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WELCOME



CLAIR URBAIN

EYES WIDE OPEN

Looking for new avenues for business is a top-of-mind concern of most rental centers. The pandemic that we're still seeing in our rear-view mirrors challenged most every rental center at first but looking back at overall rental sales during that time, it turned out to be a surprising healthy time for most of the rental world.

That's because those who were most successful took a step back from their everyday reactive world and thought about how they can make the best of the situation. For example, some rental centers that are also in the tent and entertainment business and faced canceled events and receptions were able to rent their tents for COVID testing and vaccination centers. They rethought traffic flow through their facilities to maintain personal distancing. New protocols were implemented to sanitize equipment coming off of rent.

Take a step back and take a wide-angle look at what's going on in your trade area. There are likely great opportunities right under your nose.

This issue's cover story subject, Kurt Degueyter at Bottom Line Equipment is no different. In less of a month of starting his business in 2005, Hurricane Katrina decimated much of New Orleans. He jumped into action, providing the equipment for cleanup efforts; as that was nearing completion, he provided heavier demolition tools for the bigger dismantling jobs. Later, he built his rental fleet with heavy earthmoving equipment needed for the massive levee rebuilding projects that followed the large-scale demolition jobs.

Meanwhile, the sleeping oil industry in the Gulf Coast was reawakening, and he saw that as an opportunity to modify his heavy equipment fleet to make it match the needs of contractors doing gas and oil infrastructure work. His eyes-wide-open approach to what's happening in the market has allowed him to grow the business from one service center in 2005 to eight centers that stretch from New Orleans to Dallas Fort Worth in 2022.

The main takeaway from this: Take a step back and take a wide-angle look at what's going on in your trade area. There are likely great opportunities right under your nose.

Clair D. Urbain

Contact: Clair Urbain at: curbain@urbaincomm.com



PUBLISHER, EDITOR
Clair Urbain, Owner
Urbain Communications, LLC
curbain@urbaincomm.com

SALES
Kari Elbert
Associate Publisher
kelbert@urbaincomm.com

David Elbert
Associate Publisher
delbert@urbaincomm.com

ADMINISTRATIVE
Megan Levake
Account Services
acctsvcs@urbaincomm.com

Wendy Chady
Circulation Manager
bwchady@charter.net

Reid Urbain
Audience Development
rdurbain@gmail.com

DESIGN AND PRODUCTION
Todd Garrett
Creative Director - Dead Oak Design
deadoakdesign@gmail.com

CONTACT US
1539 Radhika St.
Fort Atkinson, WI 53538-3124
920.723.3476 | 920.563.4653 Fax

Visit us on the internet at:
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FOLLOW THE MONEY

Specialty attachments got Kurt Degueyter into the equipment rental business. Today, Bottom Line Equipment LLC is well-known for its specialty attachments that are used in post-hurricane cleanup, infrastructure rebuilding and industrial and oil and gas pipeline work.



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As Hurricane Katrina cleanup proceeded in the greater New Orleans area in 2005 and subsequent years, Bottom Line Equipment's fleet evolved from site cleanup tools to demolition equipment that includes shears, grapples and concrete breakers that fit on excavators.

Bottom Line Equipment LLC was founded in 2005 and has grown to eight service centers that stretch from New Orleans to Dallas. It's grown by forecasting construction growth trends and capitalizing on them.

You could say that Kurt Degueyter cut his teeth in the equipment business. "My dad was one of the first employees of a Case dealer; we lived in a house right behind the dealership," he recalls.

As he grew, he worked at increasingly responsible roles in the dealership; his father ended up purchasing the business. "I started pushing a broom when I was young and when I was in my teens, worked into parts and then service work," Degueyter says.

That was until the early '80s when the oil business went in the tank. "I moved up to the East Coast and worked construction. I got married and had kids and realized that I didn't want to do construction the rest of my life. I started going to

school on nights and weekends."

Once he got his bachelor's degree, Kurt, his wife Kim and family moved back to the Lake Charles, Louisiana, area and his father hired him to be his rental salesman. "This was in the '90s, when equipment dealers would say they were also in the rental business, but really, they were just renting trade-ins and well-used equipment. We moved new equipment into the rental fleet, and I became the rental manager. Over time, we ranked in the top 50 rental businesses in the United States."

In 1997, Degueyter became the vice president at his father's company and worked there until 2005, when he decided to go out on his own and build a new rental company, Bottom Line Equipment LLC.

He started brokering equipment. "I was doing okay, brokering equipment before starting Bottom Line Equipment. Just 30 days after launching the Bottom Line Equipment LLC, Hurricane Katrina hit New Orleans and I immediately saw the need to get equipment attachments that would be needed for the vast cleanup effort. We took our home equity line of credit and bought \$100,000 worth of attachments and equipment; anything I could get my hands on. Within three days after Katrina hit landfall, I filled up the Suburban and trailer and headed to

New Orleans. The first night, I parked in a yard of an abandoned service station on Equipment Row and made connections to rent skid steers with attachments that could be used to clear debris. We ended up making that location the base of our rental business. For three years, we lived in RVs on the site so we were able to offer 24/7 service," he says.

Hurricane Katrina was a Category 5 storm that inundated and destroyed vast areas in New Orleans. Its unprecedented damage required billions in repairs and rebuilding.

"We offered 24/7 service for equipment doing debris removal. In early 2006, with most of the debris cleared, we sold down our inventory of debris removal equipment and purchased heavier demolition equipment that included grapples, concrete breakers and shears that could be used to demolish larger projects, which was the next natural step in the recovery process. Then in 2007 and 2008, when the Army Corps of Engineers started rebuilding the hurricane protection system, we purchased heavy earthmoving equipment and rented it," Degueyter says.

The Army Corps of Engineers committed billions to rebuild the levees and update the flood protection system, a massive project that would take 20 years to complete.

"We were growing right along, but then the Great Recession hit in 2008. We were asking for more capital, but it was hard to come by. We had creditors fly in and I took them on tours of the city and all the projects underway. The recovery efforts for Katrina were no longer national news and we were able to show them firsthand how the recovery rebuilding and rebuilding of the levee systems had just begun and had a long way to go. Doing the field trips helped us gain access to capital in a very tight market," he says.

Things were coming along nicely despite the recession, but in 2010, Degueyter started thinking about the strategic position of his business. Most of his eggs were in the basket of federally funded projects, and what would happen if that dried up? "I decided I needed to diversify our customer base," he says.

He didn't have to look far; the oil and gas business, which had taken a deep dive in the 1980s, was coming back to life and oil companies were gearing up for an

unprecedented infrastructure improvement. Degueyter saw this as an opportunity to make slight modifications to much of Bottom Line's earthmoving equipment and move it into rentals for the petrochemical and pipeline business. "In late 2011, we had 50 machines working on a large pipeline project in the Lake Charles, Louisiana market. We were also aware of another \$14 billion in announced industrial projects and expansions in that same



Kurt Degueyter, Bottom Line Equipment founder, started his business in 2005 after Hurricane Katrina hit New Orleans and has grown to eight service centers serving the Gulf Coast and most recently the Dallas-Fort Worth metroplex.

market. That made opening a service center in Sulphur, Louisiana our next move. By 2012, the planned industrial projects in the area had grown to \$40 billion and then to \$175 billion. Sulphur then served as a steppingstone into the Houston oil and gas market, and by the end of 2012, we had 150 machines working in Houston. With that level business more than two hours away, it became very apparent

we needed a facility in Houston to service those customers."

They moved into the new Baytown, Texas facility in 2013, and by the end of the year, Bottom Line Equipment had more than 300 machines on rent in the Houston area.

The next facility need was in the Baton Rouge area. "Most of the industrial facilities are located along the Mississippi River between Baton Rouge and New Orleans, so we opened a service center in Baton Rouge," Degueyter says.

Growth continues

Following the money and the need to further diversify his business, Degueyter looked to areas where industrial construction was on the upswing. "In 2014, we opened an office for back-office functions in Lafayette and in 2015 opened our Beaumont Texas facility to better serve the Golden Triangle markets.

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BottomLine
EQUIPMENT LLC

BOTTOM LINE EQUIPMENT MISSION:

Rent heavy equipment and specialty attachments to build better communities by raising the standards of quality and safety for all.

CORE VALUES:

MAKE IT HAPPEN

- Exhibits a can-do attitude
- Reliable
- Tackles problems head-on
- Problem solver
- Results-driven attitude

DO THE RIGHT THING

- Exhibits honesty and integrity
- Always does what's best for the customer and the company, no matter the cost.

WORK HARD, SMART, SAFE

- Safety conscious
- Dedicated
- Encourages teamwork
- Efficient
- Works hard

WE CARE

- About our employees
- About our customers
- About our vendors

BE THE BEST

- One team, one goal
- Never be satisfied with the status quo

OWN IT

- Develop the mindset
- Own your action
- Take initiative
- Make no excuse

BOTTOM LINE EQUIPMENT LLC AT A GLANCE



LOCATIONS:

St. Rose, Louisiana
Baton Rouge, Louisiana
Broussard, Louisiana
Sulphur, Louisiana
Beaumont, Texas
Baytown, Texas
Corpus Christi, Texas
Greenville, Texas

EMPLOYEES:

More than 200 team members
2 "volunteers"
(Kurt and Kim Degueyter)

EQUIPMENT FLEET:

More than 1,600 machines
More than 600 specialty attachments
25 service trucks
22 haul trucks
6 preventive maintenance trucks

SERVICE AVAILABILITY

24/7 on call and delivery service

GROWTH RATE:

5-year: 66 percent
3-year: 24 percent



Bottom Line Equipment is known throughout the Gulf Coast as a reliable rental center that carries a wide variety of specialty attachments. Many of the pieces are paired with excavators for specific types of construction jobs. It has more than 600 specialty attachments in its fleet.

In 2019, we opened a service center in Corpus Christi and a service center in Broussard, Louisiana in 2020," he says.

The most recent service center location addition is in Greenville, Texas on the east side of the Dallas-Fort Worth metroplex that opened in August 2022. "The equipment rental market there is different than the Gulf Coast markets. The construction projects there are primarily more housing, infrastructure, commercial construction and solar and wind power generation. It's a logical step in our diversification."

Building a strategy

Degueyter, like other entrepreneurs, is always on the lookout for ways to improve his business. "I was looking for the tools and better ways to overcome the challenges of running a business day-to-day," he says. In 2018, he decided to get involved with Peer Executive Groups,

which pairs his company with other like-minded independent rental centers who are not in competition with each other. They usually meet twice a year where they share their progress, problems and plans. "We are one of the larger independent rental companies in the group, but we learn quite a bit from some of the smaller, growing companies, who often face the same problems we do. Often, their approach to a problem is more creative than what we'd do," he observes.

Bottom Line Equipment has been consistently recognized by Peer Executive Groups' prestigious Equipment Rental Top Gun Award. The award is presented each year to the top 25 percent of equipment rental stores based on financial performance.

Degueyter sees the Peer Executive Group as a board of directors of sorts. "It helps all involved companies to

SPECIALTY ATTACHMENT ADVICE FROM BOTTOM LINE EQUIPMENT

Bottom Line Equipment recently announced the formation of Bottom Line Pro-Fit Solutions Specialty Attachments group.

This is a team comprised of highly qualified and dedicated specialists focused on delivering unique equipment and specialty attachment solutions to Bottom Line customers. There's a right tool for every job, and Bottom Line Pro-Fit Solutions delivers many hard-to-find specialty attachments designed to maximize productivity, profitability and operator safety.

benchmark their progress and look at it on an apples-to-apples comparison. Benchmarking financials is very important because companies account for expenses differently; this system puts the financials in an easy-to-compare format," he says.

Following the recommendations of other Peer Executive Groups participants, Degueyter has implemented the Entrepreneurial Operating System (EOS) developed by Gino Wickman to develop a game plan for his business. The book, *Traction* by Gino Wickman outlines the steps involved with EOS. "After I read it, I ordered 45 copies to share with our management team. It offers a systematic approach to keep everyone working in the same direction," he says.

"We developed a five-year growth plan using the EOS tools; it also helped us establish a company vision and core values (see sidebar).

Degueyter and his staff worked with



Safety is very much a part of the Bottom Line equipment culture. One of its core values is Work Hard, Smart, Safe.

Patrick McHale and the team at Culture Index to learn how to apply the Culture Index tools for assessing employee strengths as they seek to develop and grow their team. "Some other Peer Group companies were using the tool and recommended it. It's all about getting the right person in the right seat and leadership all on the same page," he says.

"It allows us to intentionally hire and develop people to their natural strengths. For example, we have great service techs

with incredible attention to detail.

"Our growth plan helps us develop job security for everyone. It helps us set the stage to build a better community through quality work and safety. It's a good way to help grow our employees. Through our core values, we can make good decisions and do the right thing, even if it's the most painful thing to do. That's good for our customers and good for our company," Degueyter says.

"We are in the service industry, and that means long hours, especially in times of natural disasters. We have a loyal following of disaster recovery contractors that follow the storms. When a Category 4 or 5 storm hits, there is extensive long-term damage, and we are equipped to provide the specialized equipment these contractors need. We consider all our equipment as one fleet that can be accessed across all eight service centers. We have one set of standards and operate as one team. That's our secret sauce," he concludes. **PCR**



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ATTACHMENTS

Attachments can multiply the versatility of equipment; experts share how rental centers can get the best ROI from their attachment investment.



Director of Snow and Ice
SCOTT MOORMAN
Buyers Products

HIGHER EXPECTATIONS FROM ATTACHMENTS

Expectations have risen very rapidly in recent years for attachments. Twenty years ago, the idea of a “quick attach” for snowplows was very new with many existing systems requiring extensive work to align and put pins in place.

We’ve seen a movement to increasingly simple mounts that are designed to be used by just about anyone without a lot of effort or alignment to install it. The market continues to request easier attachment methods.

The “perfect” plow would be the one that reaches out and puts itself on your vehicle. Plausible or not, that’s what users want; they want to be able to just grab their plow and go to work. And when they are done, they want to easily remove it.

Electrical connections are similar to the demands of mechanical connections. We’ve seen expectations go up because users don’t want to have to think much about it; they want uncomplicated, reliable plug-and-play solutions.

Although many users are good about maintenance, the reality is, especially in the rental market, some professionals and weekend warriors are not going to take care of equipment in the same way. So, manufacturers need to respond by making equipment simple, error proof, low maintenance and robust.

Any time you attach equipment to a vehicle, you want the attachment to complement the vehicle and ideally have no negative impact on the vehicle that could potentially compromise your vehicle’s warranty or impede its function.

Rental centers should consider the universality of attachments that they are bringing into their rental fleets. Rather than carrying eight different coupling options, the more universal the equipment is, the better.

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There is a movement to increasingly simple mounts that are designed to be used by just about anyone without a lot of effort or alignment to install it, reports Scott Moorman of Buyers Products.

Skid steer attachments fall into this category, as the SAE J/ISO 6165 standard has been adopted to reflect the “quick-tach” coupler profile already used on most brands. Buyers Products’ customers have no issues connecting attachments to any popular skid steer brand.

Buyers Products’ larger pusher boxes are designed to be mounted on the buckets of larger machinery with chains using a simple and robust mounting mechanism that is universal, making it unnecessary for rental centers to carry a variety of couplers required by each different brand of machinery.

Rental centers can offer equipment with simple and robust attachment options so that operators who are not highly trained can easily use the equipment without damaging it. Being in a rental environment, equipment attachments will be installed and removed more frequently than if the equipment were privately owned by a contractor, which will contribute to more wear and tear.

Rental equipment may not be particularly well treated while in use, so rental centers need quality equipment that is simple and low maintenance to help keep the equipment in rotation without needing to repair or replace it which helps increase ROI.

Also, if users rent equipment that’s easy to operate and hard to damage, they will naturally develop a comfort level with the equipment, making it more likely that they keep coming back. ●



Product Manager
AMALIJA KOPIC
Genie

■ ATTACHMENTS EXPAND VERSATILITY

One of the reasons telehandlers are often one of the first machines on a job site and the last to leave, is their versatility. Attachments, which allow one machine to perform several different tasks, contribute to that.

Equipment owners, however, don’t necessarily want to purchase the same attachment for every model in the fleet. This is particularly true for more specialized attachments, such as truss booms and buckets. Having attachments that can work with multiple models in a fleet is certainly important.

Genie works to meet this need by standardizing attachment points and then developing attachments that can be used across multiple models in the Genie GTH telehandler product family. For example, many of Genie’s most popular attachments, such as standard swing-and-rotate carriages, can be shared across the Genie GTH-636 and GTH-844 telehandlers. At the same time, forks can be shared across any model. The Genie

Quick Attach system makes it easy and fast for equipment owners to change attachments.

Genie equipment developers continue to develop new attachments and new telehandler models. In that process, they look at opportunities to increase parts commonality and make it even easier to share attachments across a fleet.

At the same time, equipment owners also need attachments that are extremely durable because job sites can be very tough on telehandler attachments. Genie attachments undergo a rigorous testing process, like Genie machines endure, to assure Genie attachments can handle the demands placed on them on the job.

The decision about which attachments to add to a rental fleet should be based on customers’ job site needs and the rental center’s business goals. Is the rental center’s goal to add attachments to be competitive in the local market? Or to differentiate itself from the competition? Attachments can help do either or both of these things.

For example, if the rental center wants to go after the oil and gas market, managers may want to add a grapple attachment to the fleet to help efficiently move large pipes. If it is competing in a market whose customers are primarily in construction, the rental center might want to add swing carriages, which can



Telehandler fork attachments outfitted with hooks or clevises allow users to lift awkward loads safely and efficiently.

help trades like framers and drywallers better lift and position loads.

Different trades need different attachments based on the work they are doing. Masons, for example, generally needs narrow forks and a narrow carriage, whereas framers are better served by a wide carriage and wider fork. Roofers, by comparison, often need a trash hopper or bucket in addition to the standard carriage and forks.

By understanding customers’ unique needs, and then stocking the right attachments, rental centers can help customers increase their productivity and efficiency and increase demand for their telehandlers in the process. Rental centers can also increase ROI by making sure they have a fleet designed to share attachments across multiple machines and models, thereby simplifying inventory and ensuring flexibility to meet customers’ specific application needs. ●



Vice President of Sales
JAY ROSENLUND
Stumper Industries

■ SIMPLE, RELIABLE ATTACHMENTS MEAN HIGH ROI

With carrier machine advances happening frequently, attachments also need to be improved to ensure proper compatibility, performance and safety, while matching but not exceeding the carrier’s capabilities.

As flow and pressure rates increase, as well as load-sensing hydraulics and telematics being added or changed on the carrier machines often, customers are looking for equipment that is properly designed, easy to use, and productive. Stumper Industries and other manufacturers look to meet the advances and needs by designing products that match the specifications and auxiliary power that are provided by the carrier machine without adding unnecessary weight or complexity. For example, when the correct Stumper grinder is properly matched to the carrier, the customer will experience a productive and safe grinding operation.

Rental companies have many pieces and brands of equipment that need to



Stumper Industries and other manufacturers look to design products that match the specifications and auxiliary power that are provided by the carrier machine without adding unnecessary weight or complexity.

work together seamlessly to ensure the customer is getting a safe and productive attachment. Stumper operates and tests its units on many different brands of equipment so rental companies can be confident when these units are brought into their rental fleet, they will be delivering to their customers a proven, safe and productive attachment that will make the customer happy and the rental company profitable.

One of the things rental companies may want to consider when bringing on new attachments is will it work well and seamlessly on most or all the fleet or will one or two machines need to be set up and dedicated to the attachment. Stumper grinders are simple to hook up and operate, which is ideal for both the renter and the rental house.

A rental company will want to explore the attachments they are looking to purchase and see if they will be needing any additional items such as wiring harnesses or case drains and if any parts or labor

will be required to upfit their existing carrier machine fleet to properly operate the attachment. This can add more setup labor and cost. Rental centers might think about how trouble-free it is to hook up the attachment to any machine in the fleet and how easy or complex it is to use. Will the attachment be easy for the customers to understand and will they be able to operate them safely and productively?

Stumper addresses some of these challenges by not requiring any electrical connections and in most cases, no case drain is needed for operation.

Rental centers can help increase demand by understanding the customer’s project scope and making them aware of the attachment available. Often, the customer may not know that a certain tool or attachment was even an option for specific jobs. As rental centers support many different customers with a broad range of experience, from beginner to

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EQUIPMENT INSIGHT

expert, it can be a win when an attachment can be offered that is easy to use for the beginner and well-liked by the experienced operator. Stumper provides a grinder that is easy to hook up and is easy to operate, which is appreciated by a wide range of customers.

Rental houses can improve their ROI in many cases by choosing the right attachment that will have a high utilization rate when paired with existing fleet equipment. It is always key to consider what parts and or consumables and what quantities will be required to be stocked for any given attachment. The lower number of parts needed, the better the ROI can be. Simple, high-performance attachments can help to reduce complexity for both the rental house and customer. ●



Product Marketing Manager, High Pressure Air
WILL MAZUREK
Atlas Copco

■ CORRECT SIZING CAN SAVE MONEY

Many companies are looking for user friendliness to add to their product design. For example, the Atlas Copco RTEX breakers feature reduced weight, vibration and air consumption vs. other breakers within the Atlas Copco product line.

The operator advances lead to more productive operator hours and less air consumed for the same tasks, while offering fuel savings. When compared with the Atlas Copco TEX-PS Series, the RTEX breakers feature a piston redesign that reduces air consumption and vibration for operator safety.

The physical weight difference is also significant, especially over extended use. The RTEX35 weighs 73.2 pounds while the P90S counterpart weighs 95 pounds. Even though both products offer the same reliable performance, the advanced piston redesign differentiates the Atlas Copco RTEX attachments.

There are two considerations that come to mind when bringing attachments into rental fleets. The first being the specific application where the tool will be working. Will there be access for a compressor? That determines the



The Atlas Copco RTEX breakers feature reduced weight, vibration and air consumption vs. other breakers within the Atlas Copco product line. The RTEX35 weighs 73.2 pounds while the Atlas Copco P90S counterpart weighs 95 pounds.

pneumatic attachments available for the job. Is the job site extremely remote? Consider a gas-driven tool attachment vs. a pneumatic tool in remote locations. Does the job need to be completed with a compact footprint? Look to utilizing a hydraulic power pack and tool vs. an air compressor. The first would be an ideal choice for confined or urban job sites.

The second consideration is customer make up. Are there existing or potential customers already utilizing hydraulic equipment that could also power hydraulic tools? Or are these customers already using pneumatic tools? The difference determines the capabilities of the attachments needed for the job.

Rental centers can look to products that can run multiple tools simultaneously. Because the RTEX breakers consume less air, rental centers can run multiple tools with a smaller air compressor, providing fuel savings. If the renter wants to operate two tools at once, the air compressor may need to be

upsized to a unit that can produce more volume, but keep in mind that it could also lead to higher fuel costs. Instead, if two RTEX25 breakers are used, that pair can be powered with a 110-class compressor instead of a 188-class compressor.

The ability to utilize multiple attachments on one unit can optimize rental fleet usage and can increase rental center ROI. If rental houses are better able to match the compressor and tool to the application, savings can be realized by the end user and rental houses can reserve the larger compressor for applications that require it. ●



Product Marketing Manager
REBECCA YATES
JCB

■ ROI, ATTACHMENTS AND UNDERSTANDING

Equipment operators face unique tasks and obstacles on job sites; having to decide what equipment to use should be a non-issue.

JCB's culture of never being content naturally told equipment developers that JCB could offer better efficiency with its purpose-built machines. Just look at the JCB Tool Carrier telehandler's ability to use both a bucket and forks to enable customers to work smarter with multi-function attachments.

With the need for efficiency, JCB equipment can utilize attachments with RFID tags that provide the operator with specs on the attachment. An attachment with an RFID tag can be read by JCB's rotating telehandler and will capture and send capacity and functional details to an in-cab display for quick access by the operator.

With technology inundating every aspect of our world, it only made sense to offer operators detailed information at their fingertips to ensure safe handling and functional information for niche applications.

Before bringing a new attachment into a rental fleet, take stock of the present fleet and understand which attachments are expected as part of a standard machine rental. For example, renters expect a telehandler to be outfitted with a car-

riage and forks and a skid steer will come with a bucket. This seems intuitive, but these attachments should be included in your overall machine rental price. If not, the additional price should be considered when determining your rental rates.

Second, plan the use of the attachment as best you can. It's always cheaper, easier and creates a better relationship with your customer when salespeople recommend the right machine with multiple attachments the first time. Attachments can be used on multiple machines and models, which means you don't need every SKU.

Machines are limited by the lowest common capacity; consider a telehandler that has a carriage with a capacity of 12,000 pounds. That attachment could be used on a smaller model machine with no performance loss.

Third, consider the expected uptake of the attachment. Is it specialized? Can it be added to the rental rate separately? If so, the item can be depreciated over time, which can impact ROI.

The reality is customers can choose any rental center for equipment. What differentiates your center? Hopefully, it's the investment in your team. A quality team can set you up for success by knowing how to engage potential renters.

Your team can bring to light areas the renter has not considered or can see the big picture and recommend different machine/attachment combinations to better complete the job. Once salespeople understand the job and specific needs, the team can upsell attachments that allow them to use a limited number of machines with diverse attachments for optimal efficiency.

Attachments are an investment and may not have been budgeted for in the renter's budget. Revisit the job and see if there is another machine/attachment combination that would best complete the job while staying in budget.

Finally, ROI is based on the quality and longevity of the equipment.

Protect your investment and care for the attachment like you would any of your machines.

JCB attachments share the same purpose-built design that ensures durability to withstand the toughest sites because there is no room for downtime from an equipment issue. ●



Telehandlers are called tool carriers for a reason; they can handle a wide range of hoisting and material-handling applications because of the large variety of attachments with which they can be equipped, from buckets, carriages and truss booms/lift hooks to specialty attachments like tire handlers.



Senior Product Manager, Telehandlers
JOHN BOEHME
JLG

■ PRODUCTIVITY AND SAFETY DRIVE ATTACHMENT DEVELOPMENT

Attachments offer users flexibility on job sites, particularly when using lifting equipment like telehandlers — from picking and placing palletized loads to bucket work and suspending loads. Attachment advances that increase operator confidence and productivity, as well as drive safety improvements on job sites are influencing attachment product development.

That's because there are always "jobs to be done," and understanding job site challenges has led to the development of new features and functionality. JLG teams watch how telehandlers work on

job sites, as well as talk with operators who use this type of equipment every day, ensuring that when JLG launches a product, it's the right solution for our customers. Our innovations bring solutions to the market that solve these unmet needs.

Expanding the versatility of a rental machine such as a telehandler is all about the different types of attachments that can be used on the front of the machines. With fork-mounted, coupler-mounted and permanent-mounted attachment options, rental centers can rent telehandlers to do a myriad of tasks by simply changing the attachment.

For example, by switching out these tools, telehandlers can be used for more than just lifting applications. They excel at hoisting and material-handling tasks when equipped with a boom-mounted lifting lug attachment, which is also referred to as a hook or clevis. This type of attachment allows

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EQUIPMENT INSIGHT

operators to put a chain or straps through it to efficiently handle suspended loads and hoist materials.

It's important for rental centers to consider what attachments their customers need to complete the work. Telehandlers, for example, are called "tool carriers" for a reason — they can handle a wide range of hoisting and material-handling applications because of the large variety of attachments with which they can be equipped, from buckets, carriages and truss booms/lift hooks to specialty attachments like tire handlers.

Understanding the nature of the work to be accomplished and the capabilities of each type of attachment the machine can be fitted with is crucial to safe and efficient use. This means knowing whether a load needs to be picked or placed. Does the job require loose material to be scooped or a load suspended? Does the operator need to grapple loose material or pipes? Answering these questions will help rental centers guide their customers to select the appropriate size and type of attachments needed.

To use attachments most effectively, the machine operator needs to become familiar with each of the attachment options available to them. All attachments have a load chart and it is critical to refer to the attachment's load chart before use. This will give owners and operators very important information about how the machine will operate with the specific tool attached, including details such as capacity and range of motion. To get the right machine to do the work, always read and understand the load chart associated with the machine and the attachment.

By matching the right attachment to the task at hand, users can maximize the benefits of the machine. For instance, telehandler attachments for handling suspended loads include jibs to give operators extra length and options for hoisting and handling materials that aren't necessarily heavy but are big and bulky yet need to be set precisely. An example of this would be a truss boom attachment.

With attachments in a rental fleet, it is important for rental centers to understand the specific wants and needs of the local customer base. Knowing what's important to the local customer base will

help guide rental fleet purchases also help drive demand and increase ROI with their investments. For example, the rental center's sales team must learn what the attachment and any associated technology has to offer their business but also how the same features benefit their customers' businesses. Marketing these attachments and being able to effectively communicate the user benefits will positively impact utilization rates. The better job one does to communicate the advantages of the attachments, the more likely customers will be to request them, thereby accelerating the user adoption rate. ●



Program Manager,
Attachments
**JASON
SIMMONS**
John Deere

■ ATTACHMENTS DRIVE AUTOMATION

One of the top needs John Deere equipment developers consistently hear from customers is the lack of available labor and operator inexperience within the industry. John Deere is aiming to address these needs with attachments that increase capabilities and productivity on the job site. John Deere's ever-expanding portfolio of attachment solutions are helping drive more automation onto the job site by offering products that make customers' machines more productive.



Quality should always be a major factor when contemplating bringing on new equipment. High-quality attachments with the durability to last when faced with harsh conditions will help limit downtime.

To get more productivity from a skid steer, compact track loader (CTL), compact wheel loader or compact excavator, hook up one of the many easy-to-use attachments. The ever-expanding lineup offered by John Deere includes more than 100 models, so you're sure to find the right tool for the job and they're compatible with many comparable brands of machines, too. Each attachment is backed by the John Deere parts, service, and warranty coverage. Add an attachment, and watch your productivity instantly increase.

Not only does the addition of an attachment add versatility to your machine and increase efficiency on the job, but John Deere's attachment technology allows operators to switch between attachments easily. For example, with the self-cleaning Quik-Tatch easy-attachment system, users can go from bucket to grapple in no time, significantly increasing productivity. Additionally, Angle-Tatch enables buckets, blades and other non-hydraulic attachments to rotate for more precise grading and leveling without operators having to leave the seat of the machine.

These models are designed to help customers get the most out of their investment with greater performance and increased efficiency when assisting operators on the job site.

When rental centers think about bringing on new attachment models into their rental fleets, they must prioritize

time, versatility and quality. Time is money when operators are on a job site. Operators are always looking for equipment that will help get the job done faster while also limiting the amount of time needed to change attachments. Rental centers should gravitate toward attachments with quick coupler technology. Additionally, attachments that offer versatility are an attractive option for any operator. Operators are likely to gravitate toward renting an attachment that offers multiple functions to boost overall efficiency and convenience.

Lastly, quality should always be a major factor when contemplating bringing on new equipment. High-quality attachments with the durability to last when faced with harsh conditions will help limit maintenance downtime, assuring the job site is always running on schedule.

The first thing rental centers can do to increase demand for a given attachment is to make sure that it is configured to meet the needs of the market. Understanding the requirements of the local customer base, and then assembling a rental fleet based upon those needs will return the highest yield. John Deere equipment developers work hard to make its attachment offerings appealing to many users.

Using the recommended guidelines and adhering to the service intervals is key to getting the most out of your attachments. ●



Global Product
Manager
DAVID KLAUS
Manitou Group
Attachments

■ QUALITY ATTACHMENTS YIELD HAPPY CUSTOMERS

When it comes to the production of Manitou Group attachments, Manitou is making significant investments in robotic welders and nitrogen lasers that will reduce paint prep and finish time while increasing manufacturing efficiency. Manitou's focus is on quality and the efficiency gained will be savings that can be passed on to the consumer.

Over the past year, it's not uncommon to see competitors cheapen up products



No matter what type of business, understanding your customer and competitive landscape is critical. Talk to your customers and show up on their job site; opportunity is there for discovery, says David Klaus at Manitou.

and simplify designs to offset rising costs. This comes solely at the expense of the customer. At Manitou Group, our products are our promise and that isn't something we will be compromising.

When it comes to servicing rental customers, downtime is lost revenue, so Manitou Group attachments are engineered and tested day in and day out to prevent that. A good example is the Manitou dirt construction buckets built in Manitou's Madison, South Dakota plant. They are made with grade 50 steel throughout and their wear bars are 8 inches wide. The fully welded side cutting edges climb all the way to one inch thick and the quick-attach upper brows are solid cast steel. Reinforcement plates and kicker plates further add rigidity and protection. Lastly, a seven-step cleaning and prep process is completed before applying an automotive-grade primer and paint finish. That's why Manitou Group buckets last and still look good for years.

There is really no one answer that applies to rental centers looking to increase demand or increase ROI with these units. Rental centers come in all shapes and sizes, but there are patterns that are prevalent: customer convenience, general availability (especially this past year) and continual monitoring of competitive pricing are areas that need to be monitored closely. If they are not monitored,

it costs rental center owners money.

Voice of the customer is a critical tool that Manitou equipment developers use to focus on needs, misses, improvements and opportunities that we have. No matter what type of business, understanding your customer and competitive landscape is critical. Talk to your customers and show up on their job site. Opportunity is there for discovery. ●



Marketing Manager
JAY THAKER
Toro

■ UTILITY LOADER + ATTACHMENTS = IMPROVED EFFICIENCY

The most enticing characteristic of compact utility loaders (CUL) is their versatility. Depending on the manufacturer, users can turn them into virtually any machine by switching out the attachment with one of many others. There are massive benefits to having one machine on the job site that can do it all as opposed to five more specialized machines: transportation is easier, upfront costs are fewer and training is greatly reduced.

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The most enticing characteristic of compact utility loaders is their versatility. Depending on the manufacturers, users can turn them into virtually any machine by switching out the attachment with one of many others.

Toro is invested in developing attachments that are reliable, robust, easy to use and can also accomplish several tasks. While there will always be a need for specialized attachments, such as the new Toro floor scraper attachment, rental centers can benefit from investing in attachments that perform multiple tasks. For instance, a 4-in-1 bucket can function as a bucket, leveler, grapple or blade to accomplish multiple tasks without changing out the attachment. As Toro engineers look to design additional attachment options, this type of versatility is always top of mind.

The new floor scraper attachment, while specialized for flooring contractors, turns the electric-powered e-Dingo into a flooring removal machine. Users can then simply swap the attachment for a bucket to clean up. This is a great example of one machine, one job, multiple uses and increased utilization.

With more than 40 Toro attachment options from which to choose, deciding on the right one for a rental center can be overwhelming. Start by considering the types of jobs your customers primarily work on and ask a series of questions, including:

- What tasks do customers most often say they need to perform?
- Is there a certain lift height that's most often requested?
- Do customers frequently express interest in hauling large amounts of material?

These types of questions will help identify which attachment(s) make the most sense to add to your fleet.

Commonly used attachments include the auger attachment for those in the fencing industry and the leveler, tiller and soil cultivator attachments for the landscaping industry; the grapple bucket, breaker and floor scraper are commonly



Buckets are the most widely used attachment by professionals on mini skid steer loaders, but rental stores should keep in mind that buckets come in several shapes and sizes.

used for the indoor construction industry. The most versatile attachment of all? The bucket attachment. It's heavily relied on by many contractors in the construction and landscaping industries to handle large quantities of loose material.

Educating customers on the versatility of a compact utility loader with the right attachment is key and having several attachment options for different types of customers is essential. For example, a Toro Dingo, with the right attachments, can replace a dedicated floor scraper, trencher, tiller, auger and more.

Customers are looking for rental centers to be experts when it comes to equipment and best practices. Knowing the possibilities and limitations of attachment offerings is essential. CULs can instantly increase productivity of any yard project and with intuitive controls, can be operated by almost any homeowner. Ensuring customers are aware of the flexibility and ease of use of CULs and their attachments can increase demand, and ultimately ROI for the rental center.

Asking the right questions and encouraging the customer to be as transparent as possible when it comes to the specifics of his or her project can help build trust and match the right

attachment to the job at hand. Listening to the customer and offering advice when appropriate will help the rental center to earn trust and encourage them to come back for any project they may be undertaking in the future. ●



Product Specialist
KYLE NEWENDORP
Vermeer

■ MATCH THE ATTACHMENT TO THE JOB

On mini skid steer loaders, buckets are the most widely used attachment by professionals, but rental stores should keep in mind that buckets come in several shapes and sizes. For example, the Vermeer high-dump bucket is productive at dumping at higher heights and delivers quick dump speeds when compared with a standard bucket.

Beyond buckets, there are several attachments rental stores should consider adding to their fleets. A set of pallet forks can help users move material around the job site, and a hardscape grapple can help minimize the labor of placing pavers, blocks and small boulders. Contractors may want to rent an auger attachment to help drill holes for footings, trees and bushes; a trencher attachment is handy for any type of irrigation work.

To determine what attachments to carry, rental store personnel need to think like a contractor. They should evaluate the type of work customers typically do with rental loaders and then ask, is there an attachment that can help them improve their operating efficiency?

Or, in some cases, they may need to ask if the attachment they are currently using is the best one for the task at hand. For example, should they use a set of forks to move material instead of a bucket?

Rental professionals should remember that just because an attachment may fit on a tool carrier doesn't mean it's designed to operate on a particular unit. It's always a good idea to review what types of attachments manufacturers have authorized for usage on machines. This level of due diligence will help contractors get the best performance from the tool carriers and attachments. ●



Werk-Brau's tilt rotator can improve the reach and productivity of grapples and other attachments.



Product Manager
ALEX ANDREWS
Werk-Brau

■ ATTACHMENTS CAN INCREASE PRODUCTIVITY

Customers are increasingly trying to convert their average machine into what could be called a "Swiss Army" machine. This means taking the average attachments that the machine is typically equipped with and taking them to the next level.

This can be as simple as purchasing a Progressive-Linkage (Pro-Link) hydraulic thumb to allow for more thumb rotation than an average main pin hydraulic thumb.

Every year brings new industry improvements and the hydraulically operated tilting/rotating TiltRotator couplers have become a leader in the pack.

Single handedly, the TiltRotators can significantly cut operation costs and improve job performance. While keeping the machine stationary, this unique coupler system allows the operator to maneuver attachments in ways that would require moving the machine two, three, four or more times to get in position to work.

With Werk-Brau's D-Lock TiltRotator coupler system, paired with dedicated attachments such as grapples, grading beams, forks, grading buckets and other attachments, contractors can turn an everyday construction and demolition outfit into a leading-edge operation.

When thinking about adding attachments to any rental fleet, return on investment comes first to mind. Based on the costs involved in not only the machine itself, but the attachments paired with the machine, consider if the initial cost can be offset by higher rental rates and demand. Also, from the renter's perspective, can the attachment achieve lower operating costs or improved job performance?

Rental centers can increase demand or increase ROI in the initial phase is to bring in a couple units. By having the unit equipped with Werk-Brau's TiltRotator, it allows the renters to physically see it and test its capabilities.

Finally, social media is not going away, so using it to showcase the unit with video and photos can continue the momentum of attachment adoption. From the 50-degree tilt in each direction, the 360-degree rotation with a variety of paired attachments can show the D-Lock TiltRotator can be the solution for many future construction applications. **PCR**



▲ Hole alignment system

Digga introduces the Halo vertical alignment system that uses a microprocessor and patented LED light system on the auger and anchor unit drives to provide accurate drilling readings to +/- .25 degrees, even under heavy vibration. It is built into the hood of the drive unit, providing 360 degrees of visibility to the operator from inside the cab, even in bright daylight. The light ring, sensor and cable set easily connects to the in-cab cigarette lighter or can be powered by a magnetic battery pack that attaches to the boom. The system ensures holes are drilled plumb, reducing the number of in-hole angle adjustments that can create an oversized hole and reduces damaging side loading on the auger bit and auger. It increases site safety because the operator's eyes can stay on the drive, eliminating the need for a spotter with spirit level. It is a more affordable alignment system than traditional in-cab displays; users simply set the desired angle for drilling with a click of a button. It's perfect for retaining walls and off-set piers designed at specific angles.
www.diggausa.com

▼ Stump grinder

Versatility is the name of the game for the new Kubota SSG20 stump grinder that was introduced in 2022. With a variety of mounts and hose options available, the SSG20 fits compact loaders, skid steers and compact excavators. Its 24-inch cutting wheel and 15 Wearsharp teeth make quick work of stumps. The SSG2024 stump grinder is an easy-to-use direct-drive attachment with no cylinders and valve block, so maintenance is simplified.
www.kubotausa.com



▼ Whip hose attachments

The APT Whip Hose Assembly is a single wire-braided hose that increases internal strength and causes less operator fatigue on the job site. It offers an added level of operator safety and its ergonomic features help operators handle the tool more comfortably. The Whip Hose acts as an extension to the tool, so users can operate around the job site more freely. The six-foot long whip hose attachment features a universal fitting on the supply end and a protective spring covering on the swivel end that offers an added level of protection when operators need it.
<https://www.ap-tool.com/en>



▼ Tree and boulder dolly

The PowerPusher E-750 Electric Wheelbarrow with tree and boulder dolly attachment is the perfect partner for hauling trees, shrubs, rocks, boulders and more to and from job sites. With 1,000-pound load capacity, the E-750 easily transitions from wheelbarrow to transporter with the Quick-Change System. Its silent motor with zero emissions is suitable for indoor or outdoor use and can fit through standard doors. Quickly change over to the galvanized steel tub or heavy-duty poly tub and the machine handles demolition and hauling needs. It can move at speeds up to 4 mph. The E-750 is available with multiple standard and custom Quick-Change Attachments.
www.powerpusher.com



www.ProContractorRentals.com



▲ Rotary brooms

Hilltip introduces its SweepAway rotary brooms for use on pickups, tractors and other equipment. Available in 59- to 86-inch widths, the attachments feature a 20-inch diameter brush for high performance in a variety of applications. The SweepAway rotary brooms mount on pickups using Hilltip's Quick Hitch mounting frame. They can also be used on tractors with Hilltip's STR and VTR mounting frames; other mounting frames are available for attaching to different vehicles, such as loaders or forklifts. The mounts allow the brooms to be angled up to 25 degrees for controlling the direction of swept material. The brooms require a hydraulic system with a minimum flow of 11 gpm. If the vehicle does not meet the hydraulic system requirements, a Hilltip Power Unit can be added. Featuring a heavy-duty design, the power unit has a Kohler engine that provides up to 12 gpm of hydraulic flow to operate the SweepAway rotary brooms as well as other machines. A variety of other options and accessories are available for the SweepAway rotary brooms, including a deflector, a sprinkler kit with a 132-gallon tank and an electrical oil-flow valve.
www.hilltipna.com



www.ProContractorRentals.com

◀ Stand-on skid steer backhoe attachment

The Ditch Witch BH782 backhoe attachment is available with a standard mini attachment plate and is compatible with Ditch Witch's fleet of mini stand-on skid steers starting with the SK800 through the SK1550. It has a standard 12-inch bucket and can dig up to 78 inches. With a 180-degree swing radius, the BH782 attachment can help improve operator agility and efficiency on the job site. To maximize productivity, the BH782 backhoe attachment is equipped with a dual independent machine stabilizers and offers intuitive operator controls to maximize job site uptime. It comes with a single plug-and-play harness to install the harness to the machine more easily and seamlessly.
www.ditchwitch.com/sk-attachments



▲ Thumb for material handling

Mecalac offers a new hydraulic thumb option for its recently re-configured two-piece boom with offset, available for 6MCR skid excavators and 7MWR wheeled excavator models. The new thumb makes it easy to pick up, maintain and move large or long objects, transforming material-handling capabilities for applications such as truck loading or pipe laying. This makes it ideal for contractors in several industries including utilities, landscaping, road maintenance and general construction. When engaged, the constant pressure exerted on the thumb throughout the cylinder's stroke ensures precise control of the load, allowing operators to efficiently move boulders, pipes and cumbersome objects without leaving the cab or changing the attachment.
www.mecalac.com



▲ Trencher attachment

The Vermeer STR48 trencher attachment was developed to help contractors install phone, fiber, cable, gas, irrigation, water and sewer lines. The attachment can also be used to install downspout and drainage lines or excavate a footing for a wall or building. Designed for use with the Vermeer mini skid steer line, the trencher attaches to a universal mounting plate that's locked in place by two quick-release pins. An 18-inch diameter discharge auger moves the excavated material away to help prevent it from circulating back into the trench. The trencher attachment is powered by the auxiliary hydraulics of the mini skid steer and requires a minimum of 10 gpm for optimal performance. The maximum digging depth is 48 inches and the maximum width is 8 inches. An optional trench cleaner can remove residual material while trenching.

www.vermeer.com



◀ Excavator rake

The Werk-Brau compact excavator rake can be customized for debris sorting, brush clearing and root extraction. The multi-tined rake attachment can be customized with multiple tine options, widths and configurations to maximize efficiency and productivity. Designed for use with compact excavators, it has tine serrations along the complete underside of the rake to prevent material from slipping loose. Made with wear-resistant high-strength steel and hardened, greaseable bushings at all pivot points ensure a long service life, even in harsh conditions. Each heavy-duty tine is supported by reinforcing plates with gussets placed between tines for added strength and durability.

www.Werk-Brau.com

www.ProContractorRentals.com

▼ V-plow for ¾-ton pickup trucks

Buyers Products offers the SnowDogg VMXII snowplow that weighs less than 550 pounds so it can be mounted on Ford F-150s, Chevrolet Silverado 1500s and RAM 1500s. The SnowDogg VMXII is an extension of SnowDogg's rapidly growing V-plow line, which also includes the VXFII for one-ton-plus pickup trucks and VXXII for Class 4-6 trucks. The design ensures the plow has the strength needed to stand up to seasons of use in harsh environments. The VMXII is designed to move heavy, wet snow and features a genuine, 304 stainless-steel blade with aggressive, flared wings and a robust frame built to absorb heavy impacts. The VMXII also incorporates popular SnowDogg features including an upgraded RapidLink attachment system and floating A-frame.

www.buyersproducts.com



▲ Mulchers and brush cutters for excavators

John Deere offers the ME36 and ME50 mulchers, and the RE40 and RE50 rotary brush cutters for excavators. The ME36 and ME50 mulchers (top photo) have knife-style cutting teeth on a split ring rotor for fast, efficient mulch cutting on up to 5-inch material. The RE40 and RE50 brush cutters (bottom photo) have three swinging blades mounted to a blade carrier and can fell and cut material up to 6 inches in diameter. The attachments are tested and optimized to work with John Deere excavators, but the mulchers are also compatible with many 5- to 10-ton excavator models, the brush cutters are also compatible with many 3- to 10-ton excavator models.

www.JohnDeere.com



www.ProContractorRentals.com

▼ Skid steer vibratory roller attachments

MBW, Inc. offers skid steer vibratory roller attachments that are one of the most innovative and cost-effective rollers on the market, sources report. The ATS smooth drum (top photo) and ATP padded drum models (bottom photo) are available in 73- and 84-inch working widths. All models feature hydraulically powered exciter systems lubricated by an oil mist design. A knockdown blade is integral to the roller frame and vibrating drums are isolated from the frame minimizing transmission of vibration to the host machine. They feature a patented exciter shaft design that minimizes exciter shaft deflection, lower operating temperatures and provide MBW attachments with the industry's lowest incidence of bearing and seal failure. With low maintenance and high productivity, these rollers have become a staple in rental fleets and made contractor's lives much easier, MBW sources report.

www.mbw.com



◀ Telehandler truss booms and lift hooks

Providing telehandler operators with increased reach and enhanced machine versatility, truss boom attachments offer a solution to job site challenges. The truss boom attachment can provide increased reach and, in some cases, increased height of the suspended load. The boom is available in various lengths, from a simple boom-mounted lift hook to a 15-foot truss boom. Most come in fixed lengths, but adjustable truss booms are also available. Additional variations of the coupler or fork-mounted truss booms and hooks are also available. In applications where up-and-down movement of a boom is not possible, a truss boom with a winch allows the operator to raise and lower the suspended load into tight spots.

www.jlg.com



▲ **Expanded work utility vehicle line**

Built to withstand tough duty cycles and daily worksite use, the Polaris Pro XD utility vehicle lineup has durability, serviceability and safety features that differentiate it from other work UTVs, sources report. The compact size further increases agility while maintaining a 200-hour service interval for longer uptime. The mid-size Pro XD model preserves the smooth ride for which Polaris is known while providing ample hauling and towing capabilities for a mid-size model. The mid-size Pro XD model is powered by Polaris' Pro-Star 570 DOHC engine that has a 200-hour oil change interval. Most replacement parts are universal and simple to replace. www.Polaris.com/Commercial

▼ **Topdresser**

Earth & Turf Products introduces its first-ever stand-on topdresser for spreading compost, sand and other soil amendments. Customers have asked for a stand-on version, one that can cover ground faster than walking, but doesn't require a towing vehicle and spreads evenly. With that customer input, Earth & Turf engineers developed the 415-SP self-propelled stand-on spreader. It has a stand-on plate on the back and its four-wheel hydrostatic drive system has a 15-cubic-foot hopper that can be heaped to one yard of light material that can spread up to 48 inches wide at up to 7 mph. The expeller brush spins fast enough to propel material into the grass canopy ahead of the unit, while stiff bristles regulate the spread.

www.earthandturf.com



◀ **Walk-behind stump grinder**

Great Northern Equipment introduces the 14-horsepower BRSG105K walk-behind stump grinder. It features nine high-speed carbide cutters, a 12-inch steel cutting head, Tri-Cut dual-bolted teeth and dual-locking ATV wheels on a heavy-duty 2x2 axle. It has a 3,600 rpm cutting speed, a 3-1/2 inch cutting width, and rugged 16-gauge steel decking with an anti-vibration welded chip head safety shield. The unit features direct drive, delivering 22.7 gross foot-pounds of torque to the high-speed 3,600 rpm solid steel cutting head mounted on premium pillar bearings. The large, adjustable bow handle makes the unit easy to handle. Easy access to the belt tension system makes service quick and easy.

www.gnedi.com

www.ProContractorRentals.com



▲ **Commercial woodchippers**

The Merry Commercial gravity self-feeding woodchippers make quick work of green or dry branches. Available with 3-1/2, 4-1/2-, and 5-1/2-inch intake diameters, all three models can easily be moved by hand and are road-towable; the 4-1/2-inch and 5-1/2-inch models come standard with a 180 degree pivoting high discharge for throwing debris into a cart or a bed of a pickup. All machines feature heavy steel flywheels, heat-treated D2 tool steel knives, centrifugal clutches and serviceable bearings. Dependability, ease of use and low maintenance make these chippers the perfect tool for any branch clean up needs, Mackissic sources report.

www.mackissicchippers.com



▲ **Hybrid energy systems**

The new Energy Boss hybrid energy systems from ANA is an innovative mobile platform that integrates top-line quality generators with leading-edge battery technology and highly specialized control systems to reduce fuel, emissions and service. They are available in a variety of battery capacity options that can be stacked. Powered by fast-charging/discharging, long life cycle-life batteries, coupled with a generator that provides recharging or power when the load is higher or for extended runtimes. It is a fully automated, cost-effective power solution providing continuous power in any environment. It will help reduce operating and maintenance expenses by up to 80 percent, depending on the site load and operating hours. The models include telematics for remotely monitoring, locating and controlling power during off-peak hours, further lowering costs and maintaining control.

www.anacorp.com

www.ProContractorRentals.com

▼ **3,500 watt inverter generator**

The new Mi-T-M inverter generators are equipped with CO detection and automatic shut-down. CO detection is an important feature when carbon monoxide levels become unsafe during operation. The 3,500-watt inverter generator has a unique open frame design, allowing for



quick and easy maintenance. Weighing only 66 pounds, this inverter generator takes portability to the next level. Comes with a 120-volt 20-amp GFCI outlet, 30-amp twist lock,

12-volt DC plug and USB ports. It is powered by a Mi-T-M OHV engine and can run for more than eight hours and includes a three-year warranty. The Mi-T-M inverter parallel port box accessory allows users to connect two units and generate twice the power from both units at once, improving job efficiency.

www.mitm.com



▲ **Wood/brush chipper**

The Barreto E3107C chipper is now available with a Honda GX800 EFI engine. It was originally designed with a Briggs & Stratton Vanguard V-Twin engine and easily eats up branches while remaining safe and easy to use, Barreto sources report. With these two engine options, it excels to the front line of the Barreto product fleet. It continues to bring superior customer satisfaction with the classic durability, dependability and style that define the Barreto brand and the family of customers who use it.

www.barretomfg.com



Life-saving automatic braking for rollers ▼

Sakai America introduces the life-saving Guardman auto brake-assist system to the North American asphalt compaction market, a first for this machine category. This technology detects objects or personnel behind the roller, and in an imminent collision, stops the machine without the operator intervention. It uses millimeter radar or 3D lidar, depending on the roller model, and is designed to avoid false alarms even when paving next to walls. This safety system works through dust/steam and the intelligent controller compensates for roller speed and day or night visibility. Guardman has been successfully field-tested in the Japan for years and is available to order on Sakai 300/500/R2H-4 series compactors built in 2023; Guardman for the SW884/994 rollers will be available early 2024.

www.sakaiamerica.com



▲ Fuel/fluid storage solution

Western Global offers the TransCube Global unit for efficient on-site refueling and hassle-free transport. The transportable, double-walled, cube-shaped fuel tank is designed specifically for auxiliary fuel supply and efficient on-site refueling. The cube-shaped tanks feature 110-percent fluid containment and meet global transportation standards to provide safe fuel transport anywhere it's needed. The tanks have feed and return ports to fuel as many as three pieces of equipment simultaneously, making them a versatile auxiliary fuel tank. The tank's shape and design allow users to easily transport them on truck beds and trailers as well as in standard shipping containers. Unlike round tanks, the TransCube can be stacked up to three high when empty and two high when full, minimizing space. The TransCube Global unit is available in capacities ranging from 132 to 1,242 U.S. gallons. Western Global also offers advanced fuel monitoring systems to help businesses remotely track fuel supplies.

www.western-global.com



▲ Portable compressor

Con X Equipment introduces the X AIR SC80 portable compressor. It is mounted on a sturdy frame with pneumatic tires for easy portability and equipped with a screw end guaranteed for two years. Powered by a 24 horsepower Honda engine with automatic speed control and manual and electric start, the unit also includes a detachable 5.5 gal. gas tank. It can operate the Con X 90-pound class breaker, creating a package that is built for power and portability unlike any other compressor on the market. It weighs 319 pounds and delivers an impressive 80 cfm at 100 psi. Aside from its breaking applications, the compressor's versatility is proven by the myriad of uses reported by our clients: renting it for sandblasting or for a variety of other applications that require up to a 3/16 -inch nozzle. Adaptable to most pneumatic tools, other uses for the SC80 include chipping hammers, impact wrenches, cut-off saws, winterizing sprinkler systems, underground piercing and more.

www.conxequipment.com

www.ProContractorRentals.com



▲ Power carts

The 600 Series Overland Carts from Granite Industries are designed for contractors and rental shops. They operate on an all-electric drivetrain powered by a robust rechargeable battery pack. The heart of the new series is the 24-volt 600-watt transaxle which has 50 percent more power than the Overland 400W Series motor and overall speed has improved from 3.0 mph to 3.5 mph. On hard, flat surfaces, the 600 series can haul up to 750 pounds and has improved performance on inclines. Its 35 amp-hour battery pack offers a rate of up to eight hours of real-world use or an estimated 8 to 9 miles on a single charge. The 600 Series comes standard with flat-free dual-ag drive tires. A 10 cubic foot wheelbarrow-style hopper or a 9 cubic foot wagon-style hopper comes standard. Both hoppers feature a heavy gauge HDPE construction that is lightweight and completely rust-free. A power dump-assist option helps dump the load in a controlled manner.

www.graniteind.com



▲ New look for portable compressors

ELGi Portable Compressors introduces the ELGi D185T4F portable air compressors with a new look. The brand has changed from Rotair to ELGi, and the ELGi range of portable air compressors continues to be durable, fuel-efficient, quiet and reliable. Powered by a Kohler KDI diesel engine, this portable air compressor provides a reliable source of compressed air with a capacity of 185 cfm at 100 psi. The new Kohler engine design enables the air compressor to achieve Tier 4 Final EPA requirements without the need for a costly Diesel Particulate Filter (DPF), or a Diesel Exhaust Fluid (DEF) filtration system. The units

are reinforced with an all-steel structure and heavy-duty Dexter axles. The metal enclosure resists dents and fading, as well as protects major components from job site hazards.

www.elgi.com/us/portable

www.ProContractorRentals.com



Battery-powered stand-on mower ▼

The Toro GrandStand Revolution stand-on mower powered by Toro HyperCell batteries is now available. It's the same ride users have come to trust with its space-saving, flip-up platform, only now it's powered by Toro HyperCell batteries. It has a Turbo Force deck that features cast aluminum spindle housings, 7-gauge cutting deck top sheet and a bullnose bumper built for the harshest elements that helps stand the toughest grass up to eliminate double cutting. With all-day runtime, it offers instant power, superior handling and greater control of ground and blade tip speed to deliver the best quality of cut. Electric drive motors are controlled by innovative patent-pending software that enables intuitive handling.

www.toro.com



Hydraulic earth drills ▲

Little Beaver's hydraulic earth drills combine high-horsepower engines with the convenience of hydraulic drives so the units drill efficiently and effectively, even in the toughest soil conditions. They are designed for easy transport and maneuverability, making them a highly used addition to any rental center's fleet. They feature 11-horsepower Honda overhead valve gasoline engines; the HYD-PS11H drill has a 5-gal. reservoir capacity and is mounted on a maneuverable three-wheel

chassis. The drills' relatively small size can be used where skid steer-mounted augers can't reach. Convenient front and rear handles make loading and unloading fast and easy. Operators can use large-diameter augers without fear of dangerous kickback because steel torque tubes transfer digging torque from the drill head to the engine carriage. The high torque also results in fewer vibrations and a long service life. www.littlebeaver.com



◀ Utility vehicle

Waev Inc. introduces the Bigfoot S, a compact and more agile electric-powered burden carrier from Taylor-Dunn. With a payload of up to 2,000 pounds and a towing capacity of up to 5,000 pounds, it has a wheelbase that is 19 percent shorter (50 inches), an overall length that is 9 percent shorter (118.5 inches), and a turning radius that is 16 percent shorter (115-inch radius) than the Bigfoot XL model. A 6 horsepower motor provides the power to haul lighter loads easily and efficiently without overpowering the vehicle. The 36-volt battery configuration and range of up to 50 miles assures operation productivity and efficiency. www.taylor-dunn.com



Sod cutter with hydrostatic transmission ▲

Ryan adds the Jr. Sod Cutter-Hydro to its line of turf renovation products. It features a variable-speed hydrostatic transmission that has forward and reverse drive and runs independently of the cutting blade for a consistent, quality cut regardless of the drive speed. It comes in 18- and 24-inch cutting widths and features a Ryan cast-iron gear case that encloses oil-lubricated final drives to both wheels and the cutting blade. The units feature Ultra-Low Vibration Technology, which reduces hand vibration by up to 75 percent. It also features Easy-Steer Technology, where the rear caster wheel can lock in place to hold straight lines or unlock for easier maneuvering. www.ryanturf.com/products/ryan-sod-cutters/jr-sod-cutter-hydro/

Zero-turn mower ▼

Briggs & Stratton Corporation's Ferris brand adds two models in the Ferris ISX3300 platform powered exclusively by the Vanguard Big Block 40.0 gross horsepower EFI ETC engine. It is the first in the lineup to feature Vanguard's all-new electronic throttle control



(ETC) technology that reacts instantaneously to any applied load from its environment to maintain power when the application demands. The zero-turn mowers in the Ferris line feature Forefront, the industry's most advanced independent suspension system, sources report. Forefront gives landscape professionals the ability to mow at a higher speed while having more control over the mower. www.ferrismowers.com



New air compressor models ▲

Chicago Pneumatic and Power Technique North America introduces its CPS 185 and CPS 400 air compressors that bring added durability and performance to its air compressor offering. Engineered and built in Rock Hill, South Carolina, the CPS 185 (top image) and CPS 400 (bottom image) are upgraded models designed for the toughest environments, sources report. The CPS 185-100 model, powered with a liquid-cooled, three-cylinder Kohler diesel engine, can power two 90-pound breakers or other tools up to 125 psi. Air pressure, fuel level and running hours are displayed on screen, as well as engine speed, temperatures, oil pressure and voltage. The CPS 400 comes with a liquid-cooled, four-cylinder Kohler diesel engine and features the intuitive Chicago Pneumatic XC2003 controller. It's easy to operate with all functions conveniently at your fingertips. The controller also manages the engine ECU operating system and several safety warnings, shutdowns on various parameters and full digital pressure control with multi pressure. It is engineered with built-in warmup and cool-down programs to help improve the engine and compressor's reliability and overall lifetime and has a 1,000 hour/one-year service interval that reduces maintenance frequency. Gull-wing doors provide an easy access to all service points. They will be formally introduced at the ARA Show February 2023. www.power-technique.cp.com/en-us/products/diesel-air-compressors-us/small-portable-air-compressors-us



▲ **Tracked spider lift**

IMER USA introduces the IM R 23 DA tracked spider lift to the North American market. The IM R 23 DA is a versatile tracked spider lift, offering a 75-foot working height with up to 39 feet of outreach, with up to a 507-pound basket capacity. Having 360-degree rotational capabilities, along with its height, outreach and capacity, make this one of the most versatile atrium lifts available, sources report. It features a bi-energy power unit allowing operators to use run the machine off either a gas or diesel engine or its 120-volt electric motor for indoor applications. Automatic leveling outriggers allow this machine to provide a safe and level workspace even on uneven surfaces. In its stowed position, this machine is just 39 inches wide, making it perfect for any job that requires it to fit through a tight space, such as a backyard gate or an office front door. The IM R 23 DA rounds out IMER's full line of atrium lifts, which includes the IM R 13 T, IM R 15 DA and the IM R 19 SA. www.imerusa.com



▼ **Mid-sized tracked lift**

Up Equip offers the Easy Lift 77-40AJ with 77 feet of working height and 40 feet of unrestricted horizontal reach with 500 pounds in basket. Overall height when folded is 79 inches and it fits through a 35-inch opening. With a total length of 19 feet 6 inches and 7,165 pounds total weight, it fills the gap between the existing Easy Lift 70-36AJ (70-foot work height; 36-foot side reach) and 87-48AJ (87-foot work height; 48-foot side reach). Standard with a Kubota diesel and 110V AC electric motor for indoor application or use without emissions. It comes with wireless remote control, self-leveling outriggers, hydraulic extendable carriage and AC power and an air/water line to the basket. Optional features include Li-ion battery or hybrid diesel plus lithium, hostile protection package, choice of tubular or fiberglass basket, non-marking tracks and more. www.upequip.ca



▼ **Spider atrium crawler lift**

The Falcon 125XL Vario spider atrium crawler lift from USM ReRents has a 125-foot working height and is designed with height-adjustable crawlers and an enhanced basket load of up to 990 pounds. It can pass through a door opening as small as 4 feet 8 inches wide and 6 feet 5 inches high. The Falcon 125XL features automatic outrigger positioning and steering of the outriggers and chassis from a wireless remote control. Sources report this turns the Falcon 125XL Vario into a product category of its own, meeting and exceeding the demand of today's operators. USM Falcon Lifts offers models from 44 to 170 feet and available in wheeled, tracked, Vario (tracks in variable positions), and double-tracked configurations; nine models feature Falcon's double jib, which is the only one of its kind that can rotate over, under and between building obstacles. USM ReRents only rents to rental companies. www.usmrents.com www.usmfalconlifts.com



◀ **North American spider lift distributor**

Avant Tecno USA and Leguan Lifts have formally announced their partnership for distribution in North America. Avant Tecno USA and select dealers in its extensive network will now promote, sell and service the Leguan 190 spider lift models designed for tree care, heavy-duty professional and rental use. "Similar to the Avant product line, Leguan Lifts were carefully designed, paying meticulous attention to durability, safety and user friendliness," says Beau Slavens, Avant Tecno USA president. "The Leguan 190 access platform specifically has unbeatable features including automatic leveling with a single push of a button, high platform capacity over the entire working area, all-terrain capabilities and sturdy boom design. Leguan Lifts already has a large market share in many of the European and Australian markets, and we are excited to introduce these high-quality machines to our product portfolio," says Slavens. "Avant Tecno USA's values stand for commitment, knowledge and experience and it offers great customer service to its customers. Its professional sales and service staff understand the North American customers' needs and with them, we can offer the leading spider lift solutions to the market," says Jori Mylläri, vice president of sales and marketing for Leguan Lifts. <https://www.leguanlifts.com/> <https://www.avanttecno.com/us/leguan>

▼ **Spider lift with 55 feet lifting height**

Spimerica offers the Palazanni Ragno TZX 170 spider lift. It is a bi-energy-powered unit that has an aluminum frame with oversized sections and low center of gravity for excellent stability even in difficult aerial positions. Extremely light and compact, it is available on tracks or wheels with fixed cage and ground remote controls. All pipes are inside the booms to ensure top safety and minimum wear. Ideal for landscaping and indoor-outdoor maintenance, it has a lifting height of 55.25 feet and a 25.35 feet outreach; maximum lift capacity is 480 pounds. It can be powered by a Bi-Energy diesel/AC electric or Eco Battery plus AC electric system. Total unit weight is 4,800 pounds. www.spimerica.com



▲ **Three lift models for 2023**

The 2023 CMC F-Series spider lifts from All Access Equipment are now equipped with more features for greater versatility yet are priced in the same price range of past models. Spider lifts offer the capabilities of three lifts – boom lift, trailer lift and scissor lift – in one versatile lift, saving time and money. CMC spider lifts are much lighter than traditional boom lifts, so they can be easily transported on a small trailer by any work van or pick-up truck. In 2023, the F-Series are equipped with automatic self-leveling, new-generation quick- and simple-release hydraulic fittings, a pressurized hydraulic system to keep the hydraulic system cleaner and an optional radio remote control. The models come standard with a Honda gas engine, but can be ordered with an optional diesel engine, 120-volt electric hydraulic power pack and or with Li-ion batteries. The fast, light and nimble units are available in 42-, 50- and 60-foot reach heights. www.allaccessequipment.com



DIESEL ENGINES NEED TO KEEP THEIR COOL

Merlo equipment experts explain how coolant protects diesel engine health. | by Ed Sampson and others |

Industrial diesel engines by design create combustion as a means of converting energy to do work. The combustion generates heat, which transfers to the coolant as it works its way through the engine. This heated liquid then passes through the radiator. As it passes through, incoming air cools the coolant.

For example, machine manufacturer Merlo uses industrial diesel engines that are equipped with a high efficiency cooling fan situated behind the radiator and are designed to move large amounts of air efficiently. This

design works well for machines that are in constant motion, and especially well when machinery does not move around much while executing its job. As the coolant mixture cools, it then cycles back through the engine to repeat the process. Coolants absorb the heat so an engine can maintain its correct operating temperature.

Coolant defined

What is coolant? At its simplest: a cocktail of specific chemicals, when mixed with water, create a liquid that cools an engine during its operation.

Coolant additives prevent cavitation (air bubbles) in the liquid medium used; it also prevents scaling and rust build up, or oxidation.

Coolants, sometimes just called antifreeze, are important for anti-boil properties. A properly working radiator cap creates pressure that combined with the additives, make sure the liquid does not boil over, even when environmental temperatures are quite high, such as we have experienced this year.

Coolants are required for all engines, though mixture rates and amounts

will differ with each manufacturer and temperature. There are several coolant varieties available. Yes, in a pinch water can be used (though not recommended for long term use) if this is what is available and, in a place where the proper coolant mixture is not available.

Coolant mixtures are a wonder: they lower freezing temperatures, raise the boiling point, protect against corrosion and supply lubrication for moving parts; something water alone cannot provide.

Of the industrial engine coolants on the market, Merlo specifies G-30 for all its engines, as do several other heavy equipment manufacturers.

This coolant checks all the boxes: a highly lubricant product protecting against corrosion, overheating and when the seasons change, frost and freezing conditions. Overall, G-30 supplies consistent, long-lasting cooling and lubricating performance even within extreme environmental and work conditions.

How to use coolant: Straight coolant is not recommended. Water needs to be added for the coolant to be most effective. It is the water that does the cooling; water sheds the heat.

Engine manufacturers note in their engine maintenance literature the percentage of coolant to water. For example: one manufacture specifies 38.4 percent coolant to water, but most folks usually create a 50/50 mixture.

Rental fleet best practices

To get more uptime from your machines, invest more time in the maintenance of those machines.

Every machine in a rental fleet should have its own maintenance record. Something as simple as a spreadsheet with VIN and dates can work.

Let's call it cheap insurance. This record ensures your technicians will always know when it is time (hours) to change out coolants per each engine manufacturers recommendations. A machine should get its coolant changed out on schedule, even if the machine is

on a long-term rental. Yes, field work can be inconvenient, and most likely there will be an expense. Still, keep the costs in perspective: field work costs vs. replacement engine costs.

In the field or the shop, techs need to follow best practices, such as flushing coolant systems three times before changing the fluid if the original brand



Dashboards and instrument clusters have icons that light up when there are issues. Here, the second icon in the top row warns that coolant needs to be topped off.



Instrument clusters on heavy equipment, just as on automobiles, have many icons that light up when there are engine issues. For example, when these two icons are lit at the same time, stop operation. Turn off the vehicle. There is a major issue with the cooling system.

of coolant is not available. Different types of coolant brands should not be mixed. But even if you are using the same coolant, flushing will remove any accumulated contaminants.

Always keep coolant in stock. Many shops either keep jugs on the shelf or have a drum with a pump. Do not use coolant that is not in spec. You may have to stock several types depending on each engine manufacturer's requirements, so label them accordingly.

As a part of operational instructions, you may provide with each

rental, include the request for operators to do a prestart walk-around and look 'under the hood' before every start-up and job. Findings from a pre-start check will alert an operator, who is an extension of your maintenance technician, to get in touch with technicians if there are any noticeable issues such as liquid on the ground, weeping hoses and low levels of fluid in their respective tanks.

Engine startup best practices

Inside the cab, after the key is turned and the engine engaged, wait a few moments to view the icon dashboard. Are there any icons with a steady light? These are indicators of current issues, or reminders to act before issues become an issue. Small efforts like these can save time and money.

Merlo installs several engine models within its range of telehandlers and Rotos: Deutz, FPT, Kohler, Kubota and Perkins. Basic machine maintenance instructions can be found in most operator manuals. In the case of coolant, if not found there, the engine manufacturer's manual should state best coolant maintenance practices. For Merlo it is:

- Every two years: full flush and replace coolant
- Use G-30 coolant, which must be diluted with water.

When a machine comes back from a job, even if a fast turnaround is needed, take the time to do a walk-around. Check for leaks, and any other damage or wear. Top off coolant and other fluid levels. Check the maintenance records; is it two years since the last flush? Keep notes current. Remember: Time and money spent on maintenance will always be much less than time and money lost due to a down machine. **PCR**

Ed Sampson is a service advisor with Applied Machinery Sales; Bailey Beasley is shop manager with Applied Machinery Sales and Susan Doyle is with the marketing department of Applied Machinery Sales. AMS is the importer and distributor of Merlo telehandlers and Rotos.



AFTER-SALES SERVICE TIPS TO KEEP CUSTOMERS HAPPY

Nine effective ways to endear your brands with new and returning customers.

LANDING A SALE from a new customer is one part of increasing revenue, but it isn't the whole story. To scale your business, you need to turn customers into repeat renters/buyers.

One way to do this is through quality customer service. Research has found that customers who received a high-quality customer service interaction were 82 percent more likely to repurchase or renew when offered the chance to switch to a competitor. These customers were also 86 percent more likely to spend more on future purchases and 97 percent more likely to share their positive experiences.

If you want repeat customers and you

want those customers to prove their loyalty by spreading the word, focus on providing excellent after-sales service.

What is after-sales service?

The after-sales service definition is the set of actions you take to follow up with your customers after they've made a rental or purchase. After-sales service aims to keep customers happy and engaged with your brand. It can include

all the support and resources you provide customers after a sale. This could mean checking in with the customer and asking for feedback, having reliable customer support options and providing high-quality how-to guides.

After-sales service shows your customers that your brand cares in a time when consumer trust in brands is a powerful differentiator. Research shows that 68 percent of customers are willing to pay up to 15 percent more for the same product if they're sure that they'll have a better experience with that company. If you provide great after-sales service,

customers will bring in more business through good word-of-mouth referrals.

Excellent after-sales service sets your business apart from competitors. People will begin to see you as a helpful and trustworthy brand which will ensure that keeps them coming back.

Here are the crucial steps to providing a brag-worthy after-sales service.

1. Show your appreciation.

Thank-you notes add a personal touch to a customer's purchase, letting them know you're grateful they chose your company. The more personal, the better. It's easy to automate personalized thank-you notes and with very little time or resources, you can put a smile on your customers' faces and keep them engaged.

Thank-you notes can be combined with other engagement elements, such as a link to relevant product information or a guide on your website.

Take that thank-you to the next level by contacting new customers within two weeks of their rental/purchase and check in to see how they're finding the product and your overall service. This shows you care and you receive valuable feedback that can be used to improve service.

2. Provide pre-installation services.

Pre-installation or training services include anything that helps your customer use or operate your product. Some items are more complicated or require technical expertise to install, assemble or operate. In this case, provide demonstrations in person or with videos.

Pre-installation services address a major pain point in the customer journey, which is how to use the product they have rented/bought. Preempt their frustration by providing them with everything they need to use your product, along with an excellent customer service line if things go wrong.

3. Have excellent customer service.

Customer service is the direct link between your customers and your business and helps retain customers and remove frustration from their journey. This can include any kind of help desk or call center support that customers can access when they have an inquiry. This can be supplemented with online customer sup-

port. The most common form of online support is an email address; however, real-time online support, whether it's chat, forums and/or a social media channel, can also work. Chatbots can direct customers to information or connect them with customer service.

4. Give customers initial training.

Usually, training is needed where the product is dangerous or could be easily broken through misuse. In these cases, businesses offer user training as a post-sale/rental service to teach end users how to use the product safely and efficiently.

Training adds extensive value and can improve customer satisfaction after the rental/sale. With training, customers get to see your expertise and helpfulness in action, improving your brand image.

5. Provide onboarding guides.

Similar to providing training, onboarding guides can add customer value. If your product is complex or has several nuanced uses, providing an onboarding tutorial can be a great way to keep your customer engaged and satisfied.

By providing customers with the resources and information they need, they're less likely to seek outside sources and builds a long-term customer relationship, improving your chances of future rentals/sales.

6. Provide warranties, replacements and returns.

Warranty services allow customers to repair, replace or refund their rental/purchase in case of damage. Generally, companies will provide a warranty, free or for purchase, that covers the product for a limited time, such as the length of rental or three years. Some companies also offer extended warranties that can increase the amount of time the warranty is applicable. No-fuss return policies are becoming increasingly popular to differentiate from the competition.

7. Offer bonuses and upgrades.

Added features are a common after-rental/sales tactic that gives customers free or paid upgrades to their product or service after their original rental/purchase. Many companies offer tiered subscriptions or additional services that

can be purchased. Done right, this helps broaden your market as you target different customer needs with your product.

8. Ask for customer feedback.

As you reach out to your customers and keep them engaged, find opportunities to seek feedback from them. This will help you see where your product or service is hitting the mark and where it might be falling short. There are many ways to collect customer feedback, such as pop-up surveys on a webpage or in an email campaign.

Or send personalized messages or request an interview for rich qualitative feedback. As you reach out and improve your after-sales service, customers will see you as a company that cares about their opinion and wants to provide a product that meets their needs. Invite your customers to share their positive experiences or post reviews and stories on your social media or website.

9. Go above and beyond with your after-sales service.

There are several things that can improve your after-sales service and delight customers, including:

Personalized messaging. Sending customers a message on their birthday, a holiday or anniversary shows you care and remind them of your brand. These messages can be coupled with coupons or call to actions, which can nudge them toward a second purchase.

Coupons and referral vouchers. After a rental/sale, send customers a thank-you note with a coupon for their next rental/sale. Or email them a discount or bonus if they invite a friend to sign up.

Final thoughts

It's normal to go into business focused on finding new customers, but ongoing success relies on the many benefits that loyal, satisfied customers bring to the table. Investing in an after-sales service strategy will provide endless returns in the form of customer retention, great referrals and a positive brand image. **PCR**

The authors of this adapted article work at Pipedrive, which develops and markets customer relationship management tools. <https://www.pipedrive.com/en/blog/after-sales-service>



Digital-age tools can help rental centers and contractors train operators so they can operate specific pieces of aerial equipment safely and efficiently.

HOW TRAINING IS EVOLVING IN THE DIGITAL AGE

Virtual reality, augmented reality and other tools are revolutionizing MEWP training. | by Rick Smith |

How training can evolve with today's technological advances is a hot topic. The quest to develop more digital tools for customers began before the pandemic as smartphone usage rapidly increased. When COVID-19 hit, digital technology became an absolute necessity for rental companies and professional contracting businesses to manage day-to-day operations, including how to specifically address training.

With much of today's workforce shifting to remote locations, traditional 9-to-5 workdays are fading, requiring more flexible learning opportunities.

Another challenge for rental companies is ensuring that customers have people with the right level of training to operate equipment. Untrained operators put themselves and others in danger and increase the odds of property and equipment damage.

Rental companies can help customers address the need for training more proactively by using new technologies and innovative training platforms, like virtual reality simulators, augmented reality apps, access control, as well as online events and virtual learning. These tools can supplement and enhance their current training offerings.

The digital age provides tremendous opportunities to deliver unique training experiences using virtual reality (VR) simulators. They allow trainees to build the hands-on skills they need to succeed in real-world work scenarios.

Many VR simulators can be programmed for users of all skill levels, covering everything from controls familiarization to advanced machine operation. This type of technology enables instructors to create their own scenarios to test various skills and select the criteria for user performance evaluation. From there, scenarios can be sequenced in a "playlist" that walks

users through various exercises.

Offering realistic simulations, performance-monitoring capabilities and the ability to customize training scenarios have made VR simulators, such as the JLG AccessReady XR Fusion VR simulator, effective tools for operators to build confidence while decreasing the time it takes to train users.

▲ Augmented reality assistance

Digital aids, like augmented reality (AR) apps, help users visualize job sites more accurately to better plan projects and manage equipment onsite.

Every job site has its unique specifications and requirements, so selecting the right MEWP and accessories for the application can be challenging. Choosing the right machine and tools can lead to more productive work but having the wrong machine on site can lead to delays or inefficiencies.

Once equipment is selected, an AR app can improve the operator's experience with the machine before work begins. For example, virtual decal viewers enable users to scan the MEWP's safety decals to get the current information on ISO symbols. AR apps can also allow users to see an overlay of a machine's control panel with explanations of control functions. AR apps can also offer control familiarization, which provides immediate, on-site assistance to operators who have certifications on equipment they don't operate daily.

For example, using the JLG AR app, operators can walk over to a machine, pull out his or her smartphone, load the control familiarization tool and select the exact model from the list of machines, then enter the product variant code from the machine's serial number plate. Once this happens, the operator enters the platform and points the smartphone at the control panel to scan and identify the specific controls. Operators can zoom in on any of the controls and the app will display an explanation of its functionality. Operators can select starting procedures from the tools menu to review the proper steps to safely start a machine.

When it comes to MEWP training, the most significant advantage of using

AR is that this technology gives all users the ability to visualize the equipment, when and where they need it.

▲ Access control authorization

In its most basic form, access control is a solution that can be programmed to either grant or deny a person access to a system, an area or a location. Access control is common in our everyday lives, from unlocking our cars and homes to gaining access to a parking garage or a hotel room.

This technology allows fleet managers to minimize the risk of unauthorized personnel accessing equipment by only granting access to those who are qualified and approved to operate the machine.

For example, authorized machine operators receive a unique ID number or RFID card that allows them to access the equipment via a keypad on the machine. The RFID cards, produced by JLG, the International Powered Access Federation (IPAF) and other aerial lift manufacturers, contain operator training data and a list of machine types he or she is qualified to operate. It also indicates when each qualification expires. Without proper authentication, the machine cannot be started.

In addition to granting (or denying) operator access to the machine, access control can also be used to track an operator's time in and out of the machine, which helps everyone get a better idea of who is operating each machine and when. This data can provide rental companies and their customers with information on who needs training and what type is needed.

Soon, it may even be possible for fleet managers to establish a profile of best operating practices and then compare that to the telematics data from each machine. This could provide key insights into each operator's true level of proficiency. For example, are the operators attempting to move the machine without using the proper interlocks? Are they exceeding the machine's maximum slope capabilities? Is the operator pushing the limits of the machine's capacity, triggering alarms?

▲ Online events

During the COVID lockdown, many OEMs introduced a variety of online learning opportunities for customers. For example, JLG hosted a series of live technical webinars that were also recorded for ongoing use. They were very popular, and JLG is expanding on them.

JLG also piloted some distance-learning programs during the pandemic. However, some participants gave positive feedback on the programs, while others found them challenging.

▲ Virtual environments

Although digital technology has become essential for companies to function in the pandemic, it has also become a bit tiresome when video calls and events try to merely replicate in-person events. That's why JLG launched the *Access Your World* experience, a free, on-demand virtual environment that offers dynamic, engaging, life-like experiences through detailed 3-D access equipment models being used in realistic scenarios. It enables site visitors to train themselves on JLG products in a variety of job sites to better understand specific applications and uses of the equipment.

▲ A look to the future

Although JLG and others are already using digital technologies to help train MEWP users, it is only skimming the surface of what is possible today. The industry anticipates an ongoing evolution of digital training tools.

There are many factors to consider when designing any learning program that adheres to industry standards. Some learning objectives are easily achieved in an online environment; other learning objectives are best suited to a face-to-face environment.

For example, the Theory component of operator training can be accomplished online or in person. The hands-on Practical training requirement of operator training must be accomplished in person. **PCR**

Rick Smith is director of Global Product Training at JLG.

DEALER NEWS

■ LiuGong North America adds dealers

LiuGong North America welcome APEX Equipment Inc., Crouse Equipment and Modern Group to its expanding dealer network. APEX Equipment is based in Atoka, Oklahoma and covers a territory that spans from Oklahoma to Southern Arkansas and Northeast Texas, which has a wide array of quarry, mining and major construction companies in the surrounding areas.

The dealership offers equipment for construction, mining, quarry, municipal, forestry, agriculture, consumer recreation, oil, gas and material handling.

Sheridan, Arkansas-based Crouse Equipment will sell LiuGong excavators and wheel loaders across Arkansas. Crouse Equipment is a family-run company that has focused mainly on the forestry space.

LiuGong North America also welcomes Bristol, Pennsylvania-based Modern Group Ltd. to its growing dealer lineup. Founded in 1946, the company has become a premium industrial equipment distributor and service provider in the Mid-Atlantic region, with eight locations across New Jersey, Pennsylvania and Maryland. Modern Group has more than 220 employees, 150 of whom are technicians, and serves a wide variety of industries, including residential and commercial tree service, land clearing, materials processing, heavy construction, pre-cast, ports, warehouse, hospital and facility maintenance.

www.liugongna.com

■ Hyundai Construction Equipment Americas adds Universal Truck Sales to its dealer network

Hyundai Construction Equipment Americas' new dealer is Universal Truck Sales, Roseville, Minnesota and will sell and service Hyundai wheel loaders, excavators and other construction machines in the greater Minneapolis-St. Paul area.

Universal Truck Sales is an independent truck and trailer dealer offering a full line of new and used heavy-

medium-duty trucks as well as a variety of trailers. With the addition of Hyundai Construction Equipment, the dealership now offers a full line of wheel loaders, excavators, compaction rollers and articulated dump trucks.

"The addition of Hyundai construction equipment gives a new dimension to our business that will benefit our current customers while introducing Universal Truck Sales to area contractors, aggregates businesses and other heavy equipment users," says Tony Trowbridge, sales manager, Universal Truck Sales. "Hyundai makes us more of a full-solution provider, and gives us more depth in terms of service, support, training and financing."

"Hyundai is happy to welcome Universal Truck Sales into our growing network of North American dealerships," says Ed Harseim, Midwest sales manager, Hyundai Construction Equipment Americas. "With its history of success as a truck dealership, Universal Truck now provides its customers a variety of construction equipment solutions from Hyundai."

www.hceamericas.com

■ Terramac strengthens dealer network

Terramac continues to expand its dealer network by adding Modern Machinery to represent the full line of Terramac machines in Washington, Oregon and Idaho.

Modern Machinery serves an increasing number of industries with eight locations in its Terramac territory and will offer the full line of straight-frame and 360-degree rotating crawler carriers to meet the needs of its customers. It offers Terramac's three standard options including conversion beds, rock dump beds and flatbeds plus customized Terramac units with a wide range of versatile attachments such as personnel carriers, service cranes, hydroseeding units, straw blowers, spray booms, grapples and more.

"We are excited to have Modern Machinery part of our strong dealer network. They have a fantastic reputation for excellent products and service, and we look forward to a successful partner-

ship," says Matt Slater, vice president of business development.

Modern Machinery sells and rents high-quality heavy equipment and provides exceptional product support. It offers the full line of Terramac crawler carriers backed by excellent parts and service support. The factory-trained Modern Machinery service technicians are equipped with the latest technology to ensure Terramac machines are maintained for their best performance.

www.Terramac.com

■ H&E Equipment Services to acquire One Source Equipment Rentals, Inc.

H&E Equipment Services, Inc. recently announced the signing of a definitive agreement to acquire One Source Equipment Rentals, Inc., a provider of non-residential construction and industrial equipment with operations in the Midwest and Southern U.S.

One Source, which is employee owned, operates 10 branches, including three locations in each of Illinois and Indiana, two locations in Tennessee and one in each of Kentucky and Alabama.

Under the terms of the definitive agreement, H&E is expected to pay \$130 million in cash for One Source, before customary adjustments. The transaction is expected to close during the fourth quarter of 2022, following regulatory clearance and the completion of other customary closing conditions.

Brad Barber, chief executive officer of H&E Equipment Services, Inc., notes the excellent strategic rationale for the transaction. "For more than 20 years, One Source has emphasized a culture where equipment reliability and customer support and satisfaction are vital features for success, resulting in an equipment rental operation with strong consumer loyalty throughout its branch network. These important attributes, which are underscored by a dedicated base of employee owners, offer an exceptional cultural fit with H&E. Also, the transaction will expand our geographic footprint into the Midwest with operations in Illinois and Indiana, as well as operations in Kentucky. Finally, the demonstrated success of our acceler-

ated warm start plan, with 15 warm start and greenfield locations established since early 2021, will prove beneficial as we evaluate post-integration growth opportunities in the Midwest and other surrounding regions with attractive prospects for expansion."

Over the last 12 months that ended July 31, 2022, One Source has generated revenues of approximately \$59 million with a fleet size, as measured by original equipment cost (OEC), of approximately \$138 million. One Source's fleet consists primarily of aerial work platforms, material-handling equipment and other general equipment lines.

Following the closing of the transaction, H&E's equipment rental operations will extend across 117 branch locations in 28 states.

ONLINE NEWS

■ Equipment buying made simple with new online portal

EquipHunter is a new online platform that connects equipment buyers and vendors. It is a custom-built online platform that provides construction equipment buyers with a one-stop request for quote (RFQ) solution that can save them time and money.

The free-to-use website enables buyers to submit their new and used equipment needs via a simple online form and receive customized quotes from registered vendors. Buyers can view and compare the quotes in their dedicated dashboard and contact their chosen vendor to complete the sale.

The innovative platform is the brainchild of Jorge C. Menocal, an equipment professional with more than 20 years of experience in the United States, Latin American and European markets. Having worked in both equipment sales and rental, Menocal frequently provides equipment buying advice to his contacts and developed EquipHunter.com in response to spotting a gap in the market.

"Working closely with equipment buyers for many years, I saw first-hand the challenges faced by those who need to buy equipment," says Menocal. "It's a time-intensive process to request pricing

and availability from multiple dealers or manufacturers, which ultimately takes away focus from their core business tasks. This has been exasperated recently by supply chain challenges, making it more difficult than usual for equipment buyers to locate the equipment they need."

Recognizing this, Menocal set about creating the EquipHunter.com platform to help companies more easily source various types of construction equipment with a single request.

"EquipHunter.com is different from

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At Mi-T-M, we pride ourselves on building mighty, damn good equipment. It's what sets us apart from our competition. Our industrial line is built to withstand demanding work conditions. When you purchase equipment with the Mi-T-M name on it, you are buying dependable equipment that is designed, built, and tested by good people. **Mighty. Damn. Good.**

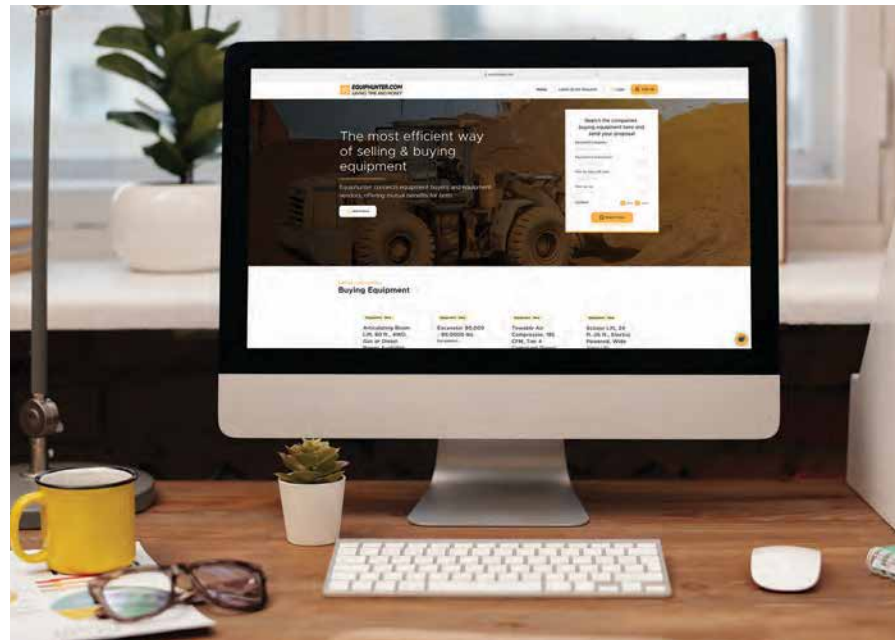


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EquipHunter is a new online platform that connects equipment buyers and vendors.

other online sourcing websites as it is dedicated to construction equipment and enables buyers to easily provide their specific requirements to vendors, to get accurate quotes first-time,” adds Menocal. “This is not only better for the buyer, but also for the vendors who have sufficient information upfront to provide a detailed quotation.”

Buyers benefit from a convenient one-time submission of their requirements and can expect to receive a minimum of three quotes within seven days from leading manufacturers, dealers and resellers.

Vendors have access to a dynamic quote submission tool that enables high levels of personalization, including the addition of videos, photos, specification sheets, freight costs, additional fees and more.

Menocal has partnered with several equipment dealers and manufacturers for the launch, covering all types of equipment, including aerial work platforms, earthmoving, compaction, material handling, light towers, generators and much more.

Equipment vendors can sign up for a free account on EquipHunter.com. Vendors benefit from the opportunity expand their customer base to new potential buyers with whom they are not

already connected and gain insight into the buying cycle.

www.equiphunter.com

■ New mobile app for trades

BoomNation rolls out an enhanced version of its popular skilled workforce app. The new and popular mobile app community, known as LinkedIn for the skilled worker, releases its version 2.0.

Source report that BoomNation connects tradespeople with employers who are looking for a better way to engage with and hire qualified skilled workers and share content and enhance project communications. The new version offers a more user-friendly experience and new features and capabilities.

With thousands of skilled workers and employers already using the app, BoomNation is continuing to utilize its technology platform to modernize and optimize the workforce recruitment and project communications process between job seekers, hiring managers and project managers.

Through the 2.0 upgrade, skilled workers will get plugged in with more relatable content, an improved and personalized community, and a new communications system specifically for their community. The founders say these improvements will lead to more

and better-fitting jobs.

“We keep hearing from our trades communities that one of their biggest challenges is the transparency of opportunity and we knew we had to create a community to solve the inefficiencies of bringing workers and employers together,” says Brent Flavin, co-founder and co-CEO of BoomNation. “With 2.0, we are continuing to enhance the platform to ensure a world-class experience for this forgotten workforce.”

BoomNation is built exclusively for skilled workers and employers. It serves tradespeople such as welders, electricians, operators, pipefitters, and others who work in industries including construction, manufacturing, oil and gas, transportation and warehousing, utilities, and more. The app allows them to join the community, network and promote their skills and craftsmanship, while also finding and applying for jobs.

The new features of BoomNation 2.0 include:

- Enhanced user interface
- Robust and improved newsfeed with video and more real-time and relevant content
- Ability to share and post videos and to share and like posts
- Expanded messaging system with GIFs and attachment options
- New direct messaging capabilities to help build networks
- Interactive jobs map that allows workers to zoom into a specific area and click on a job to see a pop-up preview of the job description and skills required
- New jobs postings in the newsfeed with interaction capabilities
- Ability to search jobs without logging in or creating an account and prompts to create an account if you want to apply
- Company profile pages
- Profile wizard to walk new members through the onboarding process step-by-step
- Option for workers to add cards to their profiles, such as certifications
- Profile endorsements
- Employers can see and direct-message candidates

As BoomNation continues to improve the app’s functionality, it will soon offer employers a searchable database of verified skills among workers to provide more efficient communication and interaction with just a few clicks.

“As we continue our platform growth, we are excited by the opportunities now provided to workers and employers, and those that are coming,” says Chris Meaux, chairman and co-CEO of BoomNation. “Word is spreading, and more employers are posting their jobs on BoomNation because they know it’s where they can easily connect with and hire the tradespeople needed to fill their jobs.”

Since its launch in November 2021, BoomNation has built a community of thousands of workers and employers using the app to share content, network and connect with jobs nationwide. www.boomnation.com

COMPANY NEWS

■ Private equity firm invests in manufacturers

LFM Capital, a private equity firm, announced its investment in IronCraft, LLC (formerly Titan Implement) and Construction Implement Depot (CID).

IronCraft manufactures three-point, skid-steer and mini-excavator attachments. Its products are sold through the company’s dealer network spanning more than 40 states and used for a variety of applications, targeting the lifestyle farmer, landscaping, light construction and more.

The company plans capital expenditures over the next 24 months at the Athens, Tennessee factory as well as other southeastern Tennessee locations including a paint booth, laser cutting, robotic welding and more. In addition, other initiatives to support the post-purchase experience include online parts lookup, service manuals, training resources and adding more product support locations across the country.

Construction Implement Depot (CID) is a leading manufacturer of skid steer and compact track loader attachments, compact tractor attachments, and mini-excavator attachments. CID products are manufactured in its Denton, North Carolina factory and sold through distributors, private label, and OEM arrangements throughout North America.

Its broad-based product line is used for a variety of applications, targeting the landscaping, light construction, lifestyle farmer, snow removal and more.

The company will emphasize a digital-first strategy to provide dealers and customers with real-time visibility to pricing, availability, lead-time, customization, parts, operating manuals and more.

A national dealer network will also be available for customers who prefer in-person shopping or service experiences.

www.lfmcapital.com
www.ironcraftco.com
www.cidattachments.com

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INDUSTRY NEWS

Bobcat Co. celebrates completion of facility

Doosan Bobcat's \$70 million investment makes its Statesville, North Carolina plant the company's largest manufacturing facility in North America and will create up to 250 additional jobs.

The 600,000-square-foot expansion increased the footprint to more than one million square feet on a more than 150-acre campus located north of Charlotte, North Carolina. This investment enables the operation to also serve as a key manufacturing hub to help meet a growing demand for Bobcat products by increasing production capabilities and efficiency.

Construction on the project began in July 2021 and took roughly 14 months to complete.

Up to 250 jobs will be added in the next five years. Since the start of this year, more than one third of these new positions have already been filled, increasing Statesville's current team to nearly 600 employees.

The expansion adds space for manufacturing and warehousing; research and development; an automated paint line; parts control and storage; shipping and receiving docks; open air space for product testing and quality control; additional parking; shipping and delivery entrance; and finished goods inventory storage.

The manufacturing space includes new state-of-the-art technology to improve production efficiencies and streamline operations across Bobcat's North American locations.

Production of the Bobcat mini track loader (MTL) will shift from the Bismarck, North Dakota, facility to Statesville by late 2022. The new MTL production lines are designed to produce 35 units per shift, which will mean a new Bobcat MT100 will finish production every 10.8 minutes.

The Bobcat compact tractor line, which has been assembled in Statesville since its launch in 2019, will continue to be assembled in this facility. The Statesville location also produces generators, light towers and air compressors.

www.bobcat.com

North American spider lift distributor

Avant Tecno USA and Leguan Lifts have formally announced their partnership and distribution plans for the North American market. Avant Tecno USA and select dealers in its extensive network will now promote, sell and service the Leguan 190 spider lift models designed for tree care, heavy duty professional and rental use.

"Similar to the Avant product line, Leguan Lifts are carefully designed, paying meticulous attention to durability, safety and user friendliness," says Beau Slavens, Avant Tecno USA president. "The Leguan 190 access platform specifically has unbeatable features including automatic leveling with a single push of a button, high platform capacity over the entire working area, all-terrain capabilities and a sturdy boom design."

Jori Mylläri, vice president of sales and marketing for Leguan Lifts, is excited and optimistic about having the Leguan Lifts available to the North American market. "Avant Tecno USA's values stand for commitment, knowledge and experience and it offers great customer service to all of its customers. Its professional sales and service staff understand the North American customers' needs and together with them we are able to offer the leading spider lift solutions to the market," says Mylläri.

"Leguan Lifts already has large market share in many of the European and Australian markets, and we are excited to introduce these high-quality machines to our product portfolio," says Slavens.

www.leguanlifts.com

www.avanttecno.com/us/leguan

Ruthmann Reachmaster expands North American presence

Ruthmann Reachmaster announces the expansion of its team: Tom Goyer has been appointed to be vice president. Goyer has been with Ruthmann Reachmaster since 2018.

Robin Paepfer becomes western region and national account manager and will operate out of Los Angeles to expand activities in that region as well as servicing Ruthmann Reachmaster national accounts.

Samantha Ayala-Linan has been hired as sales and marketing coordinator out of the Porter, Texas headquarters. She will also serve as a liaison for the company's growing activities in Mexico.

The company has experienced profitable growth as the result of the merger between Ruthmann NA and Reachmaster, Inc., and by becoming part of Time Manufacturing Company.

www.ruthmannreachmaster.com

INDUSTRY NEWS

Alternative Fuel Tax Credit retroactively extended for propane vehicles

The Propane Education & Research Council (PERC) is encouraging warehouse operations managers and others to take

advantage of the Alternative Fuel Tax Credit, which was passed as part of the Inflation Reduction Act of 2022 (IRA) by the U.S. Congress on August 16, 2022.

The bill extended the Alternative Fuel Tax Credit through 2024, which gives a \$.37 credit for each gasoline gallon equivalent of propane purchased in the transportation sector. This includes off-road vehicles such as forklifts. The bill extends the credits through Dec. 31, 2024; fleet owners can also apply for credits retroactively for any fuel purchases made in 2022.

"Consumers and business alike rely on material-handling operations to keep product moving," says Joe Calhoun, director of off-road business development at PERC. "By extending tax credits, facilities that are using propane equipment can reap the financial benefits while staying productive and continuing to operate with a clean energy source."

Qualifying fleets should consult their tax advisers regarding any claims for credits or refunds.

www.propane.com

Equipment finance activity survey reveals new business volume increased 7.4 percent in 2021

The equipment finance industry saw new business volume increase 7.4 percent in 2021, according to the 2022 Survey of Equipment Finance Activity (SEFA) released by the Equipment Leasing and Finance Association (ELFA). This is a marked improvement from a decline of 7 percent in 2020 — the first decrease in overall spending on capital equipment in a decade — resulting from the impact of the pandemic.

The 2022 SEFA reveals key statistical, financial and operations information for the \$900 billion equipment finance industry, based on a comprehensive survey of 100 equipment finance companies.

Key findings for 2021 as reported in the 2022 SEFA include:

- New business volume was back in positive territory in 2021 after the pandemic broke a 10-year growth streak in 2020. In 2021, nearly 72 percent of respondents saw increased volume.

- Banks saw a 3.6 percent increase in new business volume; captives saw a 14.6 percent increase and independents saw a 16.4 percent increase. By market segment, new business volume dropped one percent in the large ticket segment and increased 3.1 percent in middle ticket, while small ticket surged with new business volume growth of 17 percent year over year.

- The top-five most-financed equipment types were transportation, IT and related technology services, construction, agriculture and industrial/manufacturing. The top five end-user industries representing the largest share of new business volume were services, agriculture, industrial/manufacturing, construction and transportation.

- Use of electronic documents continued to gain traction after sharply increasing from 52 percent of respondents in 2019 to 74 percent in 2020. In 2021, the share of respondents who used electronic documents to fund at least some of their new business volume grew to 80 percent.

www.elfaonline.org

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f t i n y



The Cat 301.9 mini excavator (left) and the Cat 906 compact wheel loader are expected to be the first commercially available battery electric equipment models from Caterpillar. The units will feature scalable battery systems that can be adapted for other types of equipment and uses and will have onboard charging systems.

■ Caterpillar jumps into Li-ion battery power

To support customers during the energy transition to a lower-carbon future, Caterpillar will display four electric machine prototypes, including battery prototypes, at bauma 2022 Oct. 24 to 30 in Munich, Germany.

One of many solutions, the battery electric machine prototypes include the 301.9 mini excavator, 320 medium excavator, 950 GC medium wheel loader and 906 compact wheel loader. The machines are powered by Caterpillar battery prototypes and include an onboard AC charger. The company also plans to offer an offboard DC fast-charging option.

“Caterpillar is well-positioned to help customers reach their sustainability goals, including lowering emissions on the job site,” says Tony Fassino, Construction Industries Group president. “It’s important we meet customers on their sustainability journeys today with a variety of solutions including machines that run on renewable fuels or technology that increases fuel efficiency, as well as supporting them into the future as we power our next generation of machines.”

The Caterpillar-designed batteries in these machines will also be available to power other industrial applications. Built on proven Caterpillar technology, the Li-ion battery range features a modular design that offers flexible configurations across multiple applications. The batteries are engineered to be scalable to industry and customer performance needs and maximize sustainability throughout their lifecycle, including recycling and reuse at the end of life.

“Our electrified products leverage our deep system integration experience and are designed to meet the performance expectations that customers have come to expect from Caterpillar,” says Joe Creed, Energy & Transportation Group president. “We’re focused on helping our customers achieve the optimal product and job site energy lifecycle, allowing them to maximize value and minimize their total cost of operation.”

www.cat.com

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Trime's U.S. Headquarters is Now Operating as Trime US, Inc.

About Trime

Trime has very been very successful in the U.S. market with a distributor for many years. To grow this market more, the move was made to open a headquarters in the United States, Trime US, Inc. This move enables complete vertical integration from production through distribution.

The Trime Group specializes in light towers, fuel tanks, wash bays, dust suppression systems and more. Design and production is completely done in our 258,400 sq ft factory in Italy. Design, metal work, powder coating, mechanical and electrical assembly and final testing is all done in-house.

Our engineer team has developed a wide range of innovative, compact and versatile products by applying the latest technology in the field of energy saving, reduction of exhaust and Co2 emissions. Our products are geared to be used in all markets including rental, construction sites, roadwork, special events, oil and gas, mining, civil protection and military use.

Light Towers

Trime's light tower range is now the widest and most innovative in the market with a strong focus on constant innovation that has led the company to be the first in the market to introduce LED lamps, hybrid, solar and energy saving towers in line with

trending market demands for sustainable, efficient and eco-friendly products.

Fuel Tanks

Trime's transportable fuel tanks are available in two different sizes: 250 & 500 gallon capacity. Tanks can be transported full of diesel and stacked 2 high for improved storage. ADC transfer pump with filter, hose and meter come standard. Units are double-walled, 110% containment and DOT approved. There will soon be a 750 & 1,000 gallon capacity available.

Wash Bays

Trime's wash bay is a self-contained transportable and environmentally friendly cleaning system. With six models to choose from and interchangeable floors and walls, the X-Splash is ideal for job sites, rental houses, industrial applications and more.

Dust Suppression Systems

Trime's dust suppression systems are the newest product being introduced to the U.S. market. Fully automatic with R.O.T. system standard - remote control, automatic oscillation 0-340° and electric tilting system. Used in mines, quarries, demolition, recycling and odor removal.

Visit www.TrimeUSA.com to for more information on all of the products offered by Trime US, Inc.

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