



4TH ISSUE 2010

FOCUS



RECYCLING THE PAST FOR A BETTER FUTURE

PORT OF COEYMANS • TROFFA LANDSCAPE SUPPLY • NEW OPTIONS

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.

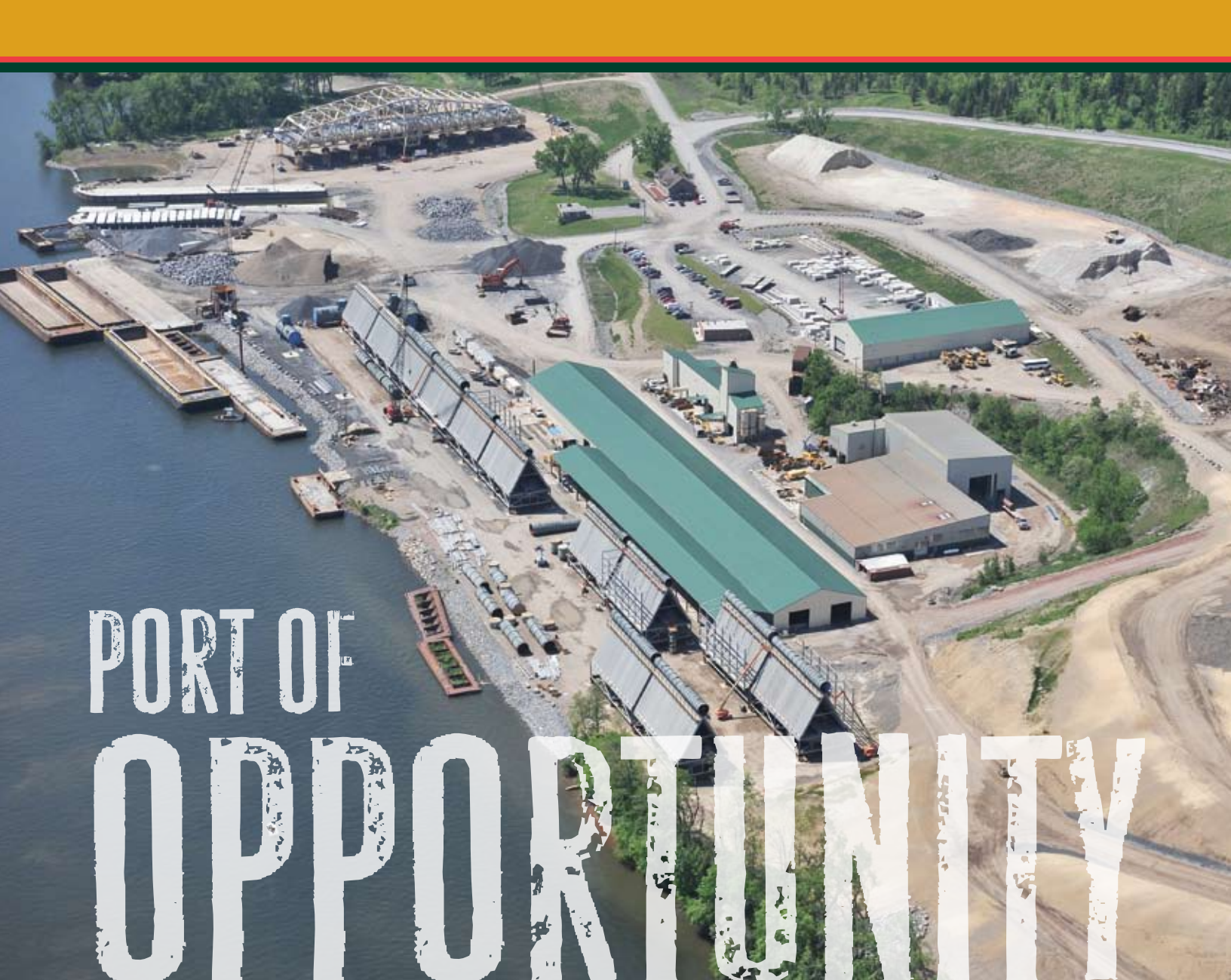
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2140 Barrett Park Drive • Suite 101 • Kennesaw, Georgia 30144
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PORT OF OPPORTUNITY

New York's Hudson River maritime history is a rich one. Before European colonization, thousands of Native Americans lived along its shores, utilizing its waters for trade and fishing. Beginning in the early 1600s, Dutch and then English settlers relied on the Hudson to carry freight and passengers between Albany and New York City and points in between. During its heyday, many sloops and steamboats plied the Hudson. The Erie Canal, completed in 1825, connected the state's capital of Albany to Buffalo, thus opening the Great Lakes to the Eastern Seaboard and goods from overseas.

With the advent of the railroad in the mid-1800s and the superhighways of the 1950s, reliance on the Hudson for commerce diminished. And it didn't help that the river was simply too shallow north of New York

City to accommodate modern ocean-going vessels. Ports and their communities up and down the river struggled.

But in the 1960s, the Army Corps of Engineers began to dredge the Hudson from Tarrytown all the way up to Albany — to not only make the capital city an ocean-going port, but increase commercial activity all along the river.

RECYCLING GREAT IDEAS

Ten miles south of Albany and 110 miles north of New York City, lies the small community of Coeymans (pronounced Queemans). Occupied since the early 1600s, the town had lumber mills, flour mills, and at least six brick manufacturing companies. One of those brick companies — Powell & Minnock, later P&M Brick — was founded

(Above) The Port of Coeymans encompasses 2,500 acres with 3,300 feet of river frontage. There is a 300-foot hard-face dock, a crane, truck scale, office space, controlled access, parking, and warehousing. Barge and tug rentals, trucking, foreign trade zone, and stevedoring services are also available.

in the late 1880s and was situated on the banks of the Hudson. Although it had a port, it wasn't much of one.

P&M went through some hard times. Great efforts were made to save the historic business, as it was the last brick manufacturer in the state of New York. In 2002, a partnership of area businessmen bought the company from its overseas owners as an investment. But no matter how they crunched the numbers, keeping the facility as a brick factory wasn't adding up.

"Then we looked at the facility as a port, and realized that's where the potential lay," says Carver Laraway, Managing Manager, Port of Coeymans Marine Terminal and one of the partners in the business. As owner of Carver Sand and Gravel, Laraway was familiar with moving materials. But a port? That was a brand new ballgame.

"We started the permitting procedures to build a dock. It took about four to five years to get approval from all the various agencies. We didn't use lawyers and we didn't use any state or federal dollars. I think God put little bites at a time in front of me, because if I'd seen the whole project in its entirety, I would have probably run and jumped in the river!"

The potential Laraway saw was more than a mere port. "I can see 30 companies here



P&M Brick's old horse barn was renovated and now serves as the Port's office.

at the Port, each with 30-plus employees working for them. That's a thousand people working here. And then the Port will be untouchable, because the chances of 30 companies going under are much slimmer than one massive company going under."

So although the brick factory did close, the site has been transformed into a full-service marine terminal and port facility, capable of handling 750-foot long vessels with a draft of 32 feet, and warehousing a variety of materials. Vessels dock from Egypt, Turkey, Italy, Chile, and many more.

The Port is doing more than "recycling" the Hudson's transportation glory days. "We consider this activity to be very much recycling," explains Stephen Kelly, V.P. Sales and Operations. "We can move 3,000 tons with one barge — that equals 100 truckloads that we can keep off our roads and bridges. We're saving fuel too. Shipping by barge is more energy efficient — we can move one ton of cargo 514 miles for every gallon of fuel burned. That's far more efficient than trucks and rail."



"In developing this site, I saw the potential to take thousands of trucks off the road, reducing noise and air pollution, and reducing accidents by transporting goods to and from NYC by barge," adds Elias Weis, Co-owner and Member of the Port. "We can service our clients quickly and efficiently because we are a privately owned and operated port, and can make decisions more rapidly."

THE KAWASAKI CONNECTION

Although the Port started out with two older, smaller wheel loaders as a part of the services they offer their tenants, they realized they'd save money if they modernized and got one larger one. So Terminal Manager Matt Hofmann and Kelly put their heads together and looked at a lot of loaders.



Cleaning up the debris from the old brickyard was quite a challenge. The lot had a lot of dilapidated buildings and even a landfill.

"It came down to Cat® and Kawasaki," says Hofmann. "We were already familiar with

Kawasaki because Carver Laraway runs 17 of them at Carver Sand and Gravel.

Everything just outweighed the Cat. Kawasaki was the best with loader specs and the price was very fair. And I'm a big believer in your equipment is only as good as the dealer support. Contractors Sales, our local Kawasaki dealer, is very attentive. The parts support and service are good."

"We selected the Kawasaki 115ZV-2 for its speed, cycle time, and size," says Kelly. "Because our property is so spread out, if we need it to move from the dock to the top of the hill to fill trucks, it can get there twice as fast as our old ones, and load twice as fast too. So we're actually doing the same amount of work with one loader as we were with two. It really saves us money."



The Port's 115ZV-2 tackles a wide variety of materials including salt, gypsum, slag, bauxite, sand, gravel, and harbor stones. The tent-like structures in the background are actually a part of Migrant Corporation's 24-cell GEA air-cooled condenser for the Astoria II Generating Station in New York City. It is the largest project of its kind to address the power-generation needs of New York.

Typical items the 115ZV-2 handles include salt, gypsum, slag, bauxite, sand, gravel, metal scrap, and harbor stones. Sometimes the loader drives right out onto the barges to discharge its load. In spite of the wide variety of corrosive and destructive materials it handles, the 115 continues to do its job well.

THE FUTURE

A number of area businesses already utilize the Port's ever-growing facilities, including Lafarge (building materials), Megrant (mechanical contractor specializing in power-generation systems), Fort Miller Co. (precast concrete products), and Apalachee Marine (rock salt). Construction giant Kiewit has used the facility to construct and then barge downstream the new replacement swing span of the Willis Avenue Bridge that connects Manhattan to the Bronx.

"We have 125 acres here with 3,300 feet of river frontage," says Kelly. "We have a 300-foot hard-face dock, a crane, truck scale, and office space. Plus we can offer a lot of additional services. But our main business plan focuses on getting activity for our dock. So we are looking for tenants who have a



The swing span for the Willis Avenue bridge in New York City was constructed by Kiewit and D.A.Collins at the Port.

need for water. The rest of what we do spins from that. The dock is our heart.

"We have worked with a lot of smaller companies. By having access to water, those mom-and-pop companies are now growing into medium-sized players. For example, R.K. Freedman & Son is our scrap tenant. He used to sell his scrap to exporters. But with this facility, we gave him the opportunity to sell directly to the export scrap market.

Now he's at the stage where he can create more volume to sell at better rates and grow his business.

"With the Port, we all have opportunities to expand and spread. It's the American Dream."

The Port of Coeymans Marine Terminal, Coeymans, NY, is serviced by Contractors Sales, Albany, New York.



After construction, the swing span was floated down the Hudson on two welded-together barges powered by several tugs.

Firestone DuraWaste L6S Product Demo

The Power of Teamwork

by BAOR Staff Writer

A recent product demonstration in one of the most severe applications around, namely metal scrap yards featured the new Firestone DuraWaste L6S tires specially designed for demanding waste environments. The power of the Kawasaki 95ZV loader and the durability of Firestone's new DuraWaste L6S, easily helped move mountains. Mountain of steel that is... moving full truck loads of scrap metal on improved, unimproved and wet surfaces in one pass. The DuraWaste L6S with its wide footprint and extra deep tread (40% more than the Firestone L5S pneumatic tire), along with special long-wearing compounds proved to be a worthy workhorse in this environment.

Firestone's DuraWaste L6S tire has a 12% smaller air chamber than the Firestone PTL D L5S, resulting in more rubber in the same diameter tire. This means the potential for longer tread life and lower total cost of tire operation.

Another plus from the operator's point of view was the comfortable ride compared to solid tires often used in this type of operation. Operators remarked that the ride might lessen the aches and pains sometimes experienced while working with loaders equipped with solid tires.

The power of teamwork is demonstrated with every purchase of Firestone products. "You don't just buy a tire. You buy the professional services of over 800 authorized Bridgestone and Firestone off the road tire dealers and specially trained engineers who can help you optimize the return on your tire investment," says Shawn Rasey, President, Bridgestone Americas, Off Road Division.



The DuraWaste L6S in action on the Kawasaki 95ZV during a recent demonstration



"Special training classes at our Bloomington, Illinois, Training Center offer our customers and dealers valuable tips to extend tire life," said Jack Dutcher, National Training Manager. For example:

Tip 1 - The Society of Automotive Engineers recommends for loaders no more than a 3% tire variance side-to-side, and no more than 6% tire variance from front to back. Note: Manufacturers' tire variance tolerances may vary. Be sure to consult with an authorized Kawasaki dealer for requirements on various Kawasaki loader models. Staying within these tolerances can minimize the risk of serious mechanical damage to the machine and will reduce irregular and premature tire wear.

Tip 2 - If you want to cut a tire, just add water! A wet tire cuts 8 to 10 times easier than a dry one. Also, water often obscures road hazards that can damage tires.

For more information about the new Firestone DuraWaste L6S & the power of teamwork, contact your local Bridgestone and Firestone Brand Authorized Off Road Tire dealer or call 800.572.8905.

DuraWaste available in sizes 26.5-25, 29.5-25, and 65/35-33

BRIDGESTONE
OFF THE ROAD TIRES

Firestone

KAWASAKI HELPS

TROFFA

MEET CUSTOMERS' NEEDS



Joseph M. Troffa Landscape relies on its Kawasaki 70ZV loader from All Island Equipment.

LANDSCAPE

Joseph M. Troffa Landscape & Mason Supply aims to be a one-stop shop for its clients.

In that vein, the family-owned business features an on-site recycling facility, which allows customers to discard unwanted construction debris and leave the site with new materials and supplies.

Located on the north shore of Long Island in Setauket, the company, centrally located to serve points east and west from Montauk to Manhattan, is on a 10-acre site, which allows it to keep a large inventory of materials and supplies in stock and to serve all of its customers' needs from one location.

IN WITH THE OLD, OUT WITH THE NEW

Troffa accepts and recycles thousands of tons of material every year, from tree and yard waste to concrete and asphalt. Even brick and cobblestone are recycled.

When the project is completed and the contractor needs a place to take recyclable materials for disposal such as concrete, wood pallets, and dirt, as long as they are separated, Joseph M. Troffa Landscape Supply will accept them for recycling.

Roll-off containers also are available to remove debris from the job site. Screening equipment allows the company to turn the waste products into soil and compost.

ROUND-THE-CLOCK ACCESS

Troffa's outdoor stone and mason product showroom is open 24 hours a day, seven days a week so that contractors, along with their clients can come and grasp the actual look and feel of many different materials installed in a variety of applications, and do that at their customers' convenience.

In addition to a massive variety of decorative stone, natural stone, pavers, and decorative retaining walls, it also offers an assortment of bulk materials, including various sizes of aggregate, screened topsoil, and various mulches, all of which can be delivered to the contractors' job site.

TIGHT SPACES

Moving all of these bulk materials, especially in a yard with very little maneuvering room, is a challenge for Troffa and requires a fleet of strong, reliable, and maneuverable rubber-tired loaders.

Recently, Troffa purchased a Kawasaki 70ZV loader from All Island Equipment in Babylon, N.Y. Troffa's fleet already included four loaders of various sizes that he, his son, and their employees operate on a daily basis, so Joseph Troffa had a very good feel for exactly what he was looking for in a loader.

One of the biggest considerations was a very tight turning radius. The company has 45 different bulk items stored in bins, and maneuverability is critical.

The loader that Troffa wanted from Kawasaki came standard with a 3-1/2 cu. yd. bucket; however he wanted the machine to be matched up with a 4-cu.-yd. bucket. This larger bucket would allow a ten-wheel dump truck to be filled with just four trips from the loader.

Troffa also wanted oversized tires on the loader. He equipped his loader with 23.5 x 25 Michelin tires, the tires that would normally be put on the next-sized larger machine, rather than the 20.5 x 25 that would have been standard.

The end result was increased reach and improved stability, according to Troffa. This improved traction and climbing ability helps the company when it is making a stockpile with the loader and needs to drive up a large pile of material with a full bucket load.



Joseph M. Troffa, Gary Wade (President, All Island Equipment), Jon Troffa.

The Kawasaki loaders come equipped with torque proportioning differential (TPD), which also improves the machine's traction when climbing, according to the manufacturer.

"I like the direct-hydraulic pilot controls in the Kawasaki versus the electric-over-hydraulic controls," Troffa said. "This type of control gives me a much more consistent response when I am adjusting the tilt on the bucket. Unlike electric-over-hydraulic controls, the Kawasaki bucket always gives you the same

proportional response from a movement of the joystick. You can rely on what it's going to do every time.

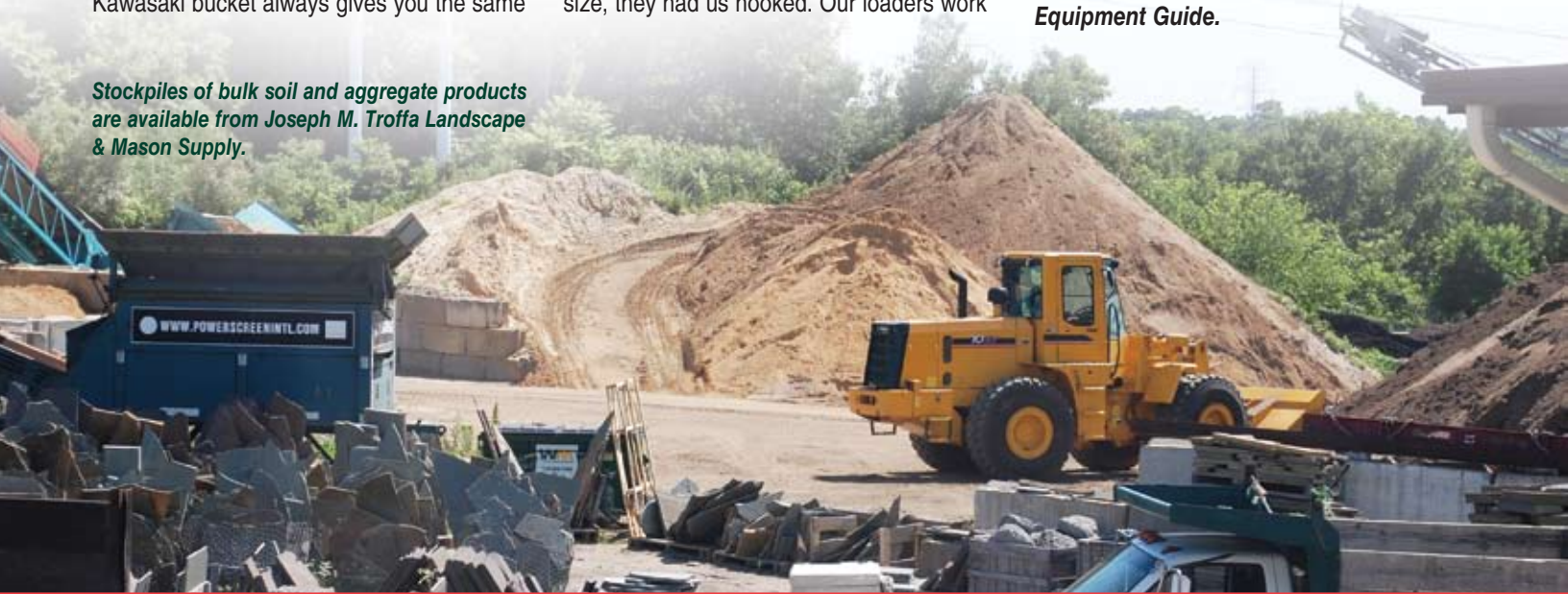
"We started the process of buying this loader at ConExpo in 2008. Convincing us to make the switch to Kawasaki took a lot of hand holding on the part of All Island Equipment. But when we found them to be more than willing to make all sorts of modifications to the machine, like the tires and the bucket size, they had us hooked. Our loaders work

in a lot of tight places. Kawasaki was even willing to change the hinges on the door so that they opened flush with the machine cab and did not extend out beyond the fenders, again helping the machine fit into tighter spots," Troffa added.

Joseph M. Troffa Landscape & Mason Supply is serviced by All Island Equipment, Babylon, New York.

Story courtesy of Construction Equipment Guide.

Stockpiles of bulk soil and aggregate products are available from Joseph M. Troffa Landscape & Mason Supply.



TWO NEW OPTIONS FOR YOUR KAWASAKI WHEEL LOADER

The first is a rear-camera system.

A small ruggedly housed color camera and built-in microphone mount above the radiator grill. The quarter-inch Sony CCD camera also has 18 infrared LEDs to capture images in low light/no light areas. A sturdy 4-pin cable connects to a 5.6-inch color monitor, located inside the cab beneath the mirror bolted on the right-hand side for easy viewing by the operator.

In addition to being able to show either a mirror image or normal version of the camera feed, as well as piping in the external audio, the monitor has a day/night sensor. The camera is also heated to prevent ice and fog build-up on the lens.

The second option is an HID light kit, mounted above the rear window of the cab.

What is the difference in lighting between the standard halogen worklamp and the optional HID (Xenon) worklamp?

- **HID has a lower overall current consumption versus halogen lights. This means there is less load on the charging system**
- **HID has an extremely long-life capability: 3,000-5,000 hours vs. halogen's 400-500 hours. HID means reduced maintenance cost and time.**
- **HID is much brighter: 2600 lumen vs. halogen's 500 lumens. This provides exceptional performance in dusty and low-light conditions.**
- **HID provides a more even lighting pattern at night, reducing the spotlight effect so common with halogen.**

For more information about these two new options, contact your Kawasaki dealer.

LOADER LEGEND CONTEST



\$1,000 REWARD

legend • \ˈle-jənd\ noun

a. a story coming down from the past; especially : one popularly regarded as historical; b: a body of such stories <a place in the legend of the frontier>; c: a popular myth of recent origin; d : a person or thing that inspires legends.



**TELL US ABOUT YOUR KAWASAKI LOADER.
YOUR STORY COULD BE WORTH \$1,000.**

What makes your Kawasaki Loader a Legend? The performance, the challenging environment, its age, number of hours, or application? Perhaps it has been part of a historical project or event. If you win The Kawasaki Loader Legends Contest, the wheel-loader owner and the wheel-loader "finder" (storyteller) will each win \$1,000.

Based on the submission entries, we will select 5 Semi-Finalists to be interviewed for the Loader Legends' issue of FOCUS magazine, and from them the winner will be determined. Each Semi-Finalist will also win a \$100 gift card for the Kawasaki On-Line Store.

Deadline for submission entries is Jan. 15, 2011. Visit our website at www.kawasakiloaders.com/LoaderLegendsContest to submit your entry, and to review the rules, terms, and conditions.

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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