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Pratt Industries

Ernst Concrete

Florida Potting Soils

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KAWASAKI CONSTRUCTION MACHINERY
CORP. OF AMERICA

Loaders Help AMERICA go green

The momentum to recycle paper is growing — for all kinds of reasons. Since paper accounts for 40 percent of all municipal waste, recycling means less trash in landfills and lower disposal costs. In comparison to making virgin paper, the recycling process uses less energy, less water, and no additional trees. It also reduces water and air pollution by significant amounts. According to the American

Forest and Paper Association, paper recovery now averages 339 pounds for each man, woman and child in the United States. The paper industry itself has set an aggressive goal to recover 55 percent of all paper consumed in the U.S. by 2012.


While there has been great success in the recovery of old corrugated containers (OCC) and newsprint — each with a recovery rate above 70 percent —

opportunities exist to reach such levels in other grades.

One of the leaders in paper recycling is Pratt Industries, a family-owned international company based in Melbourne, Australia, with its U.S. headquarters in Conyers, Georgia. Pratt is the world's largest privately held paper and packing company, with its U.S. division the seventh largest corrugated packaging company in the country.

The Conyers, Georgia plant receives 1400–1600 tons of baled waste paper a day from all over the Southeast. The waste is staged; the wires then cut, pulled, and recycled. The paper is pushed into piles, blended, and loaded onto a belt. Pratt runs two 70ZVs with waste/recycling packages, each with its own 12-hour shift. Some weekends, both machines run at the same time.





“One reason for my decision to go with Kawasaki is that when I spoke with other Kawasaki 70 users about the 500-hour service, they confirmed the number worked for them.”

– Arnie Correll, Assistant Production Manager

Living by the motto “Harvesting the Urban Forest,” each year Pratt USA collects more than 700,000 tons of paper and old corrugated from retail, industrial, residential, and municipal areas throughout the South and New York — saving the equivalent of more than 25,000 trees a day.

All that waste is transported to two Pratt containerboard mills — one in the Big Apple on Staten Island, the other in Conyers, Georgia. Both plants produce high quality, high performance recycled liners and medium equal or superior to virgin papers.

“Unlike most general mills, we use mixed waste like office paper, magazines, and newsprint along with OCC,” says Arnie Correll, Assistant Production Manager at the Conyers Plant. “We batch pulp at 65,000 pounds per load. So if we are at an 85-percent mix grade, then 85 percent of 65,000 pounds will be mixed waste on the belt; the other 15 percent will be OCC.”

Although much of the paper process is automated, it still takes a loader to get things started. The plant runs two Kawasaki 70ZV loaders — each has its own 12-hour shift — to sort and keep the incoming paper stacked high, as well as load the belt to start the manufacturing process.

“In a one-day period, we might feed 1200 tons and make about 1000 to 1050 tons of paper,” states Correll. “That means we’re only sending about 150 tons of rejects to the landfill a day. **The way we look at it, we’re making a product and saving the landfill about 1100 tons a day.**”

The 70ZVs are outfitted with Kawasaki’s waste/recycling package. Some custom modifications done by Cowin Equipment, the local dealer, included removing the fenders, adding a hydraulic fluid filter guard, and moving the front headlights inside, behind the front cab guarding.

Pratt used to lease Deere 544H loaders. But cost, and a growing tendency of the Deeres to overheat in the tough environment, made them open to alternatives. “It was getting to be a daily problem,” recalls Correll. “We’d have to take it back out every hour, run water through it, and blow it out. It just ate up the operator’s time. This is a 365 days-a-year operation and we can’t afford any downtime. If we lose a loader, we get very nervous. We can get backed up real quick.”

That’s when Duncan Hunt of Cowin Equipment entered the picture. “Duncan saw our process and then gave me a game plan. We asked to demo a loader. It was a stock machine — it didn’t have the refuse package. It is hard to test equipment in this environment when



The paper mill is fed 1150–1200 tons of mixed waste and OCC a day. The belt is loaded to a specific mix waste percent, depending on what kind of product and strength being made.



Due to the high degree of automation, the Conyers mill needs only a few people to operate it. It utilizes the most advanced paper manufacturing and recycling machinery currently available.



Each roll the Voith mill makes is 200” across and weighs about 28 tons. Rolls are then slit into smaller sizes, depending on the end-purchaser’s need. The mill makes linerboard ranging from 31 to 61 pounds and medium ranging from 30 to 40 pounds.

it is not prepared for it, but the stock machine did great."

Now, with the new loaders outfitted with the waste/recycling package, Correll sees a lot more advantages to using Kawasaki. "Since we run this entire operation on five people, I need to be as efficient as possible. By using the four cubic-yard bucket, as opposed to Deere's 2.5, I can move a lot more. Another problem we had with the Deere was when you'd push a lot of paper, the bales would actually break the side glass doors. But the Kawasakis have metal there so they won't break. That's a big safety plus for us. The 70s also have more power. Our guys were resistant to the change at first, but when they actually ran them, they were impressed with the quickness.

"Another benefit is the reversible fan that runs on a timer. It pulls air across to cool the engine, then reverses to clean the



Arnie Correll, Assistant Production Manager and David Knight, with Pratt Industries, Mill Division, Conyers, Georgia.

radiator. The loader has twice as much coolant as the Deere and you can clean out between both radiators. I also like that the recommended service interval is

500 hours. Deere's is 150! One reason for my decision to go with Kawasaki is that when I spoke with other Kawasaki 70 users about the 500-hour service, they confirmed the number worked for them, although one chose to do it at 250 hours.

"I am looking for these loaders to impact our bottom line. **These machines have a lot of great features, but to be competitive, we have to look at the overall price.** We operate year round and we only shut down for scheduled maintenance. We do a sight inspection at the beginning of every shift. We make sure the machine is cleaned up. So far, I've not had any problems with overheating, or anything at all, really. Cowin handles all our maintenance; it is worked into our contract. They've been very responsive to us and they are very knowledgeable."

Pratt Industries is serviced by Cowin Equipment.

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PALADIN HEAVY CONSTRUCTION

ERNST CONCRETE

FOCUSed on Value

Ernst's core customer base for its ready-mix concrete is the residential home builder — from the smallest COD to the largest tract builder. The company operates year-round and produces concrete in all types of climates.



Mission Statement: To develop the best customer-supplier relationship possible through personal contact and service-oriented job performance.

"We believe we only have quality, service, and our relationship to offer customers," states Mark Van de Grift, Vice President of Ohio operations for Ernst Concrete, "because anyone can make concrete."

This rather startling statement reveals the key to Ernst's amazing growth.

The third-generation, family-run business traces its roots back to Pete Ernst, who started a gravel operation in Houston, Ohio. Over time, the business grew to include ready-mix, construction, and business supplies. In the early '80s, the family divided ownership into several companies. Beginning with just four plants, Ernst Concrete has steadily grown through expansion and acquisition. Today, with over 20 plants, 300 trucks, and operations in Ohio, Georgia, Kentucky, and Indiana, it is apparent that



Bruce Davis, RECO Equipment, with Mark Van de Grift, VP of Ohio Operations, Ernst Concrete.

customers do indeed appreciate the company's reliable service, quality product, and honest, up-front relationships.

"Since our focus is built around service and reliability, we analyze all of our operations and determine how each individual component matches the mission statement," explains Van de Grift. "Cost is not the number-one consideration. We look for a track record, a history, and a consistency that will give us the end result we need to service our customers. To that end, we don't run any equipment

longer than 60 months, except our plants. We look at a schedule and put a life on equipment. That's the perspective we use when comparing equipment from different suppliers."

To Van de Grift's way of thinking, Kawasaki loaders are an excellent example of equipment that fits their model. The company currently runs 14 of them at eight Ohio plants. "We've been buying Kawasaki loaders since 1986. They give us the five years of serviceability we demand and it is user-friendly. We've had a lot of opportunities to visit other manufacturers and entertain other quotes. But we've found that competitive equipment does not have more value or advantages over what we have come to expect from Kawasaki."

Ernst has also discovered that Kawasaki is a service-friendly machine. "Our in-house maintenance department can easily acquire components, which helps us eliminate downtime," says Van de Grift. "In fact, downtime really hasn't

been an issue. In all our years using the loaders and with all the hours we put on them, very seldom have we been down more than half a day. RECO, our Kawasaki dealer, works hard to be sure they are doing their best for us. We believe in integrity, teamwork, and honesty — and so do they."

So what else does the company like about Kawasaki loaders?

"We are in a stockpile environment — we don't dig anything. It is all haul, stock, and move. So the bigger tires give us a better ride and better torque transfer to reduce tire spin. That helps eliminate churning up dirt that can contaminate our product — and that's important to both us and our customers. For the size machine we buy, these are key advantages.

"You know, there are many times we've been offered lower numbers for a company to get their foot in the door. But we



Plants are kept stocked with all materials necessary. With a lifecycle of just 90 minutes, the whole process from loading up at the plant through delivery to the construction site must be timely to ensure a quality batch of concrete.

value our business model — we are not the least expensive ready-mix supplier, but we want to be the best. We want to make our customers money. When we have a formula that works with our customers, they stick with us. We run our business the same way. Kawasaki has been part of our plan since the mid-

80s. There is no doubt in our mind that Kawasaki has provided a good foundation for our loader operations. We don't make a lot of change unless we need to and we've never been given a reason to switch from RECO and Kawasaki."

Ernst Concrete is serviced by RECO Equipment.

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GREAT SOIL YIELDS PHENOMENAL GROWTH



“We run two shifts and that loader never stops unless the operator goes to lunch.”
– Matt Biegler, Chief Operating Officer

Max" is one hungry soil mixing machine. The brainchild of Florida Potting Soils of Orlando, Florida, and the first of his kind in the industry, Max was put on-line in February 1995. Starting with a modest appetite of 10,000 cubic yards a week, he currently devours more than three times that much, and in his ten-plus years of operation, Max has run over 4.5 million cubic yards. As proud as the company is of that achievement, Florida Potting Soils is equally proud that no other loader brand other than Kawasaki has handled every bit of that product.

"Our first Kawasaki loader was an 80ZIV," says Matt Biegler, Chief Operating Officer. "The serial number is 5002 — the second one built in America. We bought that from the Atlanta show. It has performed very well. In fact, I won't let that one go, even though it's got 35,000 hours on it. I'll sell one of my newer ones before I'll give that one up. At our Valdosta, Georgia, location, I've got a 1986 ZII that I bought in 1989, and I won't let that one go either."

Florida Potting Soils, the biggest soil manufacturing company in the Southeast, runs a total of 16 Kawasaki loaders, ranging in size from the 65 to the 90. They've fielded approaches from other

equipment dealers and they've even demo'ed a few. But, says Biegler, **"You can't beat the Kawasaki. The quick maneuvering, the turning radius, the performance, the dependability — you can't out-perform it. Especially for the price. I am totally convinced of that."**

In order to keep Max fed, Florida Potting Soils brings in materials from all over the world. Peat moss is railed in from Canada. The company's own production facility in Valdosta, Georgia, supplies 200,000 cubic yards of bark materials a year as well as hardwood fines. Closer to home, they mine their own Florida Peat (using a Kawasaki loader, of course) and reclaim what they call "resource compost." This is material like leaves and brush that would normally go to the dump. As long as it contains the right PH levels, moisture and salts content; is the right size; and hasn't been contaminated with bad chemicals or a lot of sand, the company can grind, screen, and compost it. One of the most exotic items the company imports is coconut core from Sri Lanka. It arrives dehydrated and compressed into a brick form. But when the coconut is exposed to water, it expands four-fold, making it an ideal wetting agent for high-end mixes used by greenhouses and flower growers.

The various Florida Potting Soils enterprises wholesale to nurseries, horticultural industries, and golf courses. Blends are customized to each buyer's specs. Max is so versatile the company can formulate and supply soils for just about every purpose. Some blends are even aged to kill weed germination and keep the soil pure.

The growth experienced by Florida Potting Soils has been phenomenal. Much of their expansion is attributed to extensive rebuilding programs in the Southeastern U.S. to replace hurricane-damaged properties. "If we give nurseries a mix that outperforms everything else, they have no choice but to grow," says Biegler. "They'll seek more land for expansion so we expand with them."

Another reason for the company's growth is its guiding principle of going the second mile. Whether in customer relations, or testing and inspecting its own products, Florida Potting Soils employees are committed to taking extra steps to ensure the best quality and service possible. Having reliable equipment that is also affordable to own and operate falls right in line with their corporate philosophy.



(L-R) Dennis Malley, Production Manager, Florida Potting Soils; Tom Marks, VP, GS Equipment; Matt Biegler, Chief Operating Officer, Florida Potting Soils.



A fleet of 16 Kawasaki loaders, ranging in size from 65 to 90, move materials as well as load hoppers and trucks.

This Kawasaki 80ZV is loading one of the thirteen hoppers that feeds "Max."

"Every day I depend on these loaders starting up and performing," states Biegler. "They load trucks and hoppers. I run them for a lot more hours than most. We run two shifts and that loader never stops unless the operator goes to lunch and there isn't anyone to fill his shoes. We run from 5 in the morning to 10 at night, five days a week. The sixth day is about 8 hours, plus maintenance. We maintain our loaders very well."

"We are not at our maximum capacity at the moment. We could increase volume by about 40 percent and we'd do that by adding a third shift. **A good product like the Kawasaki loaders will run 24/7 and allow us to grow.**"

Florida Potting Soils is serviced by GS Equipment, Orlando, Florida.



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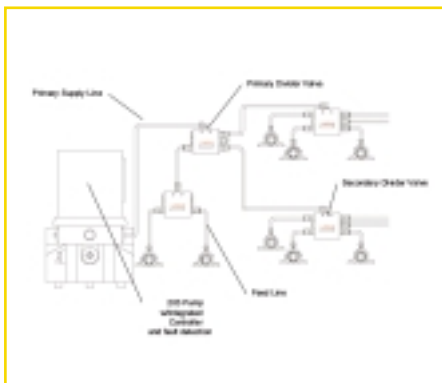
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The Lincoln QuickLub Pump is actuated automatically by an internal adjustable timer. Grease flow starts and lubricant is delivered to the main primary valve. The

primary valve distributes grease in measured amounts to each secondary valve. The secondary valves proportion grease and deliver the exact amounts required by each lube point. The pumps turn off after receiving a signal from the system monitoring proximity switch. The pump must receive a signal from this switch for the lube cycle to be successful. Any plugged line, motor malfunction, or low reservoir level will generate an alarm and light the in-cab monitoring light. This will notify the operator of a lube system fault.

"The right amount, to the right place, at the right frequency"

By: Adrian Britt, LubriTech and Scott Davies, Lincoln

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Kawasaki Construction Machinery Corp. of America, a division of Kawasaki Heavy Industries, known Internationally for innovative technology in industrial markets, is a leading supplier of high quality wheel loaders. Located in Kennesaw, Georgia with production facilities in Newnan, Georgia, Kawasaki has been serving the North American market for over 40 years.

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