

# FOCUS

## IN IT FOR THE LONG RUN

**Kawasaki Users Through the Generations**



*Forsgren, Inc.*

*Tune Concrete*

*Duffield Gravel Company*

# 10%



## DISCOUNT ON ALL KAWASAKI EDGES

*October through December 2004, buy at least four of any one PACAL® bucket wear edge or segment and receive a 10% list price discount. This offer good at all branch parts counters.*

THIS OFFER GOOD AT ALL PARTICIPATING BRANCH PARTS COUNTERS.

Coupon must be presented at the time of purchase.

Editor – Sam Crawford – Kawasaki  
770-499-7000 • [scrawford@kcm-america.com](mailto:scrawford@kcm-america.com)

 **Kawasaki**  
KAWASAKI CONSTRUCTION MACHINERY  
CORP. OF AMERICA



# FOURTH-GENERATION

## *Company Relies on Three Generations of Kawasaki*

**H**ow things have changed since Swedish immigrant Olof Forsgren founded the Phoenix Sidewalk Company in Fort Smith, Arkansas, back in the early 1900s! The company name today is Forsgren, Inc., and the company's services have expanded to include asphalt and concrete paving, grading and excavating, utilities and drainage, and all types of concrete work.

One thing that hasn't changed, however, is the name of the family that owns and operates the company. A fourth-

generation Forsgren, great grandson Steve, is President. His two brothers, Justin and Dallas, are Assistant Secretary/Treasurer and Assistant Vice President, respectively. And their aunt, Lyn Forsgren-Caselman, is the Safety/EEO Officer.

The company has 14 crews, 150 employees, and about 150 pieces of equipment – including a number of Kawasaki loaders. All of their big equipment is bought new; the company preferring not to guess how a used piece of equipment

was previously run and maintained. Although they have their own shop to handle repair and maintenance, the sophisticated technology found in so many pieces of equipment requires additional tools. So Forsgren goes outside for major repairs.

Three of their Kawasaki loaders are used by their utility crews. All are outfitted with JRB Quick Couplers, 60-inch forks with 8-foot carriages, and buckets. They are used to unload pipe, fill and backfill, and work with soil and gravel.



Forsgren's 70ZV working on the Kelley Highway Project, Fort Smith, Arkansas – a 9.5-million dollar road-widening project which includes replacing all water and sewer connections, widening from 2 lanes to 5 lanes, and laying 11"-deep concrete.





One of five Forsgren concrete work crews working with Arkhola Ready-Mix on the Kelley Highway Project, located just a few blocks from the Forsgren corporate offices in Fort Smith. Arkhola supplies Forsgren with all their raw materials such as rock, aggregate, base, and concrete.

"Our dad, Vic, bought our initial Kawasaki loaders," recalls Justin. "My brother Steve bought the latest – a 70ZV. We've owned three generations of Kawasaki loaders – from the ZIII to the ZV. We typically don't buy equipment without looking at all the prospects. Our loaders, however, are different. **All of our production loaders are Kawasaki. We have less repair costs on the Kawasaki loaders than we do any other piece of equipment we own.**"

"After we first started buying Kawasaki, we haven't considered another brand," confirms Dallas. "Buying the latest one was kind of a no-brainer. I don't usually hear anything from the mechanics and that's a good thing!"

Superintendent Joe Buerglar, an employee of the company for over 25 years, agrees. "I've been a proponent of Kawasaki ever since we got the first one. We have used the living daylight out of them. I really like them and the operators love them. We use the quick coupler in every situation – the guys love not having to get out of the cab to switch attachments."

(L-R) Dallas Forsgren, Assistant Vice President and Operations Manager, Forsgren Inc. with Bill Rogers, salesman, G.W. Van Keppel, standing in front of the company's latest Kawasaki.



"Bill Rogers, our salesman at G.W. Van Keppel, really understands the nature of our business. He knew we needed weighted tires, a quick coupler, and ride control. We'd not seen ride control before. But the ability to not lose anything out of our buckets when we're traveling fast on the roadway has really saved us time and materials. He also made sure we got heavy-duty forks. We could have gotten something cheaper, but these never bend. That makes a lot of difference when we're unloading a truck."

For the past several years, 75-80 percent of the company's business has been government work – three major interstate highway paving projects. They feel the pendulum is now swinging toward private development and infrastructure expansion in northwestern Arkansas, with possibly some state dollars on the horizon for secondary highways. Being able to read the market and pursue the changing dynamics is crucial for any company's survival. Forsgren Inc. certainly intends to do so.

The fourth generation took over the helm upon the sudden death of their father Vic in the year 1999. "Everyone pulled together when Dad died," says Justin. "We didn't have the experience to run the company so it was critical that we rely on the experience of our employees. They are the ones who have really helped us grow through the years and be what we are today. I don't see how anyone honestly ever says they were successful and not attribute it to the people. It makes all the difference in the world."

***"After we first started buying Kawasaki, we haven't considered another brand."  
– Dallas Forsgren, Vice President***



**The Kawasaki 70ZV is a mid-range machine built with all of the features found in the larger production machines:**

#### STANDARD FEATURES

- Cummins QSB 168 HP Diesel Engine 24 Valve, Electronically Controlled
- 3.5 – 4.0 Cu. Yd. Buckets
- Automatic Powershift Transmission
- Box Frame
- Outboard Mounted 4-Wheel, Dual Circuit, Sealed Wet Disc Brakes
- Torque Proportioning Differentials

#### OPTIONAL FEATURES

- Quick Coupler and Attachments
- Limited Slip Differentials
- Ride Control
- Single Lever Hydraulic Controls
- Special Applications Packages:  
*Chemical Handling*  
*Log Handling*  
*Refuse Handling*  
*Agriculture*

## JRB COUPLERS AND ATTACHMENTS FOR KAWASAKI WHEEL LOADERS



BUCKETS



MILL YARD FORKS



FORKS



JRB manufactures a full line of couplers and attachments for all Kawasaki wheel loaders that perform a full range of construction operations. Attachments come in both pin on and quick couple configurations.



JRB Company, Inc.





Company in

“TUNE”

with Concrete



The path a company takes from its beginnings to its current status can often make unexpected turns. In the 1960s, when commercial builder Carl Tune began having trouble getting concrete for his projects, he bought his first batch plant and some ready-mix trucks. He then began selling concrete to others and was so successful that he sold the construction company in the early 1970s. This set the stage for subsequent development by his son Denny, and later, his two grandsons Dennis and Michael.

**D**ennis and Michael bought the company from their father in 2001. Today, Tune Concrete, headquartered in Fayetteville, Arkansas, has three batch plants in northwest Arkansas, and one more in West Siloam Springs, Oklahoma. The company not only mixes concrete and delivers it with their own ready-mix fleet, they can pump it using two Putzmeister pumps. And bolstered by their own trucking division, they can also haul gravel, sand, and other materials with their fleet of eight end-ups, five tankers, and 15 tri-axle trucks. Their goal is to offer

fast, cost effective, and convenient service to commercial and residential developers. And busi-ness for area developers is booming, thanks in part to the presence of corpo-rate giants Wal-Mart and J.B. Hunt.

As the company has grown, so has its equipment needs – and tastes.

“In the past, we used to run Case and Caterpillar loaders,” says Michael Tune, Chief Operations Officer. “But once we started buying Kawasaki, we haven’t stopped. **Kawasaki is like the Cadillac of loaders.** The guys at the plants are

working in those loaders 10-12-14 hours a day. To be able to run the same piece of equipment that long, it's got to be good. They are very durable and easy to run. We've got them at all four of our plants. They feed plant hoppers, work the stockpiles, and keep the material flowing."

"Reliability is our main thing," says

Dennis Tune, President and Professional Engineer. "You have to prevent downtime. So if you are in the middle of a pour, you always have to be prepared. **Kawasaki loaders are dependable; there is no downtime.** When the time came to buy a new loader to keep our portable batch plant going, we didn't even demo other brands. We bought the 70ZV."

"Before we bought our first one, I spent some time on one," says Michael. "I liked the ease of operation. And our guys really love them. When you give them a good piece of equipment that they like to operate, they take care of it and they are more productive."

Kawasaki 70ZV at Tune Concrete's portable batch plant at APAC's Sharps Quarry. Tune Concrete owns a number of Kawasaki loaders including models 65ZIV-2, 70ZV, and 85ZIV.



*In addition to its fleet of ready mix trucks, end-ups and tankers, Tune Concrete owns two Putzmeister Pumps:*

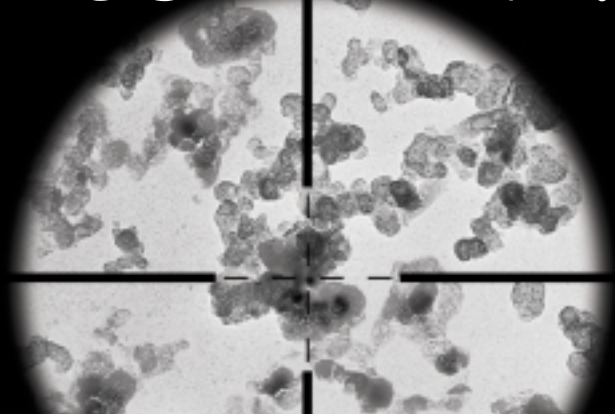
### 36-METER "ROLL & FOLD"

- Vertical reach: 117 feet
- Horizontal reach: 105 feet
- Unfolding Height: 27 feet 3 inches
- Output: 210 yd<sup>3</sup>/hr
- Pump Pressure: 1,233 psi

### 32-METER MULTI-Z BOOM

- Vertical reach: 105 feet
- Horizontal reach: 92 feet
- Unfolding Height: 25 feet 3 inches
- Output: 210 yd<sup>3</sup>/hr
- Pump pressure: 1,233 psi

# YOUR ENEMY.



# YOUR WEAPON.



**Valvoline with DPT Fights Soot.** Untreated soot particles clump together and plug up your filter. When that happens, unfiltered oil can go directly into your engine, reducing engine performance and increasing wear. To fight soot, you need a powerful weapon: Valvoline All-Fleet® Plus engine oil with Dispersive Polymer Technology (DPT). DPT keeps individual soot particles from bonding. So your filter works properly. Your oil flows smoothly. And your Kawasaki® loader's engine runs smoother, cooler, longer. Valvoline All-Fleet Plus is a proven product that can stand up to the harsh demands of your job site. For more information, contact your Valvoline representative or visit our web site at [www.valvolinehd.com](http://www.valvolinehd.com).



**Look for the V.  
It shows they know.™**



# Kawasaki Crusher Competitive

**"F**rom the time I was born, we were predominately Caterpillar," relates Luke Duffield, Vice President of Duffield Gravel Company, Russellville, Arkansas. "My grandfather moved here from Oklahoma. There were a lot of coal mines in the area and he hoped to start a crushing business. But he passed away in an accident. His son Ronnie, who is my dad, took that idea, bought a small single-pass crusher, and set up on a creek. That was in the early 1970s. Then we moved to this location and over time, have purchased about 1,000 acres, and have been growing ever since."

The move to try Kawasaki was initially based on the persistence of a salesman from the area's Kawasaki dealership. He was so confident Kawasaki was the better brand that they decided to check into it. They paid a visit to the region's largest cement supplier who had several of them and was very pleased. When the next Kawasaki Demo Days was held, the Duffields attended and had the opportunity to operate a 115 ZIII.

"We still have that machine operating today," says Luke. "It has 14,000 hours on it – all pit hours. No rebuilds or any-

thing. **We put it in the toughest application we have and it has performed above our expectations.** Cummins has been great with routine engine check-ups, as have Kawasaki and G.W. Van Keppel, our local dealer.

"We went through a period of rapid expansion and we had to have that machine operational. We pushed it. Whenever we needed parts, they were right there. We've had very few problems."

The entire family is active in the business; Ronnie, his wife Susan and his three sons – Luke, David, and Matthew – are all involved. Duffield Gravel owns and operates a number of quarries that produce gravel, sand, asphalt materials, concrete base and road base. They supply area asphalt and ready-mix companies, Pope County and several surrounding counties' work crews, district highway departments, contractors, and individuals. Overall, about fifty percent of their business is state or federal government-related. One of their latest projects has been supplying materials for four different sections of I-40 paving.





# ak ushes n



---

***“ Kawasaki with their stick-steer  
has a definite advantage. ”***

***– Luke Duffield, Vice President of  
Duffield Gravel Company***

---





## KAWASAKI K-LEVER STICK STEERING

- Increases Productivity and Reduces Operator Fatigue
- Fully Hydraulic Steering System
- Forward, Neutral, Reverse, Downshift for One-handed Transmission and Steering Control
- Fully Adjustable for Maximum Operator Comfort
- Positive, Well Modulated Steering
- Available on 80ZV – 135ZV Models

With the increase in business came the need to purchase another loader. Despite the stellar performance of the company's 115ZIII, Duffield decided to carefully review three competitive models as well as a Kawasaki 95ZV before making a final decision.

"All the manufacturers have upgraded the ergonomics of the cabs," says Luke. "But I think Kawasaki with their stick-steer has a definite advantage. The operators really like it. Another Kawasaki advantage is the increased bucket size. It meant we could load our tri-axes in two passes, instead

of three. If we had to three-pass, we might as well go to a smaller machine.

"And, of course, there is the great relationship we have with Bill Rogers, our salesman, and with Van Keppel, the dealership. If we have any questions or a problem, it just takes one call. We know it will be taken care of. That's a huge service to us. Bill works for Van Keppel, but he works for us too."

After weighing all the factors, Duffield Gravel bought the 95ZV. Two-passing has increased their productivity. It's also made

the operators and truck drivers happier as it takes less time to load. And it's made the customers happier because they receive their materials more quickly.

"We've been very fortunate," concludes Luke. "We have a lot of good people – people we've grown up with; it gives us stability. It's like a big family. It's fun to get up in the morning and go to work. There are not too many people today that get to work with family and friends every day. I enjoy it."

[www.bfor.com](http://www.bfor.com)

# DON'T listen to us.

LISTEN TO THOSE WE SERVE. Our customers rely on Bridgestone/Firestone Off Road Tire Company for new technology, product innovations and award-winning service in the Construction, Quarry and Mining industries. Visit us at [www.bfor.com](http://www.bfor.com)

**BRIDGESTONE**  
**Firestone**  
**OFF ROAD TIRE COMPANY**

535 MARIOTT DR., 8TH FLOOR  
NASHVILLE, TN 37214 1-800-905-2367





# ONE FOCUS

COMPLETE SOLUTIONS



## Kawasaki ZV Wheel Loaders

Designed to provide maximum efficiency, the Kawasaki ZV line of wheel loaders appeals to owners and operators alike.

### Features for the operator include:

- 20% Increase in Size of the Operator Compartment
- Increased Visibility
- Increased Power

### Features for the owner include:

- Fuel Efficient Cummins Electronic Engines
- Increased Horsepower
  - Larger Bucket Capacities Increase Production

*Operators appreciate the increased visibility, comfort and power. Owners appreciate the efficiency and productivity.*

Kawasaki, the oldest on-going manufacturer of articulated, rubber-tired wheel loaders in the world, has defined the standard for excellence in design, manufacturing, sales, and customer support. Manufactured and assembled in Newnan, Georgia, specifically for the North American market, Kawasaki wheel loaders incorporate over 40 years of engineering and technical expertise.

### YOUR WHEEL LOADER SPECIALIST

- 11 models available
- 90 HP – 720 HP
- 1.4 cu. yd. – 13 cu. yd.

*View all of the products and services offered by Kawasaki by visiting [www.Kawasakiloaders.com](http://www.Kawasakiloaders.com)*

2140 Barrett Park Dr. • Suite 101  
Kennesaw, Georgia 30144  
Tel: 770-499-7000 • Fax: 770-421-6842

 **Kawasaki**  
KAWASAKI CONSTRUCTION MACHINERY  
CORP. OF AMERICA