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WHALEY CONSTRUCTION, LLC

See how this second-generation family company thrives with a complete and diversified approach



Matt Whaley,
President



Greg Dyer,
Vice President
of Operations

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A MESSAGE FROM THE PRESIDENT



Chris Gaylor

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Dear Valued Customer:

While industry groups are actively recruiting new employees to fill skilled-labor positions, a shortage of such workers remains. One aspect of today's construction industry that many potential crew members may find attractive is the growing use of technology, especially when it comes to equipment.

Komatsu revolutionized integrated GPS technology and is now taking its *intelligent* Machine Control dozers to the next level with Proactive Dozing Control logic to mimic the actions of seasoned operators during rough-cut application. Now, these dozers truly deliver first-to-last-pass auto blade control and continuous data collection. We believe this is another giant leap in helping novice operators become skilled dozer hands faster. You can read more about how Komatsu has continued to improve its innovative technology in this issue of your Power Equipmenteer magazine.

Komatsu also led the way in bringing integrated technology to excavators and has added another to the lineup with its new PC290LCi-11. It is well-suited for applications that require good stability and working range, and its size helps to avoid most transportation limits associated with larger-size-class excavators. Find out more inside.

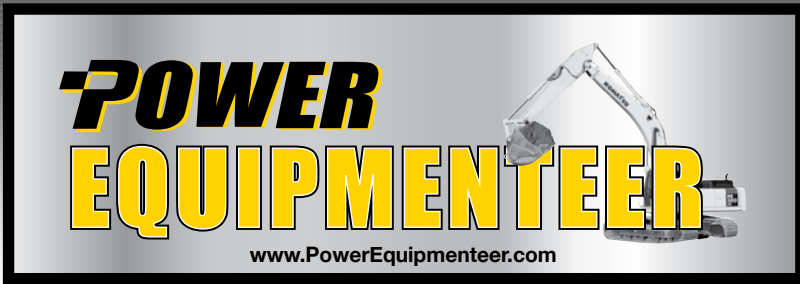
This issue features two case studies, one shares the success story of a customer who relies on the *intelligent* Machine Control technology, while the second focuses on a waste-industry application. I think you will find both interesting as each provides insight into how Komatsu machinery offers greater accuracy, efficiency and productivity.

Whatever equipment you use, proper maintenance is essential. Fluids are part of that and it's important to use the ones designed for the conditions you face in order to get the best protection. If high heat is a problem, Komatsu's HO56-HE hydraulic oil could be the solution. We've included an article that details its benefits.

As always, if there's anything we can do for you, please call or stop by one of our branch locations.

Sincerely,
POWER EQUIPMENT COMPANY

Chris Gaylor
President



THE PRODUCTS PLUS THE PEOPLE TO SERVE YOU!

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WHALEY CONSTRUCTION, LLC

Family company thrives in second generation with a complete and diversified approach



Matt Whaley,
President

The story of a multi-generation family business is rarely one with a linear path from plucky start-up to minted success; the Whaley family can attest to that. Ken Whaley began Whaley Construction in 1972 and after working on smaller residential projects in Sevier County, Tenn., he earned a contract hauling waste for landfills in Tennessee, Arkansas and Georgia.



Greg Dyer,
Vice President
of Operations

If it were a Hollywood production, the credits would have rolled right there with the firm seemingly set up for perpetual success. For a while, that was the case – until 2008 when the bottom fell out of the economy and threatened to take the firm with it.

“We went from 125 employees to about 15,” recalled Ken’s son, Matt, who is now President of Whaley Construction, LLC. “This company was like a third child to my dad. It was what I always saw as my future; all of the sudden it was gone.”

With his back against the wall, Matt – just 27 years old at the time – decided to take matters into his own hands.

“I was mad and confused; however, I knew I didn’t want to get another job or work for someone else,” he said. “If we were going to survive, we needed to change our mindset on a lot of things, so I asked Dad for a chance to run the operation. I didn’t know if it would turn out or not; we were at rock bottom. I knew we couldn’t go any lower.”

With that, the Whaley family began bidding jobs as a prime contractor. This allowed them to control the projects and helped them to expand their offerings.

“We set out to have the ability to do everything ourselves,” explained Matt. “The easiest way to grow was to be our own customer. Every bid we won was a chance to learn a new application. Once we could do it on our own projects, then we broke it out and offered it to customers. It helped us grow and diversify.”

Those two things have been apparent throughout the past decade. Now up to 247 employees, Whaley Construction offers a full suite of services that includes grading, utility installation, concrete, demolition and bridge construction. It also has a trucking division.

“It’s all Whaley”

To take full advantage of its diversified strengths, Whaley Construction typically handles large site-development packages within a 100-mile radius of its Sevierville headquarters.

“Large grading contracts make up a big part of our business because they touch every sector of this company,” detailed Matt. “Generally, there is something to clear and grind; then

Using a Komatsu PC360LC excavator, a Whaley Construction operator hammers rock for removal on a jobsite in West Knoxville.





▶ VIDEO

A Whaley Construction operator uses the company's new Komatsu PC238USLC tight-tail-swing excavator to dig a ditch at the Raccoon Valley subdivision north of Knoxville. "We love the versatility of the machine," said President Matt Whaley. "We can use it close to traffic, in a tight area or an open field. From laying pipe to loading a truck, it gets the job done."

a grading and utility-installation element; concrete comes after that; plus our trucks are running throughout the project. We can feed all of those areas of the business at one jobsite. It provides a larger revenue stream and better control over the time line."

That philosophy also offers customers peace of mind, according to Matt.

"Every truck coming to a jobsite says Whaley Construction. Instead of five contractors performing five different tasks, it's reassuring for customers to know that the company they hired is doing the work."

Most of Whaley's early endeavors were in the commercial and municipal areas, today it regularly includes TDOT work as well as private contracts – mainly subdivisions. In 2018, it handled 14 subdivision jobs, and this year it will oversee its first subdivision as a developer.

For Whaley Construction's model to be efficient and successful, it requires a dedicated and talented group of employees. Greg Dyer was one of the 15 employees who remained through the 2008 recession as a foreman. Today, he is the Vice President of Operations and along with Matt, Senior Estimator Zac Whaley and Concrete Division Manager Colton Madison, the management group takes great pride in building a team that goes beyond an employer-employee relationship.



Komatsu excavators, like this PC240LC, are a favorite among Whaley Construction operators for their dependability, handling and cycle speeds, according to President Matt Whaley.

"We treat everyone here like family," said Dyer. "We spend a lot of our waking hours together. These people are more than co-workers, they are my friends."

"Greg, Zac, Colton and I all worked our way up through the company, so we know what it's like to be in the ditch," said Matt. "When we make decisions, we realize it affects staff. They know we have that background and understand what they do every day, which helps build a strong and positive culture."

Continued . . .

'Power Equipment provides excellent support'

... continued

Checking all the boxes

Whaley Construction's equipment fleet is as diverse as its service offerings. However, one brand has become more prevalent in the last few years – Komatsu machinery from Power Equipment Company and Sales Rep Matt McQueen.

"What we appreciate the most about Power Equipment is the people," stated Matt. "In any industry, people tend to do business with people they like. Power Equipment put in the time and effort to build a strong relationship with us, and that means a lot."

The latest addition to Whaley Construction's fleet is a Komatsu PC238USLC tight-tail-swing excavator. Crews wasted little time putting it to work.

"We love the versatility of the machine," shared Matt. "We can use it close to traffic, in a tight area or an open field. From laying pipe to loading a truck, it gets the job done."

(L-R) Power Equipment Company Sales Rep Matt McQueen calls on the Whaley Construction leadership team of Concrete Division Manager Colton Madison, President Matt Whaley, Vice President of Operations Greg Dyer and Senior Estimator Zac Whaley.



A Whaley Construction crew member grades with a Komatsu D61EX dozer at the Raccoon Valley subdivision near Knoxville.



Whaley Construction crews also run Komatsu PC240LC, PC360LC and PC200LC excavators as well as D51 and D61 dozers.

"We trust that our Komatsu machines are going to run every day," said Matt. "All of their machines are fast, responsive and smooth. Komatsu is a favorite among our operators."

In addition to dependable equipment, Whaley appreciates how Komatsu and Power Equipment remove obstacles associated with building and maintaining an equipment fleet.

"Power Equipment provides excellent support within our market, which is vital to our uptime," noted Matt. "I also like that they marry the product with the financing. The purchasing process is streamlined. There aren't any gimmicks on interest, and we don't have to jump through hoops to get their best price. It's a one-stop shop, and it makes my life a lot easier."

When looking to the future of his machinery, Matt understands that technology will be a large part of the equation. He also knows he can rely on the team at Power Equipment to help him navigate that next step.

"We currently use aftermarket systems on our dozers, and we see great production gains because of it," said Matt. "Technology is the future, for our company and for the whole industry. When we make the transition to new technology, I trust that Power Equipment will be there to help us. When you have a relationship like that, it says a lot about the partner."

Continued growth

Matt knows that sustained success is hard work, which is why he continues to look for ways to improve every day.

"I could have given up in 2008," he admitted. "Instead, I looked for ways to get better at everything from operating, to reading plans to making smart investments. I believed that if I improved, people around me would as well, and that would make the company better, too. That's what happened. If we can continue to learn, grow and strive to deliver quality results, there will be additional opportunities for growth." ■

Largest autonomous truck now operating in Canadian oil sands

Komatsu's biggest autonomous ultra-class haul truck is now in operation, moving materials at an oil sands operation in Canada. With a 400-ton capacity, the new 980E-4AT builds on Komatsu's 930E Series and is one of the world's largest autonomous haulers.

The 980E-4AT has a 3,500-horsepower, 18-cylinder engine with a reliable hydraulic design. It also features a two-stage turbocharging system to maximize fuel efficiency.

Komatsu introduced its Autonomous Haulage System (AHS) more than a decade

ago; then, in late 2018, it reached two billion tons hauled with its autonomous trucks. There are more than 130 AHS Komatsu trucks in operation worldwide.

"The introduction of these 980Es into the AHS environment was possible thanks to our customers and distribution partners," said Dan Funcannon, Vice President/General Manager, Large Mining Truck Division. "They're a big reason why Komatsu has the most autonomous systems, in the most mines, hauling the widest variety of material in the world." ■



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HANDS-ON EXPERIENCE

Komatsu revamps Demo Days to provide ultimate customer event

This spring, more than 300 customers, distributor representatives and industry professionals attended Komatsu's Demo Days at the Cartersville Customer Center in Georgia where they experienced a newly tailored schedule for the event.

"We've been using this site for more individualized customer demonstrations, and we learned a lot from them," said Komatsu Instructor and Developer Isaac Rollo. "We applied a good deal of the feedback we received from those interactions to enhance this group event. As a company, Komatsu is always looking to improve in all aspects, and that includes Demo Days."

The new format significantly increased attendees' time at the demo site. The morning session featured walk-arounds for 30 machines, including the full family of *intelligent* Machine Control dozers and excavators, with Komatsu experts on-hand to answer questions.

"After registration and a short safety meeting, we got customers up on the hill," said Rollo, referring to the demo site location. "In the past, we held the morning session in our auditorium, but we want Demo Days to be as interactive as possible. We felt it was important to increase the amount of individualized time customers spent with our people and on the machines to achieve that goal."

Food trucks, raffles and competitions

The morning ended with an *intelligent* Machine Control dozing demo and then Atlanta-area food trucks provided lunch. The afternoon was reserved for machine operation.

"By the time customers go home, we want them to feel as confident with the Komatsu

product as we are," noted Rollo. "This new setup provides more time for them to talk with Komatsu personnel, operate equipment and have all of their questions answered."

In addition to machine demos, the gathering also featured raffle prizes; timed wheel loader and mini excavator challenges; and a factory tour of Komatsu's Chattanooga Manufacturing Operation. Demo Days also included a "Help Build the Machine of the Future" area, which invited customers to share what they want to see from Komatsu in five, 10 and 15 years. ■



Isaac Rollo,
Komatsu Instructor
and Developer



(L-R) Jamie Russell, Zach Townsend and Joseph Daugherty from Daugherty Excavating & Trucking get ready to demo equipment with Power Equipment Company Sales Rep Joe Tant.

Komatsu Demo Days attendees had the opportunity to operate 30 machines, including the new GD655-7 grader and the full line of *intelligent* Machine Control equipment. The event also featured walk-arounds, competitions, a factory tour and other interactive sessions.



▶ VIDEO

TAKE A DIFFERENT ROUTE

Construction careers often pay as much or more than those requiring traditional four-year degree



Deanna Quintana

Deanna Quintana emphasizes that careers in construction and the skilled trades can be as, or more, lucrative and rewarding than those requiring the traditional route of higher education that leads to a four-year degree.

As our children grow up, we continually ingrain in them that there is one route to success – a four-year degree. However, higher education is not solely defined by a bachelor’s degree. There are other paths that will guide them in the right direction before entering the workforce.

While there are misconceptions about the construction and skilled-labor industry, numbers prove that there are millions of jobs available in this field and compared to college graduates, they’re well-paid. The average starting salary for college graduates stands at \$50,004; however, student debt is on the rise and the class of 2018 graduated with an average of \$29,800 in loans. One of the most important reasons students choose to pursue a four-year degree is to land a high-paying job. The truth is, multiple careers in construction make an average of \$65,000 per year and do not require a degree from a large institution.

This poses the question: How does one get higher education without going to a traditional college or university? The answer is simple: apprenticeships; technical

or community colleges; and career and technical education (CTE).

Earning while learning

Apprenticeships provide valuable on-the-job training and are structured programs relating to the technical and academic competencies that apply to the job. In fact, the construction industry in the United States represents approximately 30 percent of all active, registered apprentices. Construction is one of the few industries where individuals are given the opportunity to develop skills and knowledge about a career, while earning a paycheck.

Technical or community colleges offer shorter time spent in school and can be just as beneficial and rewarding as a four-year degree. In these programs, minimal debt is incurred, and the skills and education obtained apply directly to careers upon graduation.

CTE prepares secondary, postsecondary and adult students with the hard and soft skills needed to build a successful career and life. Classes prepare students for a variety of high-skill, high-wage and high-demand careers.

While a four-year degree may be the path for some, it is not the only form of post-secondary education. Higher education is about acquiring skills and knowledge that will help you succeed in your desired career path. ■

Deanna Quintana is a marketing intern at the National Center for Construction Education and Research (NCCER). She is learning about the industry and how to recruit and educate new craft professionals. This article is excerpted from a blog post, and reprinted with permission from “Breaking Ground: The NCCER Blog” at blog.nccer.org.

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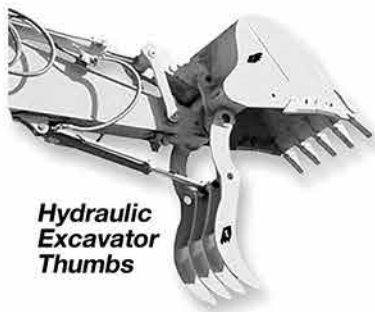
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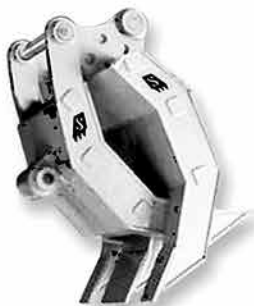
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EMBRACING TECHNOLOGY

Construction companies adopting innovations; expert advises using a measured approach

During the past two decades, the development and acceptance of construction technology has made huge strides. GPS-based grade control is a perfect example. It has evolved from masts and cables on the outside of machines to integrated systems that can automatically raise and lower dozer blades. Today, companies are increasingly accessing information about their machinery via mobile platforms such as smartphones and tablets, using Wi-Fi or cellular networks.

Construction companies that fail to embrace these new strategies may fall behind those that do and could eventually be forced to close. It's essential to adopt innovations in today's world, although firms should

take a measured and realistic approach to implementation, says Damon Haber, Co-founder and Chief Revenue Officer at Record360, which helps businesses add the latest products to their operations.

"I was an operator before I became a tech guy, so I understand how it is affecting companies and individuals," Haber said. "Like equipment, devices and apps don't create outcomes; however, they can be valuable tools that help achieve them. Failures often happen when companies try to do too much or have no clear objectives as to why they want to implement certain solutions."

Continued . . .

*Editor's note:
Some information
for this article was
supplied by Damon
Haber, Co-founder
and Chief Revenue
Officer at Record360.*



Mobile technology continues to grow in the construction industry, and this is one area where caution is especially necessary, according to Damon Haber, Co-founder and Chief Revenue Officer at Record360. "Every major manufacturer has an app, and all are proven," said Haber. "So, it's not an issue of whether a construction company can use them; however, they must look at the technical considerations."

Goal setting and buy-in are keys for tech success

... continued

Other obstacles to successful adoption include leaving key personnel out of the process and underestimating the impact of change. "Definitely take those factors into consideration prior to any final decisions," advised Haber.

Mobile on the rise

Mobile solutions continue to grow in the construction industry, and this is one sector where caution is especially necessary, according to Haber. Technology can be used to track equipment for maintenance, order parts, locate machines and much more.

"Every major manufacturer has an app, and all are proven," said Haber. "So, it's not an issue of whether a construction company can use them; however, they must look at the technical considerations."

Haber points to the devices themselves as a critical item for examination. "It's important to consider the costs, as well as the features and benefits of each device. For instance, Apple and Android each have advantages and disadvantages."

Additional factors to weigh include using Wi-Fi or cellular networks, data costs, native versus web platforms, security encryption, level of support from your provider and provider integration capabilities.

Best practices for adopting technology include starting small, setting measurable goals and outcomes as well as securing commitments from end-users. "You can always get bigger," said Damon Haber, Co-founder and Chief Revenue Officer at Record360. "You should also look at today's modern solutions and see how they can flex to match desired business goals."

"All are important to analyze, although they should not deter companies from using mobile options," said Haber. "Embracing them could be a key aspect in attracting new talent. Today's younger workforce is already very familiar with how to use mobile devices. Studies show that millennials use their smartphones up to 223 minutes per day."

Best practices include starting small

There are some best practices for introducing technology, mobile or otherwise. Among them are starting small, setting measurable goals and outcomes in addition to securing commitments from end-users.

"You can always get bigger," Haber emphasized. "Before full implementation, it's wise to do a pilot study and do it well. You should also look at today's modern solutions and see how they can flex to match desired business goals."

Best practices also include managing expectations, according to Haber. "Not everything needs to integrate or be perfect. There must be a clear vision for what success looks like."

A more competitive future

Staying flexible and open to the latest advancements will remain vital to construction companies' competitiveness and, ultimately, their survival. The future will continue to bring innovations that make jobsites more productive and efficient, if implemented with sound practices.

"We are on the cusp of major changes right now," Haber stated. "5G for mobile is right around the corner, and it will be 100 times faster than 4G. Everything cellular will be affected, and we will be able to do things that were not possible before."

"I also believe artificial intelligence, including machine learning, will gain more prominence, as will augmented reality," he added. "Companies should not be afraid of or intimidated by technology. They should view it as a means to enhance and improve their practices and increase competitiveness." ■



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Marv Selge (with Noah & Justin) / Selge Construction, Inc. / Niles, MI

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NEW INTELLIGENT EXCAVATOR

PC290LCi-11 uses 3D design data to deliver first-to-last pass accuracy

Komatsu augmented its *intelligent* Machine Control lineup with the addition of the new PC290LCi-11 that provides first-to-last-pass accuracy. Like its predecessors, the excavator features Komatsu's unique sensor package – stroke-sensing hydraulic cylinders, an inertial measurement unit sensor and global navigation satellite system antennas – that utilizes 3D design data to accurately check its position against the target elevation and semi-automatically limit overexcavation.

“The PC290LCi-11 is perfect for applications where customers are looking for good stability and working range. It has a 30-ton-class undercarriage and an upper structure similar to our standard PC240LC model. This excavator also includes a 3.2-meter

(10.49-foot) arm,” said Andrew Earing, Senior Product Manager, Tracked Equipment, noting that a 3.5-meter arm option will be available soon. “Its size helps to avoid most transportation limits associated with larger size-class excavators, making it a good fit for residential and utility work, as well as smaller non-residential jobs.”

Users can load design data into the *intelligent* Machine Control box. It is displayed on a 12.1-inch monitor in a simple screen layout. A touch screen icon interface, instead of a multi-step menu, simplifies operation.

The machine and design surface are shown in a realistic 3D format. The angle and magnification of the views can be changed, allowing the operator to select the best option, depending on working conditions.

Easily switch modes, offset functions

Operators can choose between manual and semi-automatic modes,

Komatsu's new PC290LCi-11 offers good stability and working range with a 30-ton-class undercarriage and the upper structure of the standard PC240LC model as well as an arm that reaches past 10 feet.



as well as design offset functions using switches on the joysticks. The semi-automatic mode features Auto Grade Assist. As the operator moves the arm, the boom adjusts the bucket height to trace the target surface and minimize the chance of digging too deep.

Additionally, the PC290LCi has Auto Stop Control that halts the working equipment when the bucket edge reaches the design surface, which reduces design surface damage. Minimum Distance Control regulates the bucket by automatically selecting the point on the bucket closest to the target surface. Finally, the Facing Angle Compass shows the operator the facing angle relative to the target surface, allowing the bucket edge to be accurately positioned square to the target surface.

“Komatsu introduced *intelligent* Machine Control excavators four years ago with the PC210LCi, which is now in its second generation with the Dash-11 model,” said Earing. “As we continued to expand our intelligent product line, we heard customers asking for a PC290LCi. With the introduction of this model, we are pleased to demonstrate our commitment to our customers.”

Covered by Komatsu CARE

The PC290LCi-11 has Komatsu’s KOMTRAX Level 5 technology that provides machine data such as fuel and diesel exhaust fluid (DEF) levels, Komatsu Diesel Particulate Filter (KDPF) regeneration status, machine location, cautions and maintenance alert information.

Whether rented, leased or purchased, the PC290LCi-11 is covered by Komatsu CARE, complimentary for the first three years or 2,000 hours. It includes scheduled factory maintenance, a 50-point inspection at each service interval and up to two complimentary KDPF exchanges and two DEF tank flushes in the first five years. ■

Operators can choose between manual and semi-automatic modes, as well as design offset functions using switches on the joysticks. Features of the semi-automatic mode include Auto Grade Assist. As the operator moves the arm, the boom adjusts the bucket height to trace the target surface and minimize digging too deep.



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COMPLETING MORE JOBS FASTER

R.A. Alexander & Sons saves time, money with *intelligent* Machine Control equipment

Three years ago, Bill Jagoe, Owner of Jagoe Excavating, approached Mark Ballard, President of R.A. Alexander & Sons, about expanding the existing relationship between the two companies. The new collaboration helped both firms immediately by filling gaps for each. Together, the two businesses can now handle nearly any earthwork-related project.

Benefits for R.A. Alexander & Sons included the ability to offer utility-installation services and the opportunity to upgrade its equipment fleet. For the latter, Ballard contacted his local Komatsu distributor to discuss adding additional *intelligent* Machine Control equipment to complement the D51PXi dozer he purchased in 2015. Ultimately, Ballard acquired a second D51PXi in addition to a D61PXi dozer and a PC210LCi excavator. All feature factory-integrated grade control technology that makes operators even more effective from start to finish.

Advantages immediately apparent

"Augmenting our fleet with *intelligent* Machine Control pieces made us 40 to 50 percent faster, and we're achieving accuracy within two-tenths of an inch," stated Ballard. "Having a model that we can plug in and follow, speeds us up significantly. We save the most time on minor details associated with parking lots and streets. It's also phenomenal on earthmoving projects with major grade changes. There's no lost time with operators stopping to read plans or ask questions. Everything is on the in-cab monitor."

Jagoe said the results were noticeable right away. "I was surprised there weren't any stakes at the jobsite. However, I noticed that

the machines never stopped moving, and they were finishing jobs sooner. The *intelligent* Machine Control products save us money on things like surveying and material costs. Plus, we are able to do more projects because we can work so much faster." ■



▶ VIDEO

An *intelligent* Machine Control D61PXi dozer and a PC210LCi excavator enable R.A. Alexander & Sons to finish jobs sooner, allowing it to take on more projects. "Augmenting our fleet with *intelligent* Machine Control pieces made us 40 to 50 percent faster, and we're achieving accuracy within two-tenths of an inch," stated President Mark Ballard.



Mark Ballard,
President,
R.A. Alexander & Sons



Bill Jagoe,
Owner,
Jagoe Excavating



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Brian (left) and Thomas Cronin / Prosperity Construction / Jackson, MS

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EQUIPPED FOR SUCCESS

Excavator fleet outfitted with waste packages helps recycling firm meet production goals

Lakeshore Recycling Systems (LRS) is one of the largest waste and recycling companies in the Chicago area. In order to process the massive amount of waste material that comes through its seven locations, LRS requires equipment that is dependable, versatile and durable. It found a solution with a fleet of 15 Komatsu PC210LC excavators outfitted with Komatsu waste packages.

“Our PC210s run up to 20 hours a day – sometimes as many as 11 hours straight – which is vital to keeping us on schedule,” explained LRS Managing Partner Rich Golf. “We know that they are going to run every day.”

The company uses its PC210LC fleet to sort through piles of waste material, removing pieces that can hinder the performance of its production line.

“It is an instrumental tool,” shared Golf. “Operators can identify items that might be harmful to machines downstream like hoses, electrical cords, plastics or bulky items.”

Golf touts the versatility of the PC210LC for its ability to feed the operation, a task typically reserved for a large wheel loader.

“It takes up less space, uses less fuel and eliminates tire costs,” said Golf. “It does the job of a WA500 wheel loader, just more efficiently.”

Enhanced performance

To help the PC210s perform 20-hour work days in unforgiving conditions, LRS equips its excavators with Komatsu waste packages.

“Overheating can be a serious problem,” stated Golf. “However, the Komatsu package includes an enhanced cooling feature with

wider fins and radiators that swing out. It improves access to the area and allows us to blow them out quicker to keep everything cool.”

The waste package also includes an enhanced boom arm and stick as well as extra safety guarding around the cab. Golf credits the Komatsu waste package as one reason why LRS excavators work past the 15,000-hour mark – with some already at 25,000 hours. They also play a role in ensuring that those hours are completed safely.

“Komatsu has done a great job of creating waste packages that meet our needs,” noted Golf. “This helps make the machines more durable as well as safer for the operator. Safety has been our top priority from day one, and that has been important in our relationship with Komatsu.” ■



Rich Golf,
Managing Partner,
Lakeshore Recycling
Systems

A Lakeshore Recycling Systems operator uses a Komatsu PC210LC excavator equipped with a Komatsu waste package to manage a pile of material. “Komatsu has done a great job of creating waste packages that meet our needs,” noted Managing Partner Rich Golf. “This helps make the machines more durable as well as safer for the operator.”



▶ VIDEO

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GOING BEYOND THE SALE

VP – Marketing Communications says Komatsu helps customers gain knowledge to maximize production

QUESTION: Komatsu is known as a “total solutions provider.” What does that entail?

ANSWER: It means we can take care of customers throughout their machinery’s life cycle. For instance, if a customer is looking for a machine with GPS-grading capabilities, Komatsu has several options including our integrated *intelligent* Machine Control dozers.

In addition, we, and our distributors, have expert personnel who can provide mapping services, jobsite setup, training, consultation and more. Most of our latest models come with Komatsu CARE, so scheduled maintenance is covered for the first three years or 2,000 hours. Programs are available to extend that, and we have other solutions to take care of maintenance and repairs.

QUESTION: What are the roots of Komatsu’s customer-focused approach?

ANSWER: Our approach stems from our origins and from listening to customers. Komatsu was started nearly 100 years ago by Meitaro Takeuchi. He saw that the copper mine in Komatsu City, Japan, was about to exhaust its resources and close. The city’s economy centered around that mine, so he started an equipment manufacturing company to provide new jobs and help people in his community develop new skills. That’s how Komatsu was created.

For nearly a century, we have expanded globally because we visit jobsites and mines around the world to talk with customers in order to better understand their needs and challenges. Knowledge gained from those conversations helps develop equipment and solutions to meet those needs and alleviates challenges so customers can concentrate on getting their jobs

Continued . . .



Evelyn Maki, Vice President – Marketing Communications

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.

Originally from Brazil, Evelyn Maki went to college with a focus on building a career in tourism. While in school, she interned at a heavy equipment manufacturer, took a position there upon graduation and has been supporting the industry ever since.

“I have been involved with sales, data analysis, forecasting and dealer development,” said Maki. “I enjoyed those, but marketing is what I love. I really enjoy today’s modern practices and am always thinking about ways we can shape our industry from a marketing perspective.”

Maki moved to the United States when she was transferred to Wisconsin by her previous employer in the early 2000s. About eight years ago, she began working for P&H, then part of the Joy Global organization, now owned by Komatsu. Today, she is the Vice President – Marketing Communications for Komatsu. Maki oversees global marketing for Komatsu Mining, as well as for construction, forestry, forklift and industrial presses for North America.

“Komatsu is about more than manufacturing quality, dependable equipment; it’s focused on building relationships by taking care of customers from every standpoint: sales, service and support,” said Maki. “From a marketing perspective, that’s what we want to highlight because, at the end of the day, this is what creates customers for life.”

Customer conversations are vital

... continued

done more effectively and efficiently, backed by Komatsu.

QUESTION: How is Komatsu reaching customers to provide information about its equipment and support?

ANSWER: There are several avenues. From a global perspective, information is available on our websites, and that's a good starting point for research. Customers can also gain information from our social media pages and video library on YouTube.



During Demo Days at the Cartersville Customer Center, Komatsu experts provide valuable insights about maximizing machine production and more.

QUESTION: In addition to online resources, how can customers learn more about Komatsu equipment?

ANSWER: We encourage them to contact their distributor personnel. From a manufacturer marketing standpoint, we develop content that helps distributors and their representatives provide the most accurate, detailed information possible so that customers can make highly informed decisions. We serve as a support tool.

One way we do that is with events, such as Demo Days, where distributors can bring customers to our Cartersville Customer Center to operate machinery, and our experts provide insight into maximizing machine usage as well as other valuable content.

Our distributors are excellent resources and can directly help customers with details about equipment and the programs to maintain it, such as Komatsu CARE for Tier 4 construction equipment. We encourage anyone seeking information to contact their distributor and/or sales representatives who have the knowledge to put them in the right machine for maximum production and efficiency. ■

Komatsu has a long history of dedication to developing solutions for people and their businesses, according to Evelyn Maki, Vice President – Marketing Communications. “Komatsu was started nearly 100 years ago by Meitaro Takeuchi,” said Maki. “He saw that the copper mine in Komatsu City, Japan, was about to exhaust its resources and close. The city’s economy centered around that mine, so he started an equipment manufacturing company to provide new jobs and help people in his community develop new skills.”





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INTUITIVE TECHNOLOGY

Proactive Dozing Control logic interprets data, makes decisions to mirror seasoned operators



Derek Morris,
Komatsu Product
Marketing Manager

When Komatsu unveiled its revolutionary *intelligent* Machine Control system in 2013, the integrated, mast- and cable-free, semi-automated GPS program promised increased production and precision grading. It delivered, and now Komatsu is taking the technology to another level with Proactive Dozing Control logic.

“The first iteration of *intelligent* Machine Control was a starting point,” explained Komatsu Product Marketing Manager Derek Morris. “Once that was accepted in the market and became a viable part of a construction site, we focused on how to make it better.”

To do that, Komatsu designed its Proactive Dozing Control system to more closely resemble

an experienced operator during initial rough-cut applications – a point when operators were not utilizing *intelligent* Machine Control.

“Traditionally, end-users were only using automation to perform final grade,” noted Morris. “That happened because the system would work to get the blade to grade as soon as possible, creating aggressive cuts that could stall a machine. During that phase, experienced operators would typically cut and carry large but manageable loads, so they could move the material to other parts of a jobsite. We added this logic and practice.”

The result is an intuitive technology that delivers productivity gains of within 6 percent of an experienced operator.

“Proactive Dozing Control logic tracks, collects and interprets terrain data, then makes decisions based on that information,” said Morris. “It can now calculate when to cut and when to carry material, while also allowing the operator to provide input on where the blade should be based on existing ground. The new system enables the operator to use automatics in applications such as stripping topsoil or spreading fill.”

‘Grass to grade’

With Proactive Dozing Control logic, operators are able to use the technology at all times, boosting efficiency and productivity.

“Using machine control exclusively for fine grading meant it was utilized only 10 to 20 percent of the time,” said Morris. “Proactive Dozing Control logic gives Komatsu *intelligent* Machine Control dozers grass-to-grade automatics, which delivers greater return on investment.” ■

Available on new Komatsu D51i-24 and D61i-24 dozers, the latest version of *intelligent* Machine Control improves automation during rough-cut applications by more closely operating like an end-user. “Proactive Dozing Control logic tracks, collects and interprets terrain data, then makes decisions based on that information,” said Komatsu Product Marketing Manager Derek Morris.

▶ VIDEO





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WASTE EXPO DRAWS CROWDS

Solutions and support for rugged landfill operations showcased in Las Vegas

Companies from across the country gathered in Las Vegas for the 2019 Waste Expo to see the latest innovations for the waste management industry. Educational sessions and networking opportunities supported the exhibit area where customers met with manufacturers and inspected machines.

At the Komatsu America booth, attendees could visit with company representatives to learn about new solutions for the industry.

"We're building strong relationships with our waste-market customers and developing the machines that meet their applications," said Komatsu America Chairman and CEO Rod Schrader. "Then, in partnership with our dealers, we support them very effectively with local service and parts departments."

Customer success

Waste industry professionals who utilize Komatsu products note the positive impact the equipment has made on their operations.

"We recently switched to Komatsu and, in the past year, have added more than a dozen machines, including excavators and wheel loaders," said DTG Recycling Group COO Tom Vaughn. "The maintenance support has been fantastic."

Andrew Springer with Sun Recycling in Beltsville, Md., relies on Komatsu equipment for the company's roll-off dumpster hauling and C&D recycling operations.

"We run Komatsu wheel loaders and excavators exclusively," noted Springer. "Our environment is very rough on machines, and they stand up to the test. The most critical piece has been the dealer support in getting the parts we need, when we need them."

Komatsu featured two industry-specific machines, the D85-18 dozer outfitted with a waste package and the WA380-8 wheel loader with waste-handling capabilities. Both offer solutions for landfill operations.

"The D85PX-18 dozer is fully-equipped and ready to push trash," noted Komatsu America Marketing Engineer Scott Ruderman. "It features an 18.4 cubic-yard blade with a trash rack to handle the lighter material and 30-inch track pads with clean-out holes for easier maintenance. The engine compartment is sealed, and the exterior hoses have been removed to prevent debris from contacting or damaging critical components."

Komatsu designed the WA380-8 wheel loader to be ready for harsh applications as well.

"We fully protect the bottom of the machine using a front frame underground, powertrain guard, fuel tank guard and axle seal guards," noted Ruderman. "Due to market demand, we've developed a guard that protects the fan cooling unit and rear grill from contact as well. The machine also has a corrugated screen outside of the intake system to prevent debris from entering the engine system." ■



Rod Schrader,
Chairman and CEO,
Komatsu America

The 2019 Waste Expo featured the latest innovations in the waste management industry, including a fully guarded Komatsu WA380-8 wheel loader and D85-18 dozer outfitted with a waste package.



HIGH-HEAT PROTECTION

Specially formulated HO56-HE hydraulic oil helps solve oil degradation in hot environments



Bruce Gosen,
Senior Product
Manager, Komatsu
Parts Marketing

Using the proper fluids delivers bottom-line benefits, potentially increasing productivity and lowering operating costs. “Fluids designed to match the conditions you face offer the best protection, resulting in less downtime and extended equipment life,” said Bruce Gosen, Senior Product Manager, Komatsu Parts Marketing.

Gosen pointed out that Komatsu’s HO56-HE hydraulic oil is a good example. It is a zinc-based, anti-wear oil made from synthetic fluid, as opposed to traditional hydraulic fluids created from mineral oil. “This product is specially formulated to help solve oil degradation issues in hot environments,” explained Gosen. “It’s an ideal choice for equipment operating in desert regions or in high-temperature industrial facilities.”

Specific benefits of HO56-HE:

- It has outstanding cold-start performance and excellent resistance to oxidation at high temperatures.

- It is specially formulated to maintain viscosity range throughout the full life of the fluid.
- The fluid performs with greater efficiency to reduce fuel consumption and extend oil drain intervals.
- It prevents valves from sticking, resulting in less “reactive maintenance” downtime.

“HO56-HE is more energy-efficient, so it can reduce overall fuel costs compared to conventional anti-wear hydraulic fluids,” said Gosen. “HO56-HE has the potential to last longer too, reducing downtime for routine oil drains.

“It’s compatible with most machines, so many companies can consolidate multiple hydraulic oils across their fleets, simplifying ongoing maintenance, which can lead to greater savings,” Gosen added. “We encourage anyone needing a high-performance hydraulic oil to contact their distributor for HO56-HE.” ■



Komatsu’s HO56-HE hydraulic oil is specially formulated to help solve issues of oil degradation in hot environments, making it an ideal choice for equipment operating in desert regions or in high-temperature industrial facilities.



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"I love the Power family, and believe in its commitment to satisfy our customers. Power is a great place to work, which is the difference between being a good company and a great company."

- Ross Brown

Ross Brown joined Power Equipment in 2004. Since then, he has gained experience in many departments within the organization. This has helped him reach his current position as sales operations manager for the Middle Tennessee region.

Originally hired as a rental technician, Brown soon moved into the parts department. In 2010, he joined the sales department to assist the rental and sales coordinator, and in 2014, he became a full-time sales and rental coordinator. This year, Brown was promoted to sales operations manager. He coordinates seamlessly with Nashville branch personnel, the Power organization and Bramco management to ensure efficient and productive sales and rental processes.

"Being 'Power Strong' is a pretty tall order. I have served in many different capacities with the company. This has allowed me to bring new ideas to the table and provide value to Power Equipment," said Brown.

Most of Brown's time away from Power Equipment is spent with his family as he enjoys being a year-round sports dad for his kids.

Ross Brown

Sales Operations Manager

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OVERWHELMINGLY POSITIVE

Drone use report: Most companies say benefits of the technology far outweigh the cost

Ninety-two percent of companies that use drones say the benefits of this innovation exceed the costs, according to the “State of Commercial Drone Use” report recently released by Blue Research, which contacted more than 1,700 medium and large businesses for its study. The findings noted that 10 percent of surveyed companies with revenues of more than \$50 million currently use drones.

For 88 percent of respondents that utilize the technology, return on investment was achieved in a year or less. About half said that taking drones away would negatively affect their bottom lines.

Construction is one of the prominent industries using drones, with a 35-percent adoption rate. Nine out of ten firms with drones reported that the devices allow them to capture more information, save time and increase efficiency. Seventy-five percent said drones increase worker safety, and 71 percent cited a competitive advantage as a benefit.

“One of the things we really struggled with was figuring out how companies are using drones. Much of the research focused on hobbyists, the military, etc.,” explained Mariah Scott, President of Skyward, which commissioned the study and prepared a subsequent webinar titled, “Drones in Big Business: The State of Drones at \$50M+.”

Majority handle it in-house

The report also found that less than 40 percent of companies hire outside help for their drone programs, including flights, data processing and data analysis. “Sixty-three percent are not outsourcing any of these activities,” shared Scott. “This number was much higher than expected. It’s very

encouraging news about the ability of large companies to incorporate new technology.”

Challenges to adopting a drone program included staying up to date on laws and regulations. Access to controlled airspace was another obstacle.

Two percent of respondents plan to start a drone program within a few months. Another 7 percent said they will begin using drones at some time in the future. ■



Large companies that use drones are overwhelmingly positive about the technology, citing the ability to capture more information, save time and increase efficiency among the primary benefits, according to a recent study. Almost 90 percent of companies that use drones said they saw a return on investment within a year.



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2017 Komatsu PC170LC-10
9'6" stick, 36" bkt, S/N 30549, 1,467 hrs.



2005 Komatsu D65EX-15,
Cab, A/C, front sweeps, rear screen, S/N 67649, 5,400 hrs.

Year/Make/Model	Description	S/N	Hrs.
EXCAVATORS			
2015 Komatsu PC88MR-10	Road liners, blade, cab, air, aux hyd, bkt	7362	2,245
2017 Komatsu PC170LC-10	9'6" stick, 36" bkt	30549	1,467
2015 Komatsu PC210LC-11	Equipped with hyd thumb	A12002	4,076
2016 Komatsu PC210LC-11	Hyd thumb, bkt	500278	2,418
2017 Komatsu PC210LC-11		A12190	2,960
2016 Komatsu PC240LC11	48" bkt, hyd thumb, aux hyd	A22046	1,882
2015 Komatsu PC290LC10	Esco hyd coupler, bkt	A25880	3,950
2018 Komatsu PC308USLC-3E0		30483	1,140
2018 Komatsu PC308USLC-3E0		30488	1,604
2012 Komatsu PC360LC10	Hyd thumb, bkt	A32139	5,000
2016 Komatsu PC360LC11	Hammer hyd	A35681	2,131
2014 Komatsu PC360LC10	JRB coupler, 10'6" arm, 48" Hensley bkt	A33558	3,611
2018 Komatsu PC360LC11	10'6" arm, 48" bkt	A36362	1,844
2017 Komatsu PC390LC11	Cab, A/C, 10'6" stick, 60" bkt	A30487	2,673
2017 Komatsu PC490LC-11	Cab, A/C, 11'1" stick, 72" bkt	A41441	
2014 Komatsu PC490LC-10	JRB coupler, 11'1" arm	A40703	3,546
2005 Cat 325CL		CRB01598	13,706

Year/Make/Model	Description	S/N	Hrs.
DOZERS			
2013 Komatsu D39EX-23	Cab, A/C, front sweeps, rear screen	90062	2,700
2014 Komatsu D39EX-23	Cab, A/C	90217	1,670
2015 Komatsu D39EX-23	Cab, A/C	90256	1,922
2016 Komatsu D39PX-24	Cab, A/C	95062	824
2018 Komatsu D51PXi-24	Intelligent Machine, Cab, A/C	B20093	1,028
2018 Komatsu D51PXi-24	Cab, A/C, UHF	B20170	1,381
2016 Komatsu D61EX-24	Cab, A/C, PAT blade	40023	1,500
2005 Komatsu D65EX-15	Cab, A/C, front sweeps, rear screen	67649	5,400
2011 Komatsu D65EX16	Cab, A/C, & sigma blade	80599	6,047
2017 Komatsu D65PXi-18	Cab, A/C, PAT blade, UHF	90181	4,006

Year/Make/Model	Description	S/N	Hrs.
WHEEL LOADERS			
2013 Komatsu WA150-6	Cab, air, pin-on forks	80780	4,675
2017 Komatsu WA270-8	Cab, A/C, coupler, bkt, two-spool valve	A28008	98
2017 Komatsu WA270-8	Cab, A/C, coupler, bkt, two-spool valve	A28096	112
2012 Komatsu WA320-6	Pin-on bkt, Cab, A/C, new tires	A35087	4,314
2015 Komatsu WA320-7	Pin-on bkt, Cab, A/C	A36456	6,030
2017 Komatsu WA320-8	Cab, A/C, coupler, bkt, two-spool valve	A38086	505

Year/Make/Model	Description	S/N	Hrs.
GRADER			
2008 Komatsu GD655-3E0	Cab, A/C, 14-ft moldboard	51600	4,104

Year/Make/Model	Description	S/N	Hrs.
SOIL STABILIZERS			
2007 CMI/Terex RS600C		565149	4,850
2003 CMI/Terex RS500C		A531-399	6,200

Year/Make/Model	Description	S/N	Hrs.
ARTICULATED TRUCK			
2011 Komatsu HM400-2		2742	8,098

Year/Make/Model	Description	S/N	Hrs.
PAVING/COMPACTION			
2013 HAMM 3307	Open rops, smooth drum	H1891077	1,612
2013 HAMM 3307	Open rops, smooth drum	H1891097	1,236
2016 HAMM H7i	Open rops, smooth drum, shell kit	H2220092	110
2016 HAMM H11ix	Open rops, smooth drum, shell kit	H21000691	846

Year/Make/Model	Description	S/N	Hrs.
FORESTRY EQUIPMENT			
2008 Komatsu 445FXL	Feller buncher	FT4K-2987	8,625
2013 Barko 495ML	Magnum knuckleboom loader	11349524118	6,622

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