

FOCUS



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IN SCRAP KAWASAKI RUNS THE YARD

UPSTATE SHREDDING • METAL SHREDDERS INC. • FRANKLIN IRON AND METAL CORPORATION

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.



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GROWING BOLDLY WITH SCRAP

Upstate Shredding and its sister company, Ben Weitsman & Son, in Owego, New York, are boldly prepping for a bright future. Despite scrap having been in a down cycle, they are aggressively expanding by adding locations and making a \$25-million upgrade to Upstate's auto shredding plant. "My father taught me it's better to expand in a downtime," says Adam Weitsman president of both companies. "At a time when many businesses are retrenching, we are investing in the future. The cost of land and equipment is cheaper, your lead time to install equipment can be shorter, and the suppliers can give you more attention. This new technology gives us a competitive advantage that is already helping to grow our business, despite the economy."

Upstate Shredding buys from other scrap yards as well as other businesses and individuals, with the intent of shredding and reselling the ferrous and non-ferrous materials. Think of them as the wholesale



Scott Collins of Tracey Road Equipment and Adam Weitsman of Upstate Shredding/Ben Weitsman & Son stand by a new 115ZV-2 being delivered to the company's Syracuse location.

arm. Handling the retail end is Ben Weitsman & Son. They collect from residential and industrial customers and then send that material to Upstate Shredding for processing. Ben Weitsman & Son also creates products for sale from Upstate's recycled materials, and sells steel products from its new-steel

distribution centers. With five plants and 1,300 roll-off containers strategically placed at a wide range of customers, Upstate Shredding/Ben Weitsman & Son has cast a wide net to gather scrap and has one of the largest scrap hauling trucking fleets in the East Coast.

UPGRADING THE ACTION

What are they spending their \$25 million on? Walling and roofing Upstate's 200,000 square-foot complex, installing a new storm-sewer system and on-site water treatment plant (making it the first "green" plant of its type in the State), and boosting output capacity to handle 700,000 tons of all metal grades.

At the center of it all is the new and very hungry 10,000-hp Riverside Engineering 122-inch Mega Shredder. The new shredder is largest in the United States, and one of the largest in the world.



Open seven days a week trucks line up to discharge their scrap

This new-generation machine shreds complete buses, trucks, and motor blocks at the rate of 450 tons per hour. Upstate has also installed several new and very sophisticated magnet and separation systems to better recover ferrous and nonferrous materials. "What is interesting about this project is that we are installing two SGM finishing magnets that will help us produce scrap with .17 and below copper content. This should help us provide mills with a busheling substitute," says Weitsman.

Helping to feed all this high-tech hardware in Owego are several humble Kawasaki 115ZV-2 wheel loaders. They are tasked with moving the scrap dumped by incoming trucks over to within reach of the company's Sennebogen sorting-and-loading machines, which in turn feed the monster shredder's conveyor system.

Although there are plenty of loaders out there with sophisticated bells and whistles, it is Kawasaki with its focus on simplicity and dependability that has become the wheel loader of choice for Upstate Shredding. "I knew of Kawasaki but I didn't know



Kawasaki 115ZV-2 wheel loaders keep the company's Sennebogens supplied with scrap.

they were used in our business," explains Weitsman. "Scott Collins from Tracey Road Equipment, our local Kawasaki dealer, came in and offered to let us try one out; we agreed. And I have to tell you the staff really liked it.....that's key. If an employee is comfortable in it, and it is easy to operate, then different guys will jump in it and run it — that's what is important to us."

"Availability of parts is really good and there's very little downtime, which is great because we are open seven days a week. Not only do we have a good relationship with Tracey Road Equipment, who also handles our maintenance and supplied our trucking fleet, but also with Kawasaki itself. I can truly say that both really care about me and my business, and have helped us non-stop. I will never buy another brand of loader again, and Kawasaki will be the only loader we put in our new locations. Loyalty means a lot to me. It is how we built this company, and it's a big part of why we have been profitable 28 consecutive quarters, despite the bad economy."

AFFORDABLE EXPANSION

With the kind of upgrades being made, more than just suppliers are devoting a lot of attention to Upstate. As one of the largest privately held scrap metal processors on the East Coast, and the largest privately owned scrap metal processor in the state of New York, the company has set an ambitious five-year goal of making one billion dollars

of debt-free sales annually. In comparison, 2009 gross sales are estimated around \$300 million. Nearly 90 percent of their current sales are overseas. In fact, while *FOCUS* magazine was in Upstate's offices, visitors from China closed a million-dollar deal for aluminum. The Chinese company had discovered Upstate Shredding on Facebook.

So, to meet that one-billion-dollar goal and ensure the massive new shredder is kept busy, Weitsman is circling the shredder with locations that guarantee feedstock. "I'm looking to expand into areas where I'm not getting scrap because I don't want to compete with supplying dealers," explains Weitsman. "So I take a look at the geography and see what transportation options are available. It may not look it, but we're growing conservatively. If we can't afford it, we don't buy it."

In addition to the two facilities located in Owego, there are plants in Binghamton, Ithaca, Syracuse, and soon, Scranton, Pennsylvania. Rather than starting from scratch, Upstate buys existing operations and modernizes them to meet or exceed

environmental regulations and increase operational efficiency. That way the company avoids permitting hassles, demonstrates excellent corporate citizenship by cleaning up and modernizing a plant, and acquires an existing customer base and some good employees.

"I had a situation in the past and learned your reputation is everything," says Weitsman. "My ethics weren't my priority when I was a much younger man. So many people have stood by me and helped me grow to get to this point — I can't thank them enough. Today, I really try to run this company with the utmost integrity and honesty. I owe our success to many people.

"It's no secret; I have to work harder than my competition. These bigger public companies have endless financial resources. My strategy is that I have to outwork them and keep customer service as one of our top priorities."

Upstate Shredding is serviced by Tracey Road Equipment, East Syracuse, New York.



Upstate is one of the largest privately owned scrap metal processors in the state of New York.

ON THE DRAWING BOARD

As part of an ongoing commitment to the scrap industry, Kawasaki works with customers to create and test new innovative options for their wheel loaders. And what may start out as custom work for one company may well end up as part of a future scrap options package.

For example, one custom item that Kawasaki created for Upstate Shredding was a hydraulic oil-gauge sight guard for the company's 115ZV-2. **1**

KAWASAKI HAS ALSO DEVELOPED, AND IS FIELD-TESTING, THREE NEW OPTIONS FOR THE SCRAP INDUSTRY:

- A standard GP (General Purpose) bucket with an extended spillguard to prevent shred from falling over the back of the bucket onto the lift arms.
- New headlights that are repositioned to deflect shred, and are housed in a steel frame. **2**
- Upgraded bucket-pin protection system to prevent shred from becoming wedged in the pin area of the bucket link and Z-lever joint which can pinch hydraulic lines. Before. **3** After. **4**

Kawasaki continually and proactively updates their scrap/recycling package and options. And by testing them in real-life high-demand, high-volume environments, scrap-industry customers can be assured their specially equipped Kawasaki wheel loaders will perform reliably and productively in what is one of the harshest applications on the planet.



KAWASAKIS HELP MAKE METAL "GREEN"



While recycling is considered the “green” thing to do, there’s nothing warm or fuzzy about scrap. At Metal Shredders in West Carrollton, Ohio, the grounds are filled with piles bristling with metallic objects and the air is filled with the raucous sounds of metal being ferried, shredded, and sorted. But make no mistake, there is green here — it’s called profit. And it’s the result of a lot of hard work, wise choices, and keeping up with the latest trends and technologies. The business of scrap metal has come a long, long way.

“We first started in 1970,” says Dick Wilson, manager of Metal Shredders, Inc. “Cars used to be \$10 a ton. There were only a handful of shredders back then that could recycle cars into usable steel and we were one of them.

And there certainly wasn’t the means to separate out all the byproducts.”

“Two years ago there was only one other shredder in the area,” adds Luke Huggins, Equipment Manager. “Now there are five. Seems everyone wants to be in the car scrapping business. We have a 50- to 60-mile radius we work to pick up cars and bring them here. Eighty percent of what we handle is automotive.”

“Every generation brings modernization and new methods of technology as well as different techniques to separate out the various metals,” says Wilson. “Shredders now are more productive and efficient. The market has definitely changed over the years.”

WHEEL LOADER OF CHOICE

Metal Shredders relies heavily on its fleet of wheel loaders. They move car bodies, shredded scrap, appliances, sheet iron, landfill materials, and more. They have used Cat® and Komatsu in the past, but what they’ve been buying since 2007 is Kawasaki.

“About three years ago, the local Kawasaki dealer came out with a Kawasaki 65 to demo,” says Huggins. “We now have four Kawasaki loaders — two 65ZVs and two 70ZV-2s. The 70ZV-2s we ordered with the autolube option, and we’re running with standard counterweights.

“We need equipment that will hold up. This is a very harsh and nasty environment.

We have so much material, we have a lot of wind, and we have a lot of dust. Our operators have to blow out the filters several times a day, which is very easy to do on our 70s because they have a swing-out cooler. With our other loaders, we had to replace radiators because they had so much plastic they couldn't be repaired. We haven't had that problem with Kawasaki. And we haven't had any overheating problems with them either like we did with the other models. The belly guards work great and help prevent expensive transmission repairs."

Another plus is that the standard Z linkage of the Kawasaki loaders has excellent down pressure, a real boon when dealing with cars. "The cars come in by tow truck or flat bed," continues Huggins. "Sometimes we have to smash them and that's where the down pressure comes in."

Metal Shredders will also cater to their customers by crushing on site. "If a customer

has a lot of metal on site, we'll come in with our mobile crusher and one of the 65s — it's easy to transport."

SAVINGS PLUS SERVICE

"There is a considerable savings in parts with Kawasaki," explains Wilson. "But the most important thing is service. We have a many-years' relationship with Mark Bardo, our rep at RECO, and I trust him. He doesn't steer me wrong."

Huggins agrees. "The service is great from RECO. They respond very quickly and are very thorough."

"The proof is in the pudding," concludes Wilson. "This environment requires the utmost care, particularly in the summer. These are not machines that get to rest. They start at 6 AM and work through the night, as we have a second shift that does maintenance as well as handle more material

movement. So these machines have to do double duty. When you have to deliver X amount of product, there are no excuses. If you miss, it will cost you money as well as create an undesirable trickle-down effect."

Metal Shredders, Inc. is serviced by RECO Equipment, Monroe, Ohio.



A grapple tackles a large pile of scrap.

“ There is a considerable savings
in parts with Kawasaki. ”
— *Dick Wilson, Manager*



Metal Shredders equips their four Kawasaki wheel loaders with 60" forks, a quick coupler, and solid tires. Their 70ZV-2s also have autolube.

SCRAP RECYCLING

WITH KAWASAKI

“ Operators and mechanics like the
Kawasakis. Everything is easy to get to. ”

— Larry Gupton, Equipment Manager

There was a time in America when socks were darned, clothing patched, and shoes resoled. Broken appliances were repaired and cars nursed until they literally fell apart. Those days are long, long gone.

Today's exhausting 24/7 pace leaves little time or profit margins for repair. Our disposable society produces cheaper and fancier goods, but also generates more trash than ever. So with the growing emphasis on green, it's not surprising that metal recycling, once the norm during World War II, is experiencing a resurgence. Especially since the overseas appetite for metals has grown. As a result, recycling of ferrous and non-ferrous materials makes good economic and ecological sense.

IN THE ZONE

Franklin Iron and Metal Corporation in Dayton, Ohio, has been in business since 1962. The company goes out and collects items like scrap metal, iron, steel, appliances, lockers, doors, furnaces, and

autos from industrial clients as well as accepts drive-up loads from the general public, contractors, and others. As the scrap recycling industry has matured, Franklin has upgraded their facilities to keep pace, at the insistence of their president, Jack Edelman. Concrete and asphalt paving replaces mud. X-ray machines check all scrap for radiation. Waste oil is treated and broken down. A 3,000-hp multi-million dollar shredder has been online for about a year. With four locations in the metro, and a fleet of 36 trucks, 300+ trailers, over 3,000 roll-offs, and their own rail spur and rail scale, Franklin is serious about scrap.

Larry Gupton is the equipment manager. He points with pride at their two Kawasaki loaders — a 90ZV and a 95ZV-2. "They are awesome loaders, they really are. We used to have a Cat® 988. When it wore out, we talked about replacing it with another one, but were persuaded by our local Kawasaki dealer to check them out. So I looked at some. The warranty stood out as well as the service. That's what sold us on our 90ZV Kawasaki initially. Since it's been here, the loader has sold itself.

"We went up to the 95 to use in the new shredder yard. It has the quick coupler attachment so we can use it with forks

or a bucket. We also got ride control and a Loadrite weigh system. With the Loadrite, the operator knows how much he's loaded into a rail car, which saves us time and money because we don't have to reload a rail car to hit the right weight. And with the Loadrite prep option, the Loadrite housing was already in place."

"The 95 handles the cars brought in," explains Jerry Gupton, Operations Manager and Larry's brother. "It is a tremendous savings to us. A crane can only offload a car or two at a time. The loader can handle four or five cars at a time and is definitely much faster, safer, and more efficient. The 95 offloads flat beds, feeds the shredder, loads rail cars, and pushes a lot of metal around."

Their shredder has been a tremendous game-changer. Not only are they moving more material, but shredding and the use of magnets allows nonferrous metals such as stainless steel, copper, and aluminum to be more easily separated, resulting in better quality control and higher profits. "We try to turn everything around and get it in and out as fast as possible to get the metal to the steel mills," says Jerry.

"We ended up with about 1,800 cars thanks to the 'Cash for Clunkers' program," says Larry. "The shredder has made it cost effective by sorting all the ferrous and non-ferrous. We would have lost the non-ferrous if we had done it the way we used to — baling. Bales are going to be a thing the past."





RECYCLING INDUSTRY'S ACCOMPLISHMENTS*

For more than 200 years, scrap recycling has been, and continues to be, integral to the U.S. economy, global trade, and resource sustainability. In the U.S., scrap recycling:

- **Processes more than 150-million metric tons of recyclable material each year into raw material feedstock. Includes iron, steel, paper, aluminum, copper, stainless steel, lead, zinc, plastic, electronics, tires.**
- **\$86-billion industry in 2008, with 85,000 employees.**
- **2 out of 3 pounds of steel made in the U.S. is manufactured using ferrous scrap.**
- **60% of the metals and alloys produced in the U.S. are made from nonferrous scrap.**
- **More than 50% of the U.S. paper industry's needs are met through the use of scrap.**
- **33% of the U.S. aluminum supply comes from recycled materials.**
- **\$28.6-billion-worth of scrap commodities/ 44-million metric tons of scrap were exported from the U.S., helping U.S. trade balances.**
- **In 2008, China, Canada, Turkey, South Korea, and the U.K. were the top 5 export destinations, by value.**
- **Reduces greenhouse gas emissions by requiring significantly less energy to manufacture from recyclables than virgin ore, and by avoiding landfilling.**
- **Conserves natural resources. For example, one ton of steel conserves 2,500 pounds of iron ore, 1,400 pounds of coal, and 120 pounds of limestone.**
- **Cleaner air and water from safely removing potentially hazardous materials and keeping them out of landfills.**

*Facts provided by ISRI

HEAVY METAL

Despite frequent watering, it is still a tough environment on equipment. Dust fills the air. Lots of heavy metal objects are pushed from spot to spot. Big parts are cut down to size by torches or shears, then ferried to different parts of the yard. Metals are stockpiled by kind. Everything is inspected to make sure all combustibles have been removed.

"We do our own maintenance here," says Larry. "On the Kawasakis, we blow out the wide-fin radiators daily and change the air filters about every two weeks. They are very maintenance-friendly, with everything easy to get to. The steps are done right too — belted so they don't tear off. With construction equipment today, you tend to see more fiberglass and plastic. But with Kawasaki, the fenders are metal. Same with the radiator grills and light housings. I much prefer metal, especially in our environment."

Turns out the operators much prefer their Kawasakis over the older Cats too. Larry has noticed the operators really appreciate the improved comfort offered by the air-ride seat — no more aching backs when they go home. They also appreciate the machines' performance.

"I've been here six years," says Deon Norton, Operator. "I can tell you the Kawasaki 90ZV is a lot faster and responds a lot faster than the Cat 988. The cab has more room and you can see better. The bigger 95ZV-2 I like even more because the ride control makes it ride and handle a lot smoother. It is easy to run and I can get in and out of anywhere I need to be."

Deon's pride in his 95 is obvious. Well into a year of operation, the ZV-2 is in remarkable shape. It's proof that no matter what the environment, responsible operator care is just as important as superior machine guarding. The operators take good care of the equipment to which they are assigned.

"We've got a clean operation and good equipment," concludes Jerry. "You don't have to carry tools around in your pocket all the time to work on them. I am very satisfied with both of our Kawasakis. If we had to buy again, yes, we'd buy Kawasaki. I really like them. We've had no trouble with them. It is a very nice machine and is very competitive price-wise. The fuel efficiency is so much better than with our older loaders. And I know our guys like the preventive maintenance on them because they are easy to work with."

"Operators and mechanics like the Kawasakis," affirms Larry. "Everything is easy to get to. And I really like the parts availability. Everything we need for maintenance we can pretty much get local — that's impressive."

Franklin Iron and Metal is serviced by RECO Equipment, Monroe, Ohio.



KAWASAKI IN RECYCLING

Kawasaki has developed the Recycling Package for all types of recycling materials, from paper to plastics to the demanding metal recycling application. Equipped with special guarding, tires, and attachments, the Kawasaki wheel loader will provide a productive and safe machine for this extreme application.

The Kawasaki Recycling Package is available from the 65Z through the 115Z.

Basic Package Features:

- Articulation Area Guard **1**
- Axle Brake Piping Guards
- Front Chassis Belly Guard **2**
- Lift Cylinder Line Guard **3**
- Light Guards
 - Headlight **4a**
 - Taillight **4b**
- Rear Chassis Belly Guard **5**
- Steel Headlight Housing
- Steel Radiator Grill **6**
- Wheel Seal Guards **7**
- Wide Fin Radiator

Additional Options:

- Alternator, Sealed Electronics
- Autolube System **8**
- BackUp Camera
- Cab Air Pressurizer/Filter
- Cab Windshield Guard, Hinged **9**
- Engine Precleaner, Turbine Style
- High Lift Arms
- Hydraulic Tank/Fuel Tank Guards
- Hydraulic Site Gauge Guard **10**
- Loadrite Scale Prepped
- Quick Coupler & 3rd Spool Hydraulic
- Reversible Cooling Fan, Automatic
- Ride Control
- Seal Saver™ Boots, Bucket Cylinder Seal Protectors
- Seal Saver™ Boots, Lift Cylinder Seal Protectors
- Seal Saver™ Boots, Steering Cylinder Seal Protectors
- Side Windshield Washer & Wiper
- Steel Cable Steps
- Swing Out Radiator (65, 70, 92 models) **11**
- Under-Cab Shield

Photographs are representations only. Actual options will vary by model and application.



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
- Wide Fin Radiator
- 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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