program.

Inspired by the Good Roads Movement of the time, which advocated for better transportation systems than dirt and gravel roads, The Lincoln Highway proved so successful that it in turn inspired other road development. Cities and businesses along the Lincoln Highway saw great economic benefits, leading others to seek new roads in their areas. Subsequent routes included the Yellowstone Trail, the Dixie Highway, Jefferson Highway and Victory Highway.

All became well-known, but probably none more so than the famous Route 66. Immortalized in song by the likes of The Rolling Stones, Chuck Berry and others, and portrayed in a popular television show in the early 1960s, Route 66 has also been dubbed "The Main Street of America" and "Mother Road."

Established in 1926 and covering nearly 2,500 miles from Chicago to Los Angeles, Route 66 passed through Illinois, Missouri, Oklahoma, Texas, New Mexico, Arizona and California. Those along its path also saw economic benefit, even during the Dust Bowl and Great Depression of the 1930s.

#### Spark for Interstate system

Perhaps the Lincoln Highway's greatest inspiration though was sparking the idea







The nation's Federal Highway Program turned 100 last year, and the U.S. continues to work to rehab, rebuild and construct new roads. Today's annual spending on such projects is near what the entire Interstate system cost to build.

of the nation's Interstate highway system that covers more than 46,000 miles. Not long after the Lincoln Highway was established, a Lt. Col. named Dwight Eisenhower set off west from Washington, D.C., as part of the Army Transcontinental Motor Convoy in 1919. It connected with the Lincoln Highway in, of all places, Gettysburg, Pa., in July.

While the highway was an improvement on older roads, it still wasn't anywhere close to the standards of roads that have been built during the past century. Those who traversed the Lincoln Highway in its early days could attest to its potential perils and pitfalls. A 1916 written guide suggested it might take up to a month to drive the entire route, and without many services along the way, camping equipment was recommended. Gas stations were few and far between, and it was recommended that motorists carry shovels, chains and various other items. If they encountered water in an area where there was no bridge, the guide suggested wading in to determine its depth before driving through.

Eisenhower and the Army convoy faced those obstacles as well as others. After two months of tough going, the convoy finally reached its destination in San Francisco. Along the way,

heavy military vehicles got stuck in the mud and broke through bridge decks. Tales of the experience helped spur county bond issues in some places that supported better highway construction.

The trip also convinced Eisenhower that a better national highway system was necessary, although it would be many years before his vision would come to fruition. When he saw Germany's Autobahn during World War II, he realized what the U.S. needed, and eventually pushed for the Interstate system during his presidential campaign in 1952.

"The obsolescence of the nation's highways presents an appalling problem of waste, danger and death," said Eisenhower during the campaign. "A network of modern roads is as necessary to defense as it is to our national economy and personal safety."

Two years into his second term as President, he signed into law the Federal-Aid Highway Act that would lead to what's now known as the Dwight D. Eisenhower National System of Interstate and Defense Highways. It turns 57 this year.

The first contract awarded was for work on Route 66, which would become Interstate 44.

*Continued . . .*

# Miles added, taken away during the past century

... continued

Final cost estimates, done in 1991, put total construction of the Interstate system at close to \$130 billion, with 90 percent of the funds coming from the federal government.

## Annual spending now near entire Interstate total

Today, annual spending on road construction is in the billions. The latest highway bill, MAP-21 (Moving Ahead for Progress in the

21st Century), passed and signed into law last summer, invests \$40 billion for the current fiscal year, and another \$41 billion in the next, which begins October 1 and ends September 30, 2014.

MAP-21 includes \$12 billion each year that supports new pavement technologies, sustainable pavement and improvement in pavement design, maintenance and construction. It replaces the previous highway bill that expired in 2009, leading Congress to fund road and bridge construction through short-term continuing resolutions.

Moving forward, Congress is already working to craft the next bill that funds highway construction. In addition to federal dollars, revenue streams such as private investment are being encouraged. That's how the Lincoln Highway got its original funding.

Contributors included Theodore Roosevelt and Thomas Edison, both friends of Carl Fisher, an "automobile entrepreneur" who envisioned a transcontinental highway. He wanted a coast-to-coast rock highway to be completed by May of 1915, estimating the cost to be about \$10 million and began pushing for it in 1912. In July of 1913, the Lincoln Highway Association was established to further promote funding. The organization still exists.

## Celebrations planned

The first section of the Lincoln Highway — from Newark, N.J., to Jersey City, N.J. — was completed and dedicated in December of 1913. Of course, thousands of miles have been added during the last 100 years, and hundreds of miles have been removed during improvements.

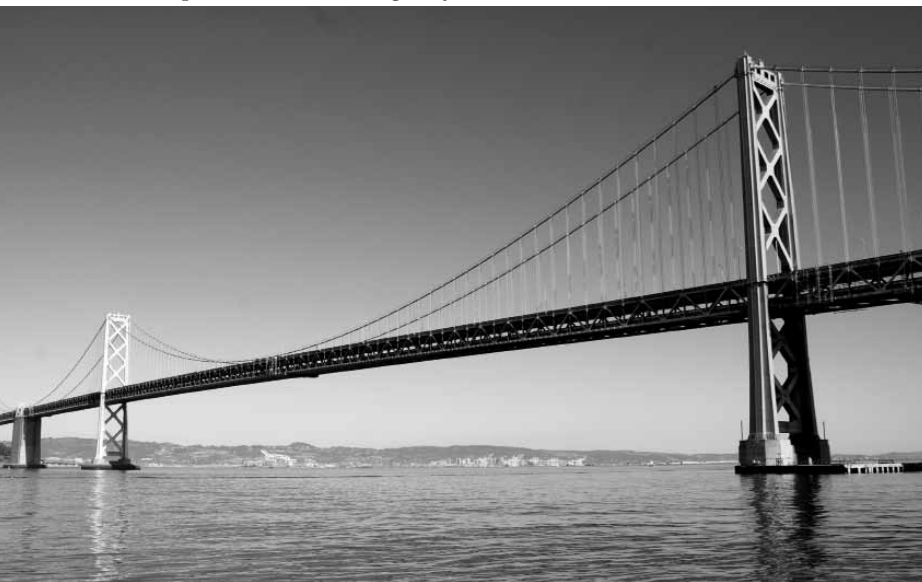
Roads also became numbered, dropping names such as the Lincoln Highway and Dixie Highway. Much of the Lincoln Highway became U.S. Highway 30, and portions of Interstate 80 now follow the path of the Lincoln Highway.

This summer, the Lincoln Highway Association plans to celebrate the 100th anniversary with a tour. Groups will start in New York and San Francisco, meeting at the route's midpoint in Kearney, Neb. An international motor tour featuring classic cars is also planned for this summer. ■



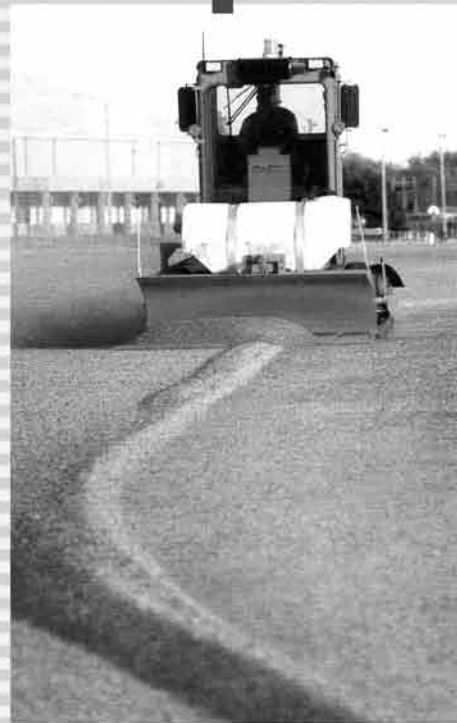
Today's Interstates and other highways are vast improvements over the Lincoln Highway and other early roads designed for automobiles. Passed in 1956, the Dwight D. Eisenhower National System of Interstate and Defense Highways turns 57 this year.

Portions of Interstate 80, which ends near the west end of the Bay Bridge in San Francisco, follow the path of the Lincoln Highway.





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# TRUST FUND SHORTAGE

## AED report shows more fuel-efficient vehicles are affecting transportation revenue

A study commissioned by the Associated Equipment Distributors (AED) highlights the negative effect of today's higher-mileage vehicles on the federal Highway Trust Fund (HTF), and without a change in funding it, a shortfall of \$365 billion will occur during the next 23 years. The main funding source for the HTF is an 18.4-cents-per-gallon tax on fuel, which hasn't been raised in two decades.

During that time, Corporate Average Fuel Economy standards have risen, and new standards will continue to push gas mileage

even higher. The greater fuel efficiency means fewer fill-ups and, in turn, less revenue for the HTF. To fund recent shortfalls, Congress has dipped into the general budget to prevent cuts in transportation-related projects.

"HTF revenues are inadequate to support today's road and bridge spending levels, which are already well below what's needed to maintain the Interstate system's performance," said Christian Klein, AED Vice President of Government Affairs. "As part of the broader tax and budget reform debate, Congress needs to do something bold to put the program back on solid footing."

Another report from the Congressional Budget Office showed similar results. According to the CBO, the fund will be bankrupt by fiscal year 2015, or a year after the current highway funding bill expires. By 2023, it projects an annual shortfall of \$92 billion.

### Possible fixes

AED's report suggested possible solutions, including increasing the gas tax to 25 cents per gallon and indexing it to future inflation. That would raise \$167 billion above current spending requirements during the next 20 years. The report also looked at ways to implement a vehicle mileage-based user fee.

"We hope Congress will take these findings to heart and act quickly to identify new revenue streams for the road program," AED President and CEO Toby Mack said. "Highways are the arteries of commerce and the arteries are clogged. The longer lawmakers wait to tackle the problem, the worse it will get and the harder it will be to fix." ■

A study by the Associated Equipment Distributors (AED) projects a shortfall in the federal Highway Trust Fund (HTF) during the next 23 years, due to the introduction of higher-gas-mileage vehicles. The main funding source for the HTF is a tax on fuel.





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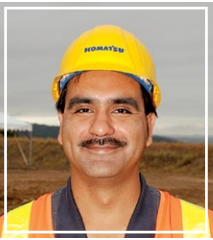


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# VERSATILE NEW WHEEL LOADERS

## With standard parallel linkage, WA270-7 and WA320-7 provide benefits of two machines in one



Armando Najera,  
Product Manager

Having one machine that offers the capacity and capabilities of two is a distinct advantage on construction sites. Komatsu's new WA270-7 and WA320-7 wheel loaders provide that, along with improved fuel efficiency compared to their predecessors.

"The Parallel Z-bar linkage of the previous PZ models is now standard on the new WA270-7 and WA320-7, so they replace both the previous Dash-6 models," explained

Komatsu's new WA270-7 loader and its big brother, the WA320-7, do the work of two machines in one, using standard parallel linkage that makes them ideal for a variety of applications.

Product Manager Armando Najera. "The linkage provides an increase of up to 10-percent lift force compared to the older PZ models. Combined with that increased lift force is a significant increase in bucket breakout force, which greatly improves digging performance. The new loaders have all the advantages of the previous models in a more efficient package that meets Tier 4 Interim requirements."

### Smart features reduce brake, tire wear

Like other Tier 4 Interim loaders, the new wheel loaders have Komatsu's SmartLoader Logic, which functions automatically, providing optimal engine torque in all applications. SmartLoader Logic decreases engine torque when the loader isn't working hard, providing greater fuel savings.

"The WA270-7 and WA320-7 have hydrostatic transmissions (HST)," said Najera.

"The HST drivetrain delivers dynamic braking, meaning it slows the loader down when the accelerator is released, so brake wear is virtually eliminated. That makes them ideal in start-and-stop types of work, such as material transport in sewer and water and construction jobsites, as well as for pallet loading."

Additional improvements include an automatic traction-control setting, which adjusts traction to ground conditions, virtually eliminating slipping in slick conditions,





The new Komatsu WA270-7 and WA320-7 (shown here) wheel loaders feature Komatsu's SmartLoader Logic, which provides optimal engine torque in all applications, as well as hydrostatic transmissions and automatic traction-control that virtually eliminate brake and tire wear.

**Brief Specs on the Komatsu WA270-7 and WA320-7**

Model	Net Horsepower	Operating Weight	Bucket Capacity
WA270-7	149 hp	28,836 lbs.	2.5-3.5 cu. yds.
WA320-7	165 hp	33,731-33,984 lbs.	3.7-4.2 cu. yds.

saving tire wear and making it simpler for the operator. An S-mode setting is also available for very slippery conditions, such as snow removal.

**Improved cabs**

Komatsu improved the operator platforms with lower front glass and a redesigned dashboard for better visibility, and added a standard, rearview camera for increased awareness. Machine features with function-mode settings can be set from the comfort of the operator's seat through the large monitor panel.

"Operators can also adjust third-spool hydraulic flow to attachments through the LCD monitor panel," said Najera. "Because these machines replace previous standard and PZ models, running a variety of

attachments, such as different buckets, lift and hay forks, sweepers and many others, will be commonplace. The biggest difference between the two new models is really in terms of the lifting capacity needed, as well as how much space the user has at the jobsite.

"Komatsu designed these loaders with features to maximize productivity," he added. "Another way we do that in our Tier 4 Interim machines is by backing them with Komatsu CARE, which provides complimentary service for the first three years or 2,000 hours by trained distributor technicians. We encourage anyone who's considering good all-around loaders, to test the WA270-7 and WA320-7. We believe users will find them the most productive and efficient in their size classes." ■



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## GENERATION NEXT

### Komatsu introduces new PC390LL-10 log loader that makes a tough business a little easier

Logging is a tough business. It's tough on equipment and can be tough on an operator. So loggers are always looking for something that can make the job a little easier. That's where the new Komatsu PC390LL-10 log loader comes into play.

"Whether shovel logging, loading trucks, processing logs or sorting them on a mill yard, operators want a comfortable and productive machine," said Komatsu Forest Marketing Director Kurt Moncini. "That's what they get with the new PC390LL-10."

The PC390LL-10 is the first in a new, upgraded line of Tier 4 Interim Komatsu log loaders. Komatsu started with a PC390LC-10 excavator base that features higher horsepower yet lower fuel consumption compared to its Dash-8 counterpart. As with all Dash-10s, it comes standard with KOMTRAX and is covered by the industry-leading Komatsu CARE package of complimentary scheduled maintenance services for three years or 2,000 hours.

"On top of those standard Dash-10 machine features, we've also made a number of forestry-specific modifications to the PC390LL," noted Moncini. "They include a swing system and undercarriage components from the next-size larger excavator, a PC490, as well as an upgraded revolving frame and final drive.

"Another big change loggers are noticing is our new Komatsu-designed forestry cab," he added. "It's quieter and more comfortable, thanks to the standard Komatsu cab fit-and-finish, but with stronger doors, windows and guarding for maximum durability."

The new unit is available with a Komatsu-designed, live-heel forestry boom with Komatsu cylinders. These features are designed to improve machine durability and performance.

"We had this machine out on a demo with two different logging companies in two separate states recently, and received extraordinarily positive feedback on it," Moncini reported. "We heard many strong comments regarding the cab, controllability and smoothness, the track power and slope performance, and, of course, the fuel efficiency. In fact, one of the loggers demo'ing it liked it so much, he is considering purchasing it. That kind of response makes us very excited to get the machine out to other logging operations so they can see the Komatsu Forest difference for themselves." ■



Kurt Moncini,  
Komatsu Forest  
Marketing Director

#### Brief Specs on the Komatsu PC390LL-10

Model	Operating weight	Net Hp	Reach
PC390LL-10	107,000 pounds	257 hp	42 feet

The new PC390LL-10 from Komatsu Forest is the first in a line of upgraded Tier 4 Interim log loaders. It offers higher horsepower, lower fuel consumption and a host of operator safety and comfort features.





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# TIME-SAVING TECHNOLOGY

## Contractor gets to grade, builds levees faster with Komatsu/Topcon GPS combination

Pruss Excavation is a third-generation family business that does all types of site work, grading and land leveling, including building and capping landfills. Much of its work also centers around water and how to control it.

"My dad started the business in 1968, and I came on-board in 1972," Jim Pruss recalled. "At the time, we did mostly ag-related work, basically making land more farmable through improved drainage and soil-conservation practices. We continue to do farm work, but through the years we've branched out considerably."

"Today, we still perform many drainage-type jobs, building lagoons, wetlands, and dams," said his son, Matt, who joined his dad full time in 2001. "Recently, we've done a substantial amount of levee work for the Corps of Engineers."

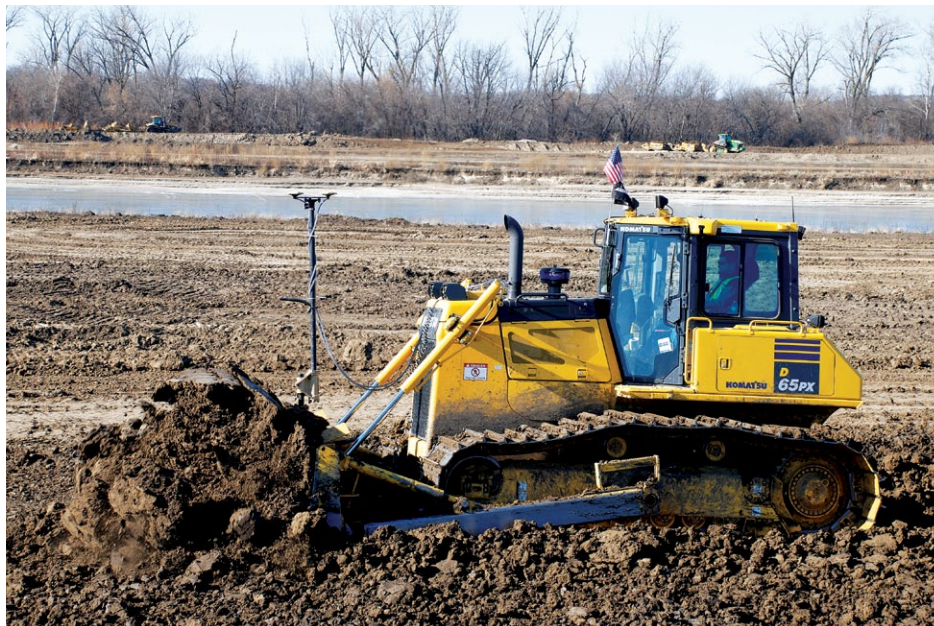
Recent Corps projects to rebuild and strengthen the levee system along the Missouri River following flood damage in 2011 have been the company's main focus during the past two years. Pruss Excavation completed a three-mile section earlier this year and is currently building two one-mile-long stretches, moving about 1 million yards of material in the process.

To complete the levee projects, Pruss Excavation added manpower and equipment. Pruss turned to its local Komatsu distributor to augment its fleet with several rented Komatsu machines and Topcon 3D-MC<sup>2</sup> GPS units, including Tier 4 Interim D65PX-17 and D65WX-17 dozers, which come plug-and-play ready for GPS grading technology.

"We're longtime proponents of Topcon GPS grading, because it's proven to us to be the best technology in the marketplace," said Matt Pruss, noting that Pruss Excavation uses a twin antenna system with its Topcon grading units. "We've used GPS grading for more than a decade, starting with another brand before switching to Topcon several years ago. It's very user-friendly and a time and money saver. In most cases it cuts finish-grading time in half. On these levee jobs, it's probably saved us weeks, if not months of time."

"It's excellent," stated Operator Tavis Trujillo. "I've been grading with Topcon for about five years, and it's very easy to use. I like that I can quickly manipulate the model in the field, if necessary. Topcon certainly makes a difference when it comes to speed and accuracy." ■

Pruss Excavation uses Topcon GPS grading equipment and Komatsu dozers as part of its levee rebuilding projects. "We're longtime proponents of Topcon GPS grading because it's proven to us to be the best technology in the marketplace," said Vice President Matt Pruss. "On these levee jobs, it's probably saved us weeks, if not months of time."





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# AN EASY WAY TO SAVE MONEY

## For a better bottom line, Komatsu says shut your machine off rather than idle it

Have you ever heard an operator say, "It costs more to shut my machine down and restart it than it does to just keep it running."? It's a common misconception that actually costs machine owners in terms of fuel and excessive machine wear.

"Idling is often a habit that's been part of the equipment user's culture for years," said Ken Calvert, Komatsu Director of Product Support Systems. "Komatsu wants to change that culture, so for nearly two years we've worked to raise awareness of the costs and consequences associated with excessive idling. In nearly every case, it would be better to shut the machine down when it's not in production."

Here's an example. Studies show the industry average idle time is almost 40 percent. That means if a machine is traded in at 10,000 hours, the owner really only got 6,000 hours of actual production from that unit. If the machine hadn't idled those other 4,000 hours away, the owner could have continued to use it for another two years or so, or could have gotten a much better trade-in price at 6,000 hours rather than 10,000.

To counteract that waste, Komatsu launched a wide-ranging "No Idle Initiative" in 2012, working with about 1,200 Komatsu users to show them tangible ways to lower idle time.

"Much of the program was geared toward operators, because they are on the front lines when it comes to how much a machine idles," said Bob Post, Director of Marketing. "We wanted to raise their awareness so they understand excessive idling can be detrimental in several ways. It puts unnecessary hours on a machine, which means faster service intervals, increased wear and tear, and warranty hours that expire faster. Excess idling can ultimately lower resale

value because a machine may have hundreds even thousands of extra hours on it."

### Aiming for 20-percent reduction

The main goal of the No Idle Initiative was a 20-percent reduction compared to participants' previously measured idle times. Each participant received promotional materials, such as hats and key-chain tags, to raise awareness of the campaign.

Using KOMTRAX remote machine-monitoring technology on Tier 3 and Tier 4 Interim machines, Komatsu tracked overall hours and idle time. Monthly reports showed participants' progress during the four-month campaign.

"KOMTRAX provides a host of valuable information, such as fuel consumption, machine location and functions," said Calvert.

*Continued . . .*



To help equipment users save money and get more from their equipment, Komatsu launched a "No Idle Initiative" that encouraged equipment users to shut their machines off when they're not producing.



# KOMTRAX tracks machine idle time and more

... continued

“Those are all very good tools to help customers track their equipment, but one indicator that’s often underutilized is productive versus nonproductive hours. KOMTRAX shows equipment owners their machine hours and the percentage of those hours at idle. Owners can use that information to train operators in practices that will lower unproductive hours.”

Komatsu recognized 284 of the 1,200 participants as “Most Improved” for showing a 20-percent or more reduction from their baseline idling rate for at least two months. Of those, Komatsu named a “Top 20” for showing the highest percentage reduction in idling. In another category, 69 participants achieved “Best of the Best” by reducing their overall idle time to 15 percent or less. Winners in the Top 20 and Best of the Best were invited to a special Demo Days event at Komatsu’s Training & Demonstration Center in Cartersville, Ga. They were honored during a special ceremony and invited to be part of a panel discussion about their experiences and success in reducing idle time.

“We consider this ‘socially responsible marketing,’” said Post. “What that means is showing customers ways they can save money and put more dollars in their pockets. At the same time, it raises a level of awareness when it comes to the environment. Less idle time means less fuel used, resulting in lower emissions.”

Calvert added, “The reaction to and result of the No Idle Initiative exceeded our expectations. We experienced success from an awareness standpoint, but more important, most participants saw tangible results. It was really a story of empowerment and economic benefit for equipment users. They took control of reducing idle time, and greatly helped their bottom lines.”

## A goal of less than 10 percent

Like the participants in the No Idle Initiative, other Komatsu users with Tier 3 and Tier 4 Interim machines can receive a complimentary, detailed, monthly report with easy-to-read charts and graphs. Included are key items, such as how a machine’s idle time compares with the average of all machines Komatsu tracks.

“A simple graph shows owners if their machines are above, below or average, compared to the national average,” said Calvert. “Zero idle time is probably unrealistic, because there are situations, such as cold-weather work and machine start-up, that require it. But, even those times can be drastically cut. Ultimately, we want users to have less than 10-percent idle time. A proactive approach and vigilance in tracking machines using technology such as KOMTRAX can easily achieve that goal.” ■

### No Idle Initiative Award Winners

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| Charles Harris Construction Co. * | Revel Farms ◆                     |
| Cherry Valley AR ◆                | Stepp & Company * ◆               |
| E. Luke Greene Company *          | TDK Construction Company Inc. * ◆ |
| Hall & Hall Construction Co. * ◆  | Twin K Construction * ◆           |
| Hinkle Chair Factory *            | W W Recycling *                   |
| Manning Farms * ◆                 | West Virginia Recycling *         |
| OmniSource * ◆                    | Williams Farms ◆                  |
| Paul Gaines Dozer Service * ◆     | Wrights Auto Parts * ◆            |
| Plunk Construction ◆              |                                   |

\* Most Improved

◆ Best of the Best



Charles Harris of Charles Harris Construction Co. received a No Idle Initiative “Most Improved” award.



Tom Harris of Cherry Valley AR holds his “Best of the Best” award from the Komatsu No Idle Initiative, which he received for reducing idle time to 15 percent or less.



Scott Stepp of Stepp & Company displays the “Most Improved” and “Best of the Best” awards he received as part of Komatsu’s No Idle Initiative.

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## ADDED-VALUE MACHINE TECHNOLOGY

### VP: Komatsu's "intelligent" machines are about to get even smarter

**QUESTION:** During the past few years, Tier 4 Interim standards were implemented across the lineup of construction and mining machinery Komatsu offers. What are the results?

**ANSWER:** Our Tier 4 Interim implementation has been highly successful, with improved quality across the board. Komatsu made a conscious effort to go beyond just meeting the mandated emissions-reduction standards. Through customer input and our own research and development, we built upon the already-proven and productive features of our previous Tier 3 equipment. Our extensive engineering and field testing helped us design and manufacture Tier 4 Interim machines that not only lower emissions, but significantly reduce fuel consumption. According to the millions of accumulated hours and the resulting data, we are confident these new models carry on Komatsu's tradition of durability and reliability.

Part of ensuring a machine continues to be productive and reliable throughout its life cycle is taking a proactive approach to service. With Tier 4 Interim, we introduced our Komatsu CARE complimentary maintenance program, which provides complimentary scheduled maintenance for the first three years or 2,000 hours, as well as two Komatsu Diesel Particulate Filter (KDPF) exchanges. Factory-certified distributor technicians do all the work, using genuine Komatsu parts and fluids. Distributors track machines through our innovative KOMTRAX system, and as services come due, they contact the customer to set up a convenient time to perform the work.

**QUESTION:** What's the next step?

**ANSWER:** As we did with Tier 4 Interim machines, we're building from already-proven

*Continued . . .*



**Erik Wilde,**  
Vice President ICT  
Business Division and  
Product Marketing

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

Erik Wilde's responsibilities range from planning and marketing of new products and technologies to developing the necessary training and support materials to ensure their successful launch. That includes new technology built into Komatsu machinery, including Intelligent Machine Control (iMC), such as 3-D machine-control systems. Last year, Komatsu formed an iMC team that provides customer support for machine technology and supports the training and development of Komatsu distributor capabilities in this field.

Wilde has been involved in the transformation to more intelligent and productive machinery during his 16 years with Komatsu. He started in 1997 in the service side of the business, directly supporting customers in positions such as area service manager for Komatsu Mining Systems. After several years in service, he moved into a position as an excavator product manager and, in 2004, he became Director of Product Marketing, which has since evolved to his current role.

"Komatsu's proven yet cutting-edge technologies save customers time and money by making them more efficient and productive, resulting in better profitability," said Wilde. "Innovations like these add value for our customers and, when bundled with excellent support by our distributors, I believe this value-proposition truly sets us apart."



# New technology improves owner's bottom line

... continued

platforms in telematics with added machine intelligence. We're really excited about expanding on our Intelligent Machine Control solutions or iMC. Several years ago, we started developing integrated control systems for construction products, or as they're sometimes known, 3-D grade-control systems, offered by companies such as Topcon. Currently we provide factory-fitted Topcon "plug-and-play" systems on the D51 through D155 and have local options for Trimble-compatible systems. With the full system installed, people recognize these dozers by the mast that's mounted on the blade and the wires that run from the chassis to the blade-mounted mast.

Soon, customers will see Komatsu machines with integrated 3-D control that doesn't require

Erik Wilde, Komatsu Vice President ICT Business Division and Product Marketing, said extensive field testing and research and development of Komatsu's Tier 4 Interim machines helped Komatsu build machines that met emissions standards while increasing productivity and efficiency and lowering fuel consumption. He expects similar results when Tier 4 Final machines begin rolling out soon.



Construction companies are used to seeing machines with GPS grading systems that have masts attached to the blade and external wiring. Komatsu will soon introduce D61EXi-23 and D61PXi-23 dozers that eliminate those items, with control built into the machine.



those external items. Komatsu is introducing D61EXi-23 and D61PXi-23 dozers that have integrated sensors in the cylinders and a rooftop antenna. Inside the cab is an easy-to-use operator interface that not only brings up the design files but interacts with the machine's system controls, including blade control and tractive-effort management. As with the Tier 4 Interim machines, we have extensive customer field testing that shows improved productivity and efficiency, which reduce owning and operating costs and add value. The feedback has been phenomenal.

**QUESTION: Are you working on other new technology?**

**ANSWER:** We're always looking to innovate. Like Komatsu, our customers are on the cutting edge when it comes to technology. They're more mobile than ever before, and with that in mind, we'll soon release a KOMTRAX app for smart phones and tablets that lets customers access critical machine data without having to carry a computer. In addition, quick links to their distributor will automatically connect users to their KOMTRAX coordinator, sales, parts and service representatives, simply by clicking on icons.

It's just part of KOMTRAX's continued evolution. In its earliest days, KOMTRAX offered basic information, such as hours and machine location. Through the years, it's become an even more valuable fleet-management tool that provides comprehensive information, including how a machine is being used, its productive hours versus idle time, fuel consumption, eco guidance that provides operators tips for reducing fuel, and a host of other offerings.

**QUESTION: What's on the horizon for Komatsu?**

**ANSWER:** Tier 4 Final regulations, which further reduce emissions, actually begin this year with compact equipment and will start to be implemented on 175- to 750-horsepower machines in 2014. In 2015, machines in the 76- to 174-horsepower range will need to transition. Komatsu's Tier 4 Final platform will be based on our proven Tier 4 Interim solutions and will deliver on our commitment to quality and reliability. By 2018, we will have completely refreshed our fleet. ■



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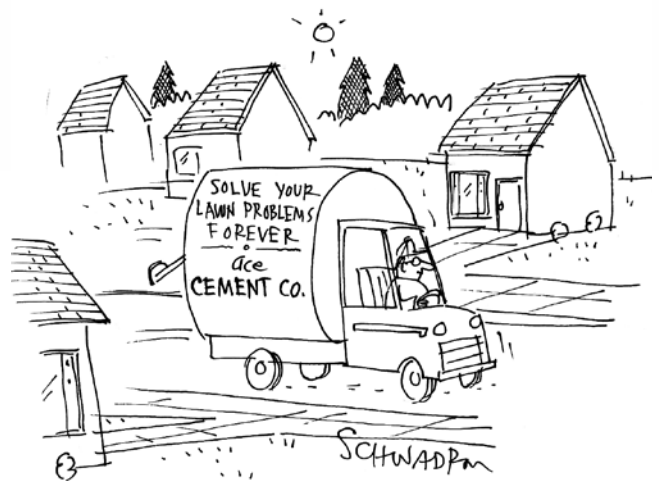
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## On the light side



"Sorry, Caldwell. My new cell phone has a 'stun gun' app."



## Did you know...

- *Rafflesia Arnoldii* is the largest flower in the world and can grow as big as an umbrella.
- The first Ronald McDonald was Willard Scott in 1963.
- Alaska has more than 5,000 earthquakes a year.
- Oak trees are struck by lightning more than any other tree.
- The speed of a typical raindrop is 17 miles per hour.
- The yo-yo originated as a weapon in the Philippine Islands during the 16th century.
- The most used letter in the English alphabet is 'E', and 'Q' is the least used.
- The onion is named after the Latin word 'unio' meaning large pearl.
- The bark of an older redwood tree is fireproof.
- A single cup of gasoline, when ignited, has the same explosive power as five sticks of dynamite.

## 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.PowerEquipment.com](http://www.PowerEquipment.com)

1. I B D \_ \_ \_ \_
2. T T O R C C A N \_ \_ \_ N \_ \_ \_ \_
3. T E I T G N L \_ \_ \_ \_ \_ G
4. M I A T T S E E \_ \_ \_ I \_ \_ \_ \_
5. O D N B \_ \_ \_ \_

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## NEWS & NOTES

### ICUEE-The Demo Expo slated for October 1-3

The biennial ICUEE-The Demo Expo will be held October 1-3 at the Kentucky Exposition Center in Louisville. It features the latest equipment, technologies and services for utility professionals and contractors in the electric, telecommunications, cable, sewer/water and natural gas sectors. Professional certification courses will also be available.

For the first time, the expo will be co-located with the Asset Management Symposium, which targets industry issues, including equipment finance, telematics, fleet metrics and Tier 4 engine emissions. A Fleet Management Exhibits Pavilion is slated for the exhibit floor, showcasing the latest fleet management software. ■

### Studies show dramatic costs of highway underfunding

A Congressional Budget Office report projects the Highway Trust Fund will be bankrupt by Fiscal Year 2015, and will see an annual shortfall of \$92 billion by 2023 without new revenue streams to sustain it. The current highway bill, MAP-21, expires at the end of FY 2014.

According to an Associated Equipment Distributors study, a deficit of more than \$365 billion will accrue during the next 23 years with no new funding, and a Texas Transportation Institute study found that wasted time and fuel due to congestion cost Americans more than \$121 billion in 2011. ■

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Make/Model	Equip #	Year	Hours	Description	Price
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Komatsu D39EX-22	J00120	2008	1,500	Cab & A/C	\$98,000
Komatsu D65EX-15E0	C0500	2007	2,630		\$150,000
Komatsu D65PX-15E0	C0501	2007	5,390		\$108,000
Komatsu D155AX-6	C0503	2007	4,915		\$264,000

## EXCAVATORS

Komatsu PC35MR-3	C0840	2011	915	Cab & A/C	\$45,600
Komatsu PC78US-6	J00121	2006	2,137	Cab, Steel Tracks	\$64,800
Komatsu PC88MR-8	C0824	2011	1,195		\$90,000
Komatsu PC88MR-8	C0820	2011	1,220		\$90,000
Komatsu PC138USLC	C0399-T	2005	3,100	Thumb	\$80,400
Komatsu PC138USLC	C5528	2006	3,910		\$78,000
Komatsu PC200LC-8	C5452	2007	2,385		\$120,000
Komatsu PC200LC-8	C5546	2008	2,800		\$120,000
Komatsu PC228USLC-8	J00104	2010	1,465	Hyd Thumb	\$169,000
Komatsu PC228USLC	C0343	2004	3,700		\$102,000
Komatsu PC228USLC	C5287-T	2004	3,950	Thumb	\$102,000
Komatsu PC220LC-8	C0515	2007	3,240		\$132,000
Komatsu PC220LC-8	C0513	2007	3,425		\$132,000
Komatsu PC220LC-7L	C5370	2005	3,685	Long Reach	\$126,000
Komatsu PC220LC-7	C0435	2005	4,180	Long Reach	\$126,000
Komatsu PC220LC-8	C0517	2007	5,445	Long Reach	\$126,000
Komatsu PC300LC-7	C0423	2005	5,000		\$126,000
Komatsu PC300LC8	J00081	2008	4,500		\$175,000
Komatsu PC360LC10	J00110	2012	1,200		\$275,000
Komatsu PC400LC-7EO	C5465A	2007	3,890		\$198,000
Komatsu PC400LC-8	C5565	2008	3,285		\$234,000
Komatsu PC400LC-8	C5522	2008	3,590		\$216,000
Komatsu PC400LC-8	C5521	2008	3,915		\$216,000
Komatsu PC400LC-8	C5562	2008	4,060		\$216,000
Komatsu PC400LC-8	C5523	2008	4,195		\$216,000
Komatsu PC400LC-8	C0576	2008	6,115		\$180,000

## TRUCKS

Komatsu HM300-2	C5466-B	2007	5,840	Tailgate	\$174,000
Komatsu HD605-7	J00101	2004	9,972		\$295,000

## WHEEL LOADERS

Komatsu WA400-5	J00115	2005	4,500	Cab, Coupler, Bucket	\$125,000
Komatsu WA480-6	J00107	2006	698	Cab, Bucket	\$145,000

## COMPACTION

Hamm 3410	C0563	2008	1,230		\$62,400
Hamm 3410	C0565	2008	1,235		\$62,400
Hamm 3410	C5501	2008	1,250		\$62,400
Hamm 3410	C0559	2008	1,265		\$62,400

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