

Kawasaki

FOCUS

1ST ISSUE 2008

KAWASAKI STAYS PRODUCTIVE IN THE TOUGHEST ENVIRONMENTS



INTREPID MINING, LLC • FOSTER FARMS • VARMICON INDUSTRIES

KAWASAKI KEEPS IT SIMPLE.



Since 1962, Kawasaki has been listening to and learning from customers and dealers in the field. As a result, Kawasaki wheel loaders continue to evolve, with a constant focus on one thing — producing the most durable, most efficient, most dependable machines possible.

EASY TO OPERATE.

In a world of increasing demands, tighter deadlines, shrinking budgets and complicated contracts, better efficiency and greater productivity are a must. Innovative high-tech features on all Kawasaki wheel loaders allow the operator to adapt to the environment and the application right from the cab.

EASY TO MAINTAIN.

Diagnostic and operational modules monitor fluids and filters, and constantly provide information on everything from engine and transmission codes to location, hours, alarm sensors and machine performance data.

EASY TO DO BUSINESS WITH.

No run-arounds. No layers and layers of management. No distractions from competing product lines. Wheel loaders are our only business. Got a question? We'll get you an answer. Need a part? It's on its way. Quickly. Kawasaki offers flexible warranty programs, a state-of-the-art parts distribution system, an in-house rebuild center, and an experienced, knowledgeable support staff, focused on serving you.

The independent dealers that represent and support Kawasaki loaders are experts in their markets and are dedicated to providing you with the best service available.

Together, we are committed to making your investment in a Kawasaki loader a sound business decision that will pay dividends for years to come.

KAWASAKI. ONE FOCUS. COMPLETE SOLUTIONS.

Kawasaki

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The dust is highly corrosive, melting aluminum and destroying most electrical systems.



KAWASAKI CHEM PACKAGE TACKLES POTASH

Potash (potassium chloride) is a fertilizer in high demand right now — especially with the push to turn corn and other plant products into ethanol for energy. Although the U.S. imports much of its potash, Intrepid Mining, LLC, headquartered in Denver, is busy making the most out of their mines in Utah and New Mexico. The largest U.S. producer of potash, Intrepid initially grew its company from its oil & gas parent company by taking over mines other potash companies gave up on. By injecting them with creative new ways to extract the mineral, encouraging employee input, and offering excellent pay and benefits, Intrepid is bringing new energy to a domestic industry many thought was dying.

CARLSBAD DIVISION

Intrepid's three facilities in Carlsbad, New Mexico, offer fascinating lessons in both mining and chemicals' extraction. Between the North, East, and West facilities run 25 miles of underground conveyors that handle six different grades of ore: three of potash (also known as sylvite) and three of langbeinite (lang, for short) — a potassium magnesium sulfate mineral excellent for fertilizing citrus crops, vegetables, and tobacco.

If it sounds complex, you're right. It takes a lot of equipment to mine and process the ore — both above and below ground.



Potash is mined underground and brought to the surface for processing.

CHEMICAL APPLICATION PACKAGE

Kawasaki's Chemical Application Package offers special protection for the electrical systems, cooling systems, and hydraulic systems to increase durability and reliability in corrosive environments.

Basic Package Features:

- Silicone Sealed Wire Connectors **1**
- Stainless Steel Axle Brake Lines

Additional Options:

- Autolube System, Stainless Steel Plumbing
- Cab Air Pressurizer/Filter
- Cooling System Cores, Anti-Corrosive Coating
- Epoxy Primer and Paint
- Hydraulic Cylinder Rods, Triple Chrome Plated
- Seal Saver™ Boots, Bucket Cylinder Seal Protectors
- Seal Saver™ Boots, Lift Cylinder Seal Protectors **2**
- Seal Saver™ Boots, Steering Cylinder Seal Protectors
- Stainless Steel Bolts



And given the abrasive quality of potash and especially of lang, equipment reliability and bullet-proof design are two high-priority topics, especially as it relates to their electrical system. If a piece of equipment doesn't have highly dependable electronics and systems to minimize dust contamination, it simply doesn't last long. The wheel loaders of choice are Kawasaki.

"Primarily we are using them in two applications," explains Randy Foote, General Manager, Intrepid Potash-New Mexico. "Their main use is in the load-out process in our large warehouses where we hold up to 160,000 tons of product. And we use them to feed off-spec product back into the plants.

"I know those applications don't sound that tough, but we'll use a wheel loader 8-12 hours a day. During heavy shipping seasons, they're used 24 hours a day. One crew comes off and another comes on, so if that loader is not working, the whole process breaks down. It is very important that we have high availability."

SPEC'ING KAWASAKI

Intrepid has tried a number of wheel loader brands in their dusty and abrasive environment. But over the last 18 months, they've only spec'ed Kawasaki.

"We rely on our end-users, in this case, our maintenance people, to spec out our equipment," explains Rudy Dominguez, Corporate Director of Materials. "They let us know what their preference is. We'll try

to present them with other options, then we'll jointly make the final call. At our East and North facilities, they prefer Kawasaki."

"We've had better availability with Kawasaki than the other brands," continues Foote. "We track our equipment. We know how much time and money we're spending on it. We had another brand of loader in here and noticed, through our maintenance program, that there was an unusually high number of problems. Our first two Kawasakis were rentals, with no chemical package. And there were no major complaints."

DEPENDABILITY IS PARAMOUNT

"We have to have dependability," says John Switzer, Equipment Planner, as he enters a cavernous product storage building filled with different grades of potash. "If the wheel loaders were to go down, we'd be in trouble. They push the materials over the grates to feed our conveyor systems down below for load-out. We ship out by train and by truck. The Kawasakis also have to keep things cleaned up in our storage buildings. Talk about a dusty environment!"

When Intrepid decided to get two more units, they chose to equip the 80ZV-2s with the special Chemical Application Package. The package offers special protection for the electrical systems, cooling systems, and hydraulic systems to increase durability and reliability in corrosive environments. Use of this package has helped improve availability even more, and Intrepid is consulting with their local Kawasaki dealer for additional maintenance ideas and training to further reduce issues caused by the harsh environment.

"We use our Kawasakis to do a variety of things," concludes Switzer. "Beyond the plant environment, it is critical that we keep our retention ponds in top shape on a weekly basis. When one of the Kawasaki loaders has free time, we use it to maintain the dikes as well as other parts of the pond efforts, especially when our dozer might be down. Dependability is everything."

Intrepid Potash-New Mexico, LLC is serviced by Nueces Power & Equipment (NPE), El Paso, Texas.

“Dependability is everything.”

*– John Switzer, Equipment Planning Manager,
Intrepid Mining, LLC*



John Switzer, Equipment Planning Manager



Randy Foote, General Manager



Onsite maintenance operations track each cost. Kawasaki and their local dealer NPE provide training and parts support.

FOSTER FARMS

diversifies with help of new loader

The poultry business in California is no chicken feed. It is huge, with sales over \$2.5 billion annually. One of the state's leading players is Foster Farms, marketing its chicken and turkey products as "natural" — with no added hormones or steroids, and "fresh" — meaning they are locally grown. Begun in 1939, the company started as a small turkey farm run by Max and Verda Foster. Today it is the largest and most recognized poultry manufacturer in the western United States, with over 10,000 employees and operations in California, Oregon, Washington, Colorado, Arkansas, and Alabama. There is also Foster Farms Dairy. Founded in 1941, it is now the largest privately owned dairy in California.

In a state known for its huge agricultural economy, Foster Farms saw an opportunity for diversification that would help their own bottom line: raw feed materials. So in the small community of Traver, south of Fresno, they built their first commodity barn. Materials in the barn include soy, canola, amino, and HFP. Open to outsiders as well as Foster Farms facilities, customers are dairy and poultry feed mills who use the raw materials to blend their own feeds.

"We have the assets and ability to purchase feed products by the trainload," explains Mike McBride, Operations Supervisor. "Even if we're full, the Union Pacific keeps bringing the product, so we had to find ways to relieve that. Selling to the community at large makes good financial sense."

"Our company has not done something like this before," adds Matt Gibbs, another Operations Supervisor. "We sketched out what we thought would work for a barn layout. It was a gamble since this was all new to us, but the truck drivers tell us it is very efficient."

Unlike most commodity barns with open sides to reduce dust, Foster's barn is enclosed to reduce outside contamination of the raw materials. Loading the trucks is a Kawasaki 80ZV-2. To help fight the dust, it is equipped with cyclone precleaners, two reversible fans, ag core radiators, and a sealed engine compartment.

The loader has proved to be quite agile and quick. It places about 25 tons of product in each truck and loads more trucks in its 8-hour shift than management first thought was possible. "We are amazed. We're still in the start-up phase, but we're already loading up to six trucks an hour," says McBride. "By summer we hope to be doing over 80 trucks a day."

"The idea will be to eventually run 24/7 here and then put another barn in another location and do the same thing there," adds Mike Blasco, who is the Operations Manager.

Since the operations supervisors were breaking new ground with the commodity barn, when it came to choosing a wheel loader, they needed to do some homework. After reviewing machines, hearing proposals, and getting demos from Deere, Caterpillar, Kawasaki, and Komatsu, as well as talking with other ag companies that heavily rely on wheel loaders, their decision-making panel of six chose Kawasaki.

"For us, the biggest thing is service," says McBride. "If we're down, we're not making money. Keeping the loader up and running is our primary mission. The huge feed mill down the road uses a number of Kawasaki loaders and the dealer swings through once a week to service them. So we felt comfortable with the choice of Kawasaki and that we would be taken care of by the dealer."

Although Foster Farms hasn't had their 80ZV-2 for very long, maintenance-wise, it's worked out well. "We had some lights come up on the machine and we didn't know what they meant," says McBride. "The dealer mechanic was down the street at the other place and he came right on over."

From zero experience to running a highly successful commodity barn — it just goes to show that Foster Farms is no dumb cluck, thanks in part, to Kawasaki.

Foster Farms, Traver, California is serviced by Cen-Cal Machinery, Fresno, California.



The commodity barn stores materials like soy, canola, amino, and HFT.



TOP-100 PRODUCER PICKS KAWASAKI

Varmicon Industries supplies the Rio Grande Valley with aggregate, concrete, and concrete products. From pit to yard, they updated with new Dash-2 models.

Business in the Rio Grande Valley of south Texas is booming. Despite its name, the Valley is not a valley, but a flood plain or delta covering both US and Mexican sides of the border. Original settlers felt using the term “Valley” would attract more tourists, and it turns out they were right. Tourism (including Spring Break college students as well as “Winter Texans” who flee Mid-Western snows) as well as agribusiness is up. And because of its border location, factories and fabrication plants are on the rise. As a result, the housing market is booming.

Varmicon Industries, a long-time producer in the Valley, has been a dominant player as a supplier of sand, gravel, and finished concrete products. And with the Valley’s continued commercial and residential growth an encouragement to competitive companies, Varmicon is determined to hold that dominant position, doing what it takes to keep it that way.

PRODUCT SUPPORT IS KEY

In recent months, in order to boost efficiency, replacing the wheel loader fleet became a priority. Most of the major brands were considered, but in the end, new Kawasaki Dash-2 loaders were chosen.

“In today’s world, loaders are pretty good,” says Kieth Witt, plant manager of Varmicon’s crusher and mining pit. “What’s really important, what sets different brands apart, in my opinion, is the product support provided —

both from the company and especially from the local dealer. The Kawasaki dealer here in the Valley, Nueces Power Equipment (NPE), is one of the better service providers I’ve ever worked with. Doug Kosarek, the branch service manager, is a ‘Johnny-on-the-spot’ kind of guy, which is a welcome relief from some other dealers. He always responds quickly with a solution or plan for the minor things we’ve encountered so far. Robert Zohrer, my NPE sales rep, is great on follow-through. And when I rent, the rate is competitive and the machine gets here when promised.”

ON THE GO

A total of seven Kawasakis were purchased — all at once — and were delivered within a 90-day period. The sand and gravel plant uses two 90ZV-2s and one 95ZV-2. The other four 90s are at Varmicon’s three ready-mix plants and their manufactured pipe and manhole facility.

“At the crusher, we use the 90s as shipping machines,” says Witt. “All day long we’re loading select material from our multiple piles into trucks that haul for Varmicon deliveries as well as for many contractors in the Valley. Our 95 I use for tying up loose ends. That means I keep it busy doing multiple tasks like feeding the crusher, doing push-up work in the pit, maintaining the pit roads, and doing reclamation work as we finish digging in various parts of the pit.”



The sand and gravel plant produces about a million tons a year of crushed gravel, manufactured sand, and screened and washed natural sand.



In addition to owning the 90 and 95 units, Varmicon also rents additional Kawasaki loaders — like this 85ZV-2 — when needed.



“ I really like the way they perform and the way the cab is laid out. ”

– Kieth Witt, Plant Manager, Varmicon Industries



Varmicon uses its 95 for a variety of tasks including feeding the crusher, push-up work (in place of a dozer), maintaining roads (in place of a dozer or grader), and reclamation work.

STONE-WORTHY

Witt grew up around the crushing business. His dad, granddad, and uncles either owned or operated crushing operations in Oklahoma and Texas and he often worked weekends taking care of equipment and doing a variety of jobs. As a vocation, he’s been working at crushing operations for 20 years, with the last 12 in management. So you might say Witt knows a few things about wheel loaders.

“Although these loaders are still pretty new, I really like the way they perform and the way the cab is laid out. The Cummins powertrain works quite well in them. The 95 is extremely nimble for its size and its responsiveness is one of the best that I’ve experienced. I

really like the way it maneuvers. But most importantly, the operators like them, and that’s important because they’re working in them 12 hours a day.”

CHARGING AHEAD

Thanks to the success of the Kawasaki loaders used at the quarry, Varmicon has also replaced many of their mixed-age loaders used for charging their batch plant and cement pipe operations with Kawasaki 90 loaders.

Varmicon Industries is serviced by Nueces Power Equipment (NPE), San Benito, Texas.



WELLS FARGO



Wells Fargo has been helping contractors finance Kawasaki machines for nearly two decades. With that kind of background, you learn a few things about what guys like you need. You need a finance professional who understands construction equipment. You need loan applications turned around quickly and serviced easily. You need someone you can trust to be there through all the cycles the US construction industry dishes out. You need Wells Fargo Construction.



For your next Kawasaki purchase, call **Mark Forsyth** at 603-559-1315. mark.k.forsyth@wellsfargo.com
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KAWASAKI REBUILD CENTER

PROVIDES QUALITY FACTORY-REBUILT COMPONENTS



The key factor in any wheel loader operation is uptime. The machines have to be working in order to run an efficient, profitable operation. All machinery eventually needs overhauling. When this occurs, an operation can experience excessive downtime while components are rebuilt and repairs are made. One solution to this is to use rebuilt exchange components. In this way, downtime is kept to the minimum of the removal and replacement times for the component. In order to provide this service, Kawasaki has been offering factory rebuilt components for its wheel loaders for over 15 years. This popular service has allowed Kawasaki owners to maximize their productivity and minimize their costs.

Kawasaki started their component rebuild operation in 1988 through an independent rebuild center located in Atlanta. By 1991, Kawasaki incorporated this function into their sales and support operation in Marietta, Georgia. This has proven to be a very beneficial decision. Not only can Kawasaki provide quality factory-rebuilt transmissions, torque converters, differential and axle assemblies, but they can support them with full one-year/1500-hour warranties that cover parts, labor, travel time, and mileage. This is an exceptional warranty for a rebuilt component. This can be done, because not

only are these components built by rebuild craftsmen that do this job continuously, but each part is closely inspected prior to installation and the complete component is thoroughly tested before it's sold. With a fully equipped machine shop, the Kawasaki Rebuild Center can make modifications if needed and insure that the latest factory improvements are incorporated.



Not only can Kawasaki provide this high level of quality rebuilt components, but the pricing is extremely competitive. Kawasaki has two levels of pricing on transmission rebuilds. The normal pricing is for complete upgrading to new component standards. The Guardian Rebuild program provides an even lower cost alternative for components that are still operational that require only seals, bearings,

and clutches. The Guardian pricing is 30% lower than the normal rebuilt exchange price. All components are rebuilt to new component standards to insure good performance and long life. The pricing for all components is competitively flat rated to simplify customer purchasing. Not only is there a flat-rate price, but there are no charge-backs to the customer after his worn component is rebuilt. Kawasaki absorbs whatever damage may be found internally to the component. The only exception is external damage or missing parts to the worn component, which will be quoted at the time of removal. So the entire cost is known at the front end of the job.

In addition to the powertrain components mentioned, Kawasaki also has rebuilt hydraulic cylinders available through an exclusive hydraulic rebuild company.

Kawasaki has transmission, torque converters, differentials, axles, and hydraulic cylinders for every Kawasaki wheel loader model ever introduced in North America. Kawasaki owners have become accustomed to a quality, productive loader that lasts for thousands of hours. They also have access to excellent support programs like Kawasaki's Rebuild Exchange Program. This gives Kawasaki owners a significant edge in the low-cost operation of their loader fleet.

KAWASAKI KEEPS IT SIMPLE.



In a world of increasing demands, tighter deadlines, shrinking budgets and complicated contracts, the choice in wheel loaders is simple: Kawasaki.

A FULL-LINE OF RUGGED, RELIABLE, EFFICIENT MACHINES.

- 13 models
- 96 HP – 720 HP
- 1.8 cu. yd. – 13 cu. yd.

EASY TO OPERATE.

Increased efficiency and productivity come from innovative high-tech features that allow the operator to customize and adapt to the environment and the application...from the comfort of the redesigned cab.

- Adjustable Declutch
- ELS — Efficient Loading System
- Idle Management System
- Variable Boom Kickout
- Power Mode Switch
- Ride Control

EASY TO MAINTAIN.

Even basic servicing is easier than ever, with extended greasing and oil change intervals. Not to mention:

- MODM (Machine Operation Diagnostic Module) provides essential operations and diagnostic information in an easy-to-read LED display.
- K-LINK II monitors and transmits digitally the location, hours, system alarm sensors, engine and machine performance data.
- KLEW provides fast and easy access to a total oil analysis and early warning program.

EASY TO DO BUSINESS WITH.

No run-arounds. No layers and layers of management. No distractions from competing product lines. Wheel loaders are our only business. Got a question? We'll get you an answer. Need a part? It's on its way. Quickly.

- Creative Solutions, Fast Response.
- Focused Resources, Experienced Specialists.
- Flexible Warranty Programs
- Rebuild Center

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