

# FOCUS



3RD ISSUE 2010



# SURVIVING TOUGH TIMES WITH DIVERSIFICATION

TELEMATICS • MAYVILLE LIMESTONE • KEPLEY-FRANK



# 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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# ONE LANGUAGE FOR ALL REMOTE-MONITORING SYSTEMS

# TELEMATICS



**If you've stayed away from telematics in the past because of the complexity, good news is coming. Starting in October, an industry-wide standard will take effect that makes it possible to collect mixed fleet data from multiple OEMs and download it into almost any single fleet management program of your choosing.**

The new standard was created by a committee put together by the Association of Equipment Management Professionals. Along with AEMP's people, the committee included several major equipment manufacturers and software developers McFadyen & Associates.

Pat Crail served as the AEMP's point person during the development of the new standard. Crail is the fleet-information manager for a heavy-highway contractor and aggregate and asphalt producer in the greater Cincinnati area.

## THE PROMISE

Remote-monitor many key aspects of your fleet's equipment — without having to leave the office or assigning someone to take disruptive and extensive readings in the field. And using the information gathered by telematic systems can help improve the management, security, and productivity of your fleet.



#### **MIXED FLEET:**

Equipment with multiple different telematics devices.

**MULTIPLE BRAND WEB SERVERS**

**FLEET SERVER:** Data is imported into the contractors fleet management program automatically for reports.

**FLEET MANAGER:** Review data on machine information.

## THE PROBLEM

A 2008 study by the AEMP showed less than half the contractor respondents who had telematics systems were accessing the information from OEM websites, and only 6.8 percent of them were integrating the information into their fleet-management programs. Why so low? They couldn't get the data to co-exist with their financial and accounting programs. And since they operate mixed fleets, they had to visit each manufacturer's portal to gather information — which added up to quite a few visits. In fact, contractors surveyed indicated that telematics was their number-one headache, ahead of safety and emissions compliance.

"Telematics promised to give us that information instantaneously and accurately, but it's kind of trapped out there on each provider's website," says Crail.

## CURRENT OPTIONS

Option one is to manually copy the information from every website, or if you're fortunate, perhaps download a site's information as an Excel file. Then you

manually compile and enter the information into your own fleet-management software.

A second option is to work with your telematics provider to develop a data-feed solution so you can import the data that's available on their website. "Typically that requires a pretty hefty IT investment and you have to repeat that process with a separate application for each brand of machine or telematics provider," Crail says.

The third option is to replace all the OEM telematics devices with a single third-party system and deploy it fleetwide. "But that's probably the most expensive option."

## THE SOLUTION

In agreeing to adopt the new telematics standard, all participating manufacturers will program their basic machine data to use the same XML software codes agreed upon by the AEMP committee. This puts everybody on the same page. The new standard does not incorporate programming language for the more complex data functions (temps, pressures and such) but it does cover the most important data for basic fleet management including:

- **Cumulative operating hours (for off-road equipment)**
- **Cumulative miles traveled (for vehicles)**
- **Cumulative fuel burned**
- **Current location**

"What it means is that with a fairly minimal IT investment, end users will be able to use telematics data to automatically import basic information into their existing fleet management applications," Crail says. "They'll be able to use that data to make their existing fleet reports more accurate and timely." No more manual entry and no more hunting through multiple websites.

## BEYOND THE BASICS

The AEMP standard and the data it provides isn't intended to replace the OEM web applications or their rich data feeds. Those are still available, but specific to each OEM or third-party provider.

"If there is something going on with one machine or I want to look at the machine more closely, then that provider's web portal is a very powerful tool to do that," Crail says.

# K-LINK III IS UP TO SPEED



**FLEET SERVER:** Retrieve data from service provider web server from multiple locations.

"I can look at pressures, temperatures, fault-code history, and specific operation patterns. That's a unit-level inquiry, as opposed to a fleet-level."

## A STEPPING STONE

With the new AEMP standard, fleet managers can get their feet wet. "Hopefully this will be a stepping stone to more extensive telematics integration, and they can start to quantify their return on investment from the greater data integrity," explains Crail.

Over time, the committee will continue to look at ways to standardize more data. Of particular interest is finding a way to standardize information on idle time, which could simplify providing such information to air-quality agencies.

Workshops will be held in conjunction with AEMP's annual meeting in Nashville, Tennessee, October 26-27. Webinars will be held as well. For more information, go to [www.aemp.org](http://www.aemp.org).

**Content provided in this article is courtesy of Equipment World Magazine**

K-Link, the Kawasaki Loader Asset Monitoring System, is now being provided with third-generation software specifically designed to communicate in the XML format. Kawasaki applauds and supports the AEMP standard, and is excited about the increased practicality and the excellent information users will be able to import into their own fleet management software.

The K-Link III remote-monitoring tool is installed on new Kawasaki loaders as an option at the factory or as an add-on by your local Kawasaki dealer.

**The Kawasaki updated system, when accessed directly through their portal, provides a wealth of additional information such as:**

- **Warranty engine hours**
- **Idle hours (certain models)**
- **Fuel consumption (certain models)**
- **Engine starts**
- **Engine fault codes**
- **Machine controller fault codes**
- **Distance traveled**
- **Off-hours usage alert**
- **Stop/Start alert — first engine start of the day and last shutdown of the day**
- **Alarm sensors such as low oil, coolant overheating, and hydraulic oil overheating**



However, one of the key features of K-Link III is that priority information is transmitted immediately via cell phone, pager, or e-mail to registered contacts. Instant notification of Fault Codes which can be detected by K-Link will send a warning directly to your registered contacts, which may include the actual owner, local or site management, the local Kawasaki dealer service department, or an on-site mechanic.

Additional features include preventative maintenance reminders, which can remind equipment managers or field service staff of routine maintenance. If your equipment is scheduled for recommended routine maintenance based on machine hours, Kawasaki's K-Link will send a reminder to you, or any other contact you register, via cell phone or e-mail address.

The K-Link III system also has a theft prevention/retrieval function to assist in equipment tracking. Alarms can limit unauthorized movement of the equipment using the Geo-fencing feature.

**For more information, visit [www.kawasakiloaders.com](http://www.kawasakiloaders.com) and click on K-Link III, or visit your local Kawasaki dealer.**



# DRAWING STRENGTH FROM GENERATIONAL

In 1853, Charles Ruedebusch, Sr., an immigrant from Germany, arrived in Mayville, Wisconsin a scant five years after statehood. Mayville was booming, and was home to a number of German immigrants as well as the state's first iron-ore mine and smelter which set up in 1849. Charles started his own department store which became quite successful, and in 1875 he bought the Mayville Lime Works — “much against my will and inclination,” according to a book he wrote in 1903 to celebrate the department store's 50th Golden Jubilee.

At the time, the Lime Works was quarrying limestone as well as producing lime for the iron smelter. It also produced quicklime, used primarily for masonry. But Charles' reluctance didn't last long, and with a lot of hard work and successfully navigating many a bump in the road, Ruedebusch and the employees turned the quarry into a thriving business. They even opened an office in Chicago to market their quicklime.

In 1915, the company started to produce and market agricultural limestone. By 1928, when the struggling iron-ore mine closed (thanks to richer fields in northern Wisconsin and Minnesota), and certainly by the 1940s, aglime was well on its way to becoming the company's primary product, especially as more and more farms took hold in the region.

Although crushed stone sales have always been a part of the company product line, in the 1960s, demand rose. Today, about 60 percent of their business is construction aggregates, especially during the summer months. “Last year our crusher was running 12-14 hours a day,” says Tony Smith,

President. “And we could barely keep up with our own demand.” Products include screenings, state spec TB products, three sizes of clear stone, breaker run, blast run, and 3/8-inch chips for ice control.

The aglime side still forms much of their business, including three kinds of their own bagged product as well as bulk.

## TAKES A LICKIN' & KEEPS ON TICKIN'

Incorporated in 1891 as Mayville Limestone, the company today is still run by the fifth-generation descendants of the Ruedebusch family. It is also Mayville, Wisconsin's oldest continuously operating industry. Historic photos from the company's archives show in the 1960s a rope shovel and Euclid trucks were the preferred means to quarry. Today, although “Eucs” are still their truck of choice, the rope shovel has long been replaced by a Kawasaki wheel loader.



*Making its quarry debut in the '80s, this ZII Series is the first of several generations of Kawasakis at the quarry.*

Kawasaki first made its debut at the quarry in the 1980s with a ZII Series. Since then, four or five others have cycled through, with their current 95ZV-2 first punching the time clock in late 2008. It seems fitting that generations of Kawasaki loaders have helped keep this old quarry running strong.

The company opened up their shot pattern in the limestone about six years ago. So the material coming out of the blast can be rather large and wayward. But despite the beating, their Kawasakis keep on working.

“We never used to buy new equipment,” admits Smith. “But the only new piece we will buy is our yard loader. I haven't had a chance to get out there and run this particular one yet, but I intend to. The Kawasaki is a very good machine. We've demo'ed Kawasaki, Komatsu, and Cat®, and I think this loader is just as good as, if not better, than the ones that claim they are the best. Our next step would probably be that new 115 loader. We really enjoy all of the people at our Kawasaki dealer, American State. Anytime we have a problem, they are here for us.”

## TIMELESS ADVICE

Among the nuggets in Charles Ruedebusch's 1903 book, is this piece of timeless wisdom: “The success of any business of some importance is dependent to quite an extent upon the character of its employees.” Smith couldn't agree more.

**Mayville Limestone is serviced by American State Equipment, Milwaukee, Wisconsin.**





# WISDOM

*Some of the shot limestone can be quite large. Mayville Limestone's 952V-2 is the latest in a series of Kawasaki wheel loaders that tackles the rock with ease.*



# BY DIVERSIFYING, HARDWOOD COMPANY THRIVES



*Kepley-Frank has made it a point to have air conditioning in every piece of rolling stock. "When our operators are comfortable, they are more productive and happier," says Jim Kepley. "I want our people to feel they have a pleasant place to work."*



**W**hat Italy, France, and New York are to fashion, North Carolina is to furniture. About two-thirds of all furniture made in America is manufactured there. And twice a year, the High Point International Home Furnishings Market, held in High Point, North Carolina, attracts retailers and manufacturers from all 50 states as well as over 100 countries.

Of course, it wasn't always that way. The 1890 U.S. Census reported only six furniture plants employing just 182 people. But North Carolina's vast hardwood forests, abundant water supply for both power and transportation, and her entrepreneurial craftsmen and capitalists turned North Carolina into the international capital of the furniture/home furnishings industry.

Although North Carolina still has the status, her support structure is vulnerable. The manufacturing end has taken a huge hit as many furniture companies have moved production overseas to cut costs. The result has been a loss of 43,000 jobs in the state over the past 20 years. Equally alarming, many family-owned furniture stores across the nation have gone out of business due to the down economy, reducing the number of wholesale orders. And according to Jim Kepley, president of Kepley-Frank Hardwood Company, Lexington, North Carolina, North American hardwood production has shrunk by 75 percent over the last five years, putting an even tighter squeeze on everyone who's left.

## DRAWING THE LINE

As a major supplier of quality hardwood since 1959, Kepley-Frank had a number of sawmills. When Jim's uncle retired, bit by bit, Kepley closed the satellite mills, keeping things closer to home in order to save money. Fortunately, Lexington Furniture, a major furniture manufacturer in the state, had a kiln dryer in their local factory that Kepley rented, thus ensuring a commercial-

grade product, without the expense of buying his own.

In 2005, Lexington Furniture, like a lot of other furniture manufacturers, decided to take their production overseas; the Lexington factory would have to close. They approached Kepley about the possibility of buying the plant. Kepley at least would have the kilns and could lease the rest of the building.

At the same time, another Lexington resident, Bob Timberlake, was horrified at the thought of the furniture company moving things overseas. An internationally recognized painter and designer who calls Lexington his home, Timberlake had his signature furniture line with the company since 1990. There was no way he was going to let his line be produced offshore.

So Timberlake, Kepley, and Lexington came to an agreement. Kepley would buy the plant and Timberlake's line would be manufactured there, starting in March of 2006. All of a sudden, a simple supplier of hardwood became a world-class furniture manufacturer. The factory was renamed Linwood Furniture.

"We got cranked up with Lexington, then we did some contract manufacturing for Drexel and Thomasville," says Kepley. "Currently we're engaged with Century and Cochrane," adds Bart Jenkins, General Manager. "While we were doing all these other lines for cash flow and survival, we were developing our own groups of furniture. We're up to about 10 groups now."

"It's amazing to think that we started in 2006 from scratch and today we have 10 groups we sell retail," continues Kepley. "And what's even more amazing is that our furniture operation commands less than one percent of our overall hardwood production. It's the kilns that ties us together. We take certain grades of lumber from here, take it over to the kiln and dry it out, then bring it back here and package it up into containers to go all over the world."



**Jim Kepley, president of Kepley-Frank Hardwood Company.**



**Bart Jenkins, General Manager and Robert "Catfish" Kepley, Maintenance Manager, Kepley-Frank Hardwood Co.**



**The Linwood Furniture Factory produces Lexington's World of Bob Timberlake Collection, as well as products for other well-known furniture manufacturers. They also design and manufacture their own lines.**

**“If I were to grade the Kawasaki loaders, I'd say they're a 10.”**

**— Robert "Catfish" Kepley, Maintenance Manager**



## SURVIVING TOUGH TIMES

A lot of hardwood companies haven't made it. They sold their inventory at really low prices just to survive, and then folded. "We have survived so far through diversification and good people," says Kepley. "Especially the people. They all respect that Kepley-Frank is still here, they still have their jobs, and everyone has sacrificed. Everyone's done a great job of focusing on cost, and taking care of the equipment."

"With so many competitors gone, it has helped our prices," says Robert "Catfish" Kepley, Maintenance Manager. "But we also sell to a lot of different kinds of businesses. Our hardwood goes to flooring, pallets, mulch, and fuel wood. We also make playground materials, sawdust, shavings, and even soil. So we use every part of the tree. There's no waste."

## DIVERSE EQUIPMENT, ONE ENGINE MANUFACTURER

Looking over the Kepley-Frank rolling fleet, one sees Kawasaki wheel loaders, Taylor forklifts, and Barco knuckleboom loaders.

*One of the company's maintenance secrets is Schaeffer's 238 #2 Ultra Supreme Grease. "I could take a cylinder out right now and there would be very little wear on a pin or bushing," says "Catfish" Kepley. "It doesn't bleed."*

Despite the different brand names, they all have one thing in common — Cummins engines. And that's not by accident. In fact, it was no small feat to accomplish. But the end result, they feel, is worth it. "It saves a tremendous amount of money," says Jim. "Maintenance became simple."

"Since we have Cummins engines in all our equipment, I don't have to keep a bunch of different parts on the shelf," adds Catfish. "Regular maintenance is important. We try to service everything every 300 hours."

## PILING UP THE YARD WORK

With all the various products Kepley-Frank sells, their three Kawasaki wheel loaders are put through their paces. Their 65 loads all bulk and feeds the grinder. Their 70 loads the mill, handling between 80,000 to 90,000 feet of logs a day. The 80 piles logs and helps the 70 if things stack up too much. Hours on the machines range from 14,000 on the 65 to over 24,000 on the 80 — very high hours for non-mining application machines.

Despite the dusty environment, Catfish says he's never had to touch the transmission on his Kawasaki loaders. "Last year, we did rebuild the engine on the 80 at 23,000 hours. We just pulled it out, cleaned it up, and put in new rings. But the most wear we could find on the crankshaft bearings was 4/1000th. That's nothing. The bearings, the crankshaft

— perfect. As far as the pins and bushings go, the 80 is just about as tight as the day it was delivered here. It's hard to believe they've all held up that well.

"Our biggest challenge is the dust. We've spent a lot of money over the years keeping it graded, so we've got a fairly flat area. A lot of that has to do with the operators too. We've had some great operators. Those machines have worked 10-12 hours a day, five days a week. Actually six days a week.

"That 65 really gets a workout in the mulch. And it gets deep and wet. We've got a customer that comes in and loads two 45-ft. walking trailers with rough mulch right off of the grinder. Sometimes three loads. That's a lot of mulch to load when he's also out there just handling the grinding."

"We're really happy with the hydraulics on the Kawasakis," adds Jim. "All still have the original hoses."

***"If I were to grade the Kawasaki loaders, I'd say they're a 10,"*** summarizes Catfish.

"I've worked around other machines, and the Kawasaki has performed really well for us. We've had Caterpillar, we've had Case and John Deere, but as far as the operators are concerned, and from a maintenance standpoint, Kawasaki has been the best fit. They are well built and well designed."

***Kepley-Frank Hardwood Company, Inc. is serviced by Stafford Equipment, Charlotte, North Carolina.***





# CONEXPO 2011 IS JUST AROUND THE CORNER

It's not too soon to be thinking about CONEXPO 2011, to be held March 22-26, 2011 in Las Vegas. The event will feature:



- Over 2,000 exhibitors, including Kawasaki — Booth 4735, Central Hall.
- A comprehensive education program during the five-day exposition with sessions emphasizing industry issues and trends, management and applied technology.
- "Product concentration areas," making it easy for visitors to locate specific products, services and exhibitors of interest to them including hundreds of new products and technologies.

## HOTEL AND REGISTRATION

The Attendee Registration site is now open. Registration is required before you can book a hotel room within the official show block. Don't wait till the last minute to book your rooms and have to settle for questionable

rooms located in even more questionable parts of town. Book early and get the best choice in terms of room locations and prices.

Show Management has negotiated discounted rates, available exclusively to CONEXPO-CON/AGG attendees and exhibitors, at select "Official Show Hotels" within close proximity to the Las Vegas Convention Center. Hotel reservations must be made through the show housing program to receive the discounted rates.

## MAP YOUR SHOW

Show Planner & Map is a really useful tool that you can find several different ways on the CONEXPO-CON/AGG website. From the Home Page, click on Exhibitor Search along the side or Attendees up in the blue menu bar, then Show Preparation, Show Planner & Map (note: the web site is updated periodically so the route may change a bit by the time you read this). Show Planner & Map is an interactive floor plan that features a variety of search functions. For example, if

you select Exhibitor Search and then either type in Kawasaki or just select the letter K, you'll see "Kawasaki Wheel Loaders (4735)." Hover your cursor over the listing and the corresponding building on the map of the Las Vegas Convention Center is highlighted. Actually click on the listing and an interior map of the Central Hall launches, showing the booth location plus additional information. You can even map your trip through the show floor, by selecting various exhibitors you want to visit and adding them to the "My Show Planner" section.

## NEW MODEL

We don't want to give away too much information right now about what will be in our booth, but we can tell you we'll have a new hybrid wheel loader on display.

For more information about registration, hotel reservations, the Show Planner, and more, go to [www.conexpoconagg.com](http://www.conexpoconagg.com) and follow the links.





# 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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