



FOCUS

WRAP-UP | WEST COAST BARK PRODUCTS, INC. | ECOWASTE INDUSTRIES INC.



KAWASAKI A HIT AT CONEXPO

NOVELTY PROGRAM



VISIT WWW.PROFORMA.COM/KCMA



42ZV-2

- Wrap-around counterweight lowers the center of gravity increasing stability
- Universal Quick Coupler allows a wide range of attachments
- Interchangeable with skid steer attachments
- Limited Slip Differentials provide additional traction for applications requiring extreme traction control
- Bucket Leveler
- Reliable Kubota Engines, supported locally
- Third spool hydraulics, standard
- High Ground Speed, standard



45ZV-2

- Wrap-around counterweight lowers the center of gravity increasing stability
- Eco Mode provides a fuel efficient setting resulting in better fuel economy without affecting productivity
- Electronically controlled HST stabilizes engine speeds providing smooth acceleration and deceleration
- Bucket Leveler
- Reliable Kubota Engines, supported locally
- Third spool hydraulics, standard
- Cab access on both sides of machine
- High Ground Speed, standard



Kawasaki

A HERITAGE OF INNOVATION

Kawasaki is the most experienced manufacturer of articulated wheel loaders in the world. Since introducing our first models in 1962, we have maintained a leadership position in technology, service, and support. With a heritage grounded in innovation through Kawasaki Heavy Industries, KCMA Corporation's focus on wheel loaders translates into real benefits for you and your business.

Kawasaki articulated wheel loaders incorporate innovative design features coupled with extensive knowledge and experience gained from real-world applications. Since 1978 Kawasaki has been listening to, and learning from, customers and dealers in the North American market. As a result, Kawasaki wheel loaders continue to evolve with a constant focus on one thing — producing the most durable, most efficient, most dependable wheel loaders possible.

YOUR WHEEL LOADER SPECIALISTS

Kawasaki offers a full range of wheel loaders to handle virtually any task. Combined with a complete selection of attachments, or special options packages, your Kawasaki wheel loader can be equipped to tackle the most demanding applications or environments.

- **15 Models**
- **45 HP – 720 HP**
- **.78 cu. yd. – 13 cu. yd.**

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Kawasaki

HISTORY | TECHNOLOGY | INNOVATION

www.kawasakiloaders.com



From video presentations to interactive exhibits, the Kawasaki booth packed a visual punch.

CONEXPO-CON/AGG 2011

WRAP-UP

It's hard to not be awed by a show like the CONEXPO-CON/AGG — the largest trade show of its kind in North America. There were over 117,000 registered attendees, with nearly a quarter of them internationals from over 150 countries. Over 2,400 exhibitors set up in more than 2.34 million (217,400 m²) square feet of exhibit space. In fact it was the second largest CONEXPO-CON/AGG ever held.

We're not certain if all of the attendees came by our Kawasaki exhibit, but it sure felt like it!

The joint exhibit with KCM and KCMA garnered a lot of interest in all five of the new machines on display — the official release of the 42ZV-2 and 45ZV-2 IT4 compacts, the 85Z7 and 90Z7 Tier 4 prototypes, and the 65Z HYBRID. Visitors admired the powerful performance specs bundled into Kawasaki's two new compact wheel loaders. They took part in the interactive exhibit over at the new 90Z7, which gave them an opportunity to see the new operator controls, and get a sense for the new technology engineered into these working-class wheel loaders. "Wow, that's

a good-looking wheel loader" and "That's a really nice wheel loader" were overheard repeatedly throughout the show.

The 65Z HYBRID especially generated a lot of interest. As a concept machine, this drew interest from engineers as well as operators and equipment owners. No one seemed to mind that a release date for the North American market had not yet been determined. A constant stream of visitors watched the detailed video explaining the new hybrid technology and its ability to save over 35 percent in fuel expenses.



The FASTTrack Sweepstakes gave attendees an opportunity to register to win one of five free King's Experiences with Richard Petty Driving Experience. The NASCAR on display was surrounded by onlookers and photographers throughout the day.

Organizers of the show also gave an upbeat assessment of the event, describing the prevailing mood among exhibitors and visitors alike as "overwhelming positive." Others noted there seemed to be an unexpected readiness to buy on the part of attendees. It appears the construction equipment industry has turned the corner in the North American market.

KCM and KCMA assessed the show as a very successful endeavor, especially in light of it being the first time they have participated in CONEXPO. Retail sales as well as machine orders have already been received as a result of the show, and dealer personnel are in high gear following up with show attendees.

"It goes without saying that CONEXPO was a great success for us," stated Gary Bell, Vice-President, General Manager KCMA. "The location was very good — away from the big guys but still prominent, and received good traffic flow. The machines looked great. I think we all agree that we will have the best-looking loaders in the industry. We had excitement and innovation with all of our new machines and the Hybrid. I think dealers are pumped, customers are impressed, and competitors are worried."



The 65Z Hybrid and its video had a constant stream of visitors.



A lot of contractors showed interest in the Kawasaki Tier 4 prototypes.



FASTTRACK SWEEPSTAKES WINNERS

- Jeffrey Tyson, Buckeye Ready Mix
- Michael Roche, Dewer Carolina Coil
- Ryan John Julio, Mortimer's Excavating
- Randy Fly, Sand Products
- Darcy Munro, Northern Lights Paving

WATCHING THE FIR FLY IN BRITISH COLUMBIA

If there's one commodity the Pacific Northwest really knows about, it's trees — and how to get the most out of them. Lumber and paper mills, after turning out a wide range of products, gather up the chips, shavings, and other wood wastes, and run them through a hog or grinder to create hog fuel — an unprocessed mix useful for animal bedding, path surfaces, animal feed, and fuel for energy plants and mills.

Hog fuel is also a cousin of sorts to the more familiar bark mulch, and that brings

us to West Coast Bark Products, Inc. of Burnaby, British Columbia. Until about six years ago, the company's name was Vancouver Mill Fuels.

"I changed the name when I bought the company," says Tony Steer, Managing Partner. "It's been around since 1959, and originally started out by making hog fuel for power and heat. I got involved about 30 years ago because my father was a primary shareholder. Then I bought it outright. So we are the oldest and largest bark company in

the Lower Vancouver area. Today our company is family-run, with my wife, mother, daughter, and son all involved in the business."

Rather than supplying hog fuel, today the company specializes in providing landscapers three grades of bark mulch as well as top soil. In fact, they are the Lower Mainland's number-one supplier of Douglas-fir bark mulch.



NOT USING KAWASAKI WAS LIKE BARKING UP THE WRONG TREE

"In 1984, we got a Kawasaki 80," recalls Steer. "We moved to a smaller property and went to a 65, and had that for a number of years. Then we went to a competitor, which was a big mistake."

After about five years of the other brand, and after moving to a slightly larger property, Steer made a beeline back to Kawasaki.

"Our Kawasaki 70ZV-2 has met and exceeded our expectations. The machine is fabulous. The fuel economy switch is outstanding. I don't need to have all the power of the 70, so to have that fuel economy switch on, well, it's noticeable the amount of diesel we DON'T use over the year. Fuel keeps going up, but my costs have gone down somewhat since I've had the Kawasaki. That's remarkably different from the competitor's machines."

West Coast Bark's current property of 1.5 acres only has room for one loader. So in order to load out the varying capacities of pickup trucks and trailers, as well as efficiently handle the various material densities of their products, the company has four bucket sizes — 1-yard, 2-yard, 6-yard, and 10-yard. To change buckets, they use a third valve with pins that run off the main control valve for more oil flow, rather than using the electrical switch that pulls oil off the steering circuit. They find the third valve

approach much faster, especially since they may make as many as 60 bucket changes in a day.

NO ROOM FOR ERRORS

Only having one loader can also create problems if the machine goes down.

"That's why we count on Kawasaki," says Steer. "And that's why the dealer's reputation is so important. I need my machine up and running. I've been with Douglas Lake Equipment, our Kawasaki dealer, for four years, and with Kawasaki for about 25 years. The manner in which Kawasaki has dealt with us has been outstanding over the years, and the primary reason I have gone back to them. The people within the Kawasaki organization have just been first class. Douglas Lake is that type of company as well. They've been very good for us."

"Rather than having a dealer tell me we have to go through them to talk to the manufacturer, I can tell you that, through the years, I've had full access to Kawasaki. I think that is very special. I mean, I've got the main support guy from Kawasaki in here shaking my hand when he's in town, and I don't have a whole fleet of Kawasakis, I just have one! I could tell a number of above-and-beyond stories about Kawasaki I've received through the years. That's why I couldn't wait to get a Kawasaki back on my property."

West Coast Bark Products, Inc. is serviced by Douglas Lake Equipment Ltd., Langley, British Columbia.

"Our Kawasaki 70ZV-2 has met and exceeded our expectations."

– Tony Steer, Managing Partner







TAKING THE HIGH ROAD

Where the Fraser River meets the Pacific Ocean lies Richmond, British Columbia. Located just south of Vancouver, this low-lying community encompasses 17 islands and sits an average of just one meter above sea level. With such flat contours, and a high water table, dikes surround all the major islands to prevent high-tide flooding.

Given the setting, any landfill must be built and managed with great care — and such is

the case with the privately owned Richmond Landfill, run by Ecowaste Industries Inc., a subsidiary of Graymont Limited. Opened in 1986, the landfill accepts construction and demolition waste products, including wood, concrete, roofing, plastics, and insulation. It also accepts soils for cover material, composts clean yard waste, and recycles ferrous and non-ferrous metals as well as gypsum wallboard. The landfill is open both to contractors and the general public.

PURCHASING A JOINT DECISION

Brian Larochelle, Operations Foreman, Jim Pope, another Operations Foreman, and Tom Land, General Manager, get together and make equipment purchase decisions with the assistance of the equipment operators. When it came time to replace their old Cat® loader, they created a spreadsheet and listed all the factors

After enough green material has been collected and ground, the Kawasaki moves the shredded material over to windrows in the composting area.



they wanted to consider: comfort, maneuverability, engine compartment accessibility, visibility, best overall functions, salesman knowledge, and more. Then they put out the call to Cat, Deere, Volvo, Komatsu, Liebherr, and Kawasaki that they were looking for a used machine with less than 3,000 hours, under three years old, and within a certain price range. They spent several days with each machine, and the equipment operators had their input too. They rated each factor on a scale of one to

10. After they tallied the scores, Kawasaki emerged as the clear winner.

"We were disappointed with all the others," recalls Brian. "One brought out a brand new machine, another brought one over seven years old with over 10,000 hours, another didn't even show. And then Charles Kemp, with Douglas Lake Equipment, showed up with a 90ZV-2. He had the best presentation, and the Kawasaki got the highest ratings from our inspection. Everyone was impressed.

"So we purchased the machine in May 2010, and the guys love it — it's so much easier to run than the Cat. It's like driving a Cadillac instead of a Hyundai. It's a wonderful ride; we're very happy with it.

"When you go to pick up concrete, you can pick up 5-6 yards of it and it doesn't rock," adds Brian. "Our Cat would rock on us. We also had our Cat dealer move the grease fittings from the top to the bottom of the cylinders because we kept getting them crushed when we were loading bins."

Although the company bought the Kawasaki 90ZV-2 to work the area open to the general public, it is also used to move the green materials they've run through a grinder over to the compost area.

MORE THAN A LANDFILL

The landfill is an engineered facility built to accept the construction and demolition waste stream while protecting the environment. These environmental protection features include a bottom liner, leachate collection and treatment system, and landfill-gas collection system. To call the facility just a landfill does an injustice to the wide scope of activities taking place on their 460 acres.

"We have a 45-mil liner that runs about six to seven meters underground, and we're allowed to fill 17 meters high," explains Brian. "We have a leachate system that takes all the water collected from the landfill and runs it through an engineered marsh and an aeration treatment pond. An irrigation system

is used to deliver leachate to two wood lots — one is a willow plantation and the other grows poplar trees."

Run by a small crew of 15, sometimes over 300 trucks a day come through their gates, yet the site is safe and clean. Cameras monitor the property. The grass is mowed. Any methane generated by the landfill is captured and combusted to reduce greenhouse gas emissions. And, there's no smell — not even the nearby golf course and neighboring cranberry grower have voiced complaints. It's apparent that shortcuts and sloppy engineering are simply not tolerated at this landfill.

In order to meet government mandates to reduce the amount of materials put into landfills, Ecowaste is pursuing a number of avenues. Clean green materials are composted onsite, and are used to cover closed areas of the landfill as well as sold to outside companies. Demolition materials are recycled whenever possible, and buried only when no other options are available. Drywall,

steel, non-ferrous metal and concrete are recycled or sold to salvagers. Ecowaste is also looking into a program to grind scrap wood brought in and sell it as a fuel in the developing biomass market.

Ecowaste leases part of their acreage to other companies too. The services their tenants provide include bioremediation of contaminated soil, soil manufacturing from wastewater treatment plant biosolids, and wood grinding.

So, with all the recycling/sales of the various products Ecowaste handles on site, what is their most profitable item?

"Tipping fees," says Brian. "Our disposal rates are the lowest in the lower mainland, so a lot of people come here. We offer volume discounts, we have lots of room, and Richmond residential customers can even bring their clean green in for free."

Ecowaste Industries Inc., is serviced by Douglas Lake Equipment, Langley, British Columbia.

The 90ZV-2 is used to push-up materials dropped off by the general public. The blacktop keeps things cleaner for customers, but does pose challenges for the loader since the hard surface can turn common objects into tire killers. Ecowaste has outfitted their bucket with a bolt-on cutting edge, rather than a rubberized edge, because they found it difficult to pick up concrete, and it reduced the bucket's penetration power.



Ecowaste trucks are loaded by the 90ZV-2. The trucks then haul materials away from the public areas and deeper back into the property for additional processing.



ONE FOCUS. COMPLETE SOLUTIONS.



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KAWASAKI DEALER NETWORK

Kawasaki supports an extensive network of independent, local dealers serving the North American market. They have been carefully selected to provide you with local sales, service and parts support and are backed by dedicated Kawasaki support teams.

This motivated team is always nearby to work with you to ensure that you are getting the most benefit from your investment in Kawasaki wheel loaders.

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