

FOCUS



NO FEAR! ATTACK THE SCRAP

- ONESTEEL
- BARKER'S AUTO SALVAGE
- PCS METALS



JOIN US AT ISRI!

SEE THE ALL-NEW KAWASAKI 90Z7 SCRAP AND RECYCLING PACKAGE!



• APRIL 16-18, 2012 • BOOTH A2 • MANDALAY BAY RESORT • LAS VEGAS, NEVADA



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, KCM 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.

Sam Shelton, Editor – Kawasaki
(770) 499-7000 • SShelton@KCM-America.com

Kawasaki

ONE FOCUS. COMPLETE SOLUTIONS.

www.kawasakiloaders.com

ONESTEEL



sold by service

OneSteel Recycling, Inc. is the U.S.-recycling division of Australian-owned OneSteel, that country's largest vertically integrated steel company. With locations in Virginia, Maine, and Florida, the U.S. division offers a variety of services including site cleanup and industrial-metal waste collection in addition to static and shear baling. The Tampa, Florida, site also includes a 6,000-horsepower shredder, a separator, and a port. Most of their ferrous materials are exported while non-ferrous materials are primarily sold stateside. OneSteel, the parent company, is quite widespread, with additional operations in Australia, New Zealand, Canada, Mexico, Peru, Malaysia, Thailand, Indonesia, the Philippines, and China.

Scrap is a dynamic, multi-faceted business. It has to be located, purchased, ingested,

The Kawasaki 115ZV-2 bucket has been modified with a center support, making it easier to lift and carry the 10-ton grapples.

separated into ferrous and non-ferrous, shredded or baled, brokers consulted, buyers located, and materials shipped. Each step has its own challenges and complexities, and as the industry has matured, so have the resources that make it safer and more uniform. A leading resource is ISRI — the Institute of Scrap Recycling Industries.

"ISRI facilitates industry relationships and legislation," explains Joe Petti, USA Environmental Health and Safety Director, OneSteel Recycling. "We are very happy they are here. Thanks to them, you are not just one scrap company; they give us a voice. They fight for all of us, and for the business in general. ISRI is a good thing."

PRODUCT SUPPORT IS CRITICAL

Keeping all of OneSteel's Tampa equipment running in top shape is a tough assignment, thanks to Florida's legendary humidity, salt, heat, and the unforgiving nature of scrap itself. The company's two Sennebogens in particular, with their 10-ton grapples for ship loading, take a real beating. Servicing those two machines is GS Equipment (GSE), which also happens to be the area Kawasaki dealer. Frustrated with the long-distance phone support from Atlanta they were receiving for their Liebherr wheel loaders, yet pleased with the local support GSE was providing, when it came time to replace a wheel loader, OneSteel was open to learning more about Kawasaki.

“Our purchasing the Kawasaki 115ZV-2 wasn’t so much a sales pitch from Kawasaki than a testimonial from JVS Contracting, a local demolition contractor, as well as our own mechanics,” explains Tommy Quirke, President, OneSteel USA. “GS Equipment has taken very good care of us. Since they are a Sennebogen dealer as well, it makes it easier — a one-stop shop.

“When it comes to equipment buying, I go by what my guys tell me. They are very pleased with the power in the Kawasaki. Those Liebherrs are underpowered; they are not powerful enough to do what they need to do.”

OneSteel did make several custom alterations to their 115. They extended the bucket a foot on each side to hinder scrap getting underneath the SETCO tires, plus they added chains to extend tire life. And they added a center support to the bucket so it could more easily move the 10-ton Bateman shipping grapples. “That was one of the selling points for us about the Kawasaki — it could move those grapples around for us,” notes Tommy.

Luis Garivdi operates the 115ZV-2. He couldn’t be more pleased. “I came from Waste Management where we used to run Cat®. The Kawasaki has lots of power! I noticed that right away. With the addition

of the center support for lifting, we can now move a grapple in just 10 minutes and position it exactly where we want to. It used to take an hour.”

Adds Tommy, “Luis really takes care of that loader. He runs it, he keeps it pristine. That’s hard to do, because it is nasty out there. Dealing with the ship, the dirt, and dust, I know the reversible fan has really helped.”

SAFETY FIRST

OneSteel is also a strong proponent of safety. “It’s all about behavior,” says Joe. “And it starts at the top down. Every Thursday morning at 6:45 we have a company-wide ‘Toolbox Talk.’ Tommy, our President, leads 50 percent of them. And if he’s traveling, he still attends each one. We’ve had lots of training and support from DuPont™, and they are the leader in safety. They’ve said that as an industry whole 96 percent of incidents and near misses can be attributed to behavior; only four percent are actual conditions.”

In addition to ToolBox Talk, the company has put in place four Line of Fire life-saving principles: Can’t See, Can’t Load or Unload; 5 MPH Speed Limit; People Will Be Protected from Stored Energy; and People Will Not be Exposed to Mobile Equipment.

On a practical level, this means:

■ Drivers are escorted to a waiting zone complete with water, beverages, wet towels and fans; then escorted out after their vehicle is offloaded.

■ Objects that can fall are stored safely, scrap piles are monitored so the face won’t tumble down, and lockout/tagout measures are instituted.

■ And every piece of mobile equipment has a yellow and a green light — yellow means the equipment is operational and people need to stay away; green indicates it is safe to approach.

“We’ve done that at all of our USA locations,” explains Joe. “Mobile equipment is one of, if not the number one, hazard to those who come into the yards. We take safety very seriously.”

OneSteel Recycling, USA, Tampa Florida is serviced by GS Equipment, Tampa, Florida.

Steel is the world’s most recycled material. In 2010, over 54 million metric tons of ferrous scrap was processed in the U.S. Non-ferrous scrap makes up a small percentage of volume, but by value, non-ferrous scrap, including precious-metal scrap, accounts for more than half of the U.S.-scrap-recycling industry earnings.





“I came from Waste Management where we used to run Cat. The Kawasaki has lots of power! I noticed that right away.”

— Luis Garivdi, Operator

The voice of the recycling Industry

The Institute of Scrap Recycling Industries, Inc. (ISRI) is a Washington, D.C.-based trade association that represents nearly 1,600 private and public for-profit companies operating over 7,000 facilities — not only in the U.S. but also in 30 countries around the world.

Member companies are assisted with a wide variety of products and services designed to help them run better, cleaner, safer, and more profitable operations. ISRI also provides extensive compliance guidance to assist members with federal and international laws and regulations. ISRI's Scrap Specifications Circular provides specifications for hundreds of grades of scrap to ensure consistency and standardization for the worldwide sale and purchase of scrap commodities.

ISRI also advocates on behalf of the industry to various governmental bodies around the world.

DuPont Safety Consultants

Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in approximately 90 countries, the company offers a wide range of innovative products and services for markets including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation, and apparel.

One service, Sustainable Solutions, is dedicated to the transformation of work places and work cultures to become safer, more efficient, and environmentally sustainable. Industries that can benefit from DuPont's expertise includes energy, aerospace, transportation, manufacturing, oil and gas, and more. In addition to customized consultation, they maintain an extensive library of safety training resources.

TOUGH & FAST



In the scrap business, when the demand is there, you gotta hustle — because time is money.

“Work is cyclical,” says Tyler Barker, of Barker’s Auto Salvage, owned by his dad Tony. “Right now we send out two to three loads a day because it is the end of the year and the mills are working through their inventory. After the first of the year, we’ll probably be back up to around four to five truckloads a day of sorted and crushed metal. The mills drive our business. When they need a lot, we work harder buying off the public. We also buy scrap from the county and we bid jobs where we drop off boxes to be filled.

“One month we sent out 500 tons, then we were asked to send even more. So we sent 800 tons, and that nearly shut us down for awhile as we replenished inventory.

We’re out there to make a dollar just like everyone else.”

Tony Barker started the company 15 years ago, buying cars and salvaging the parts — recycling radiators, batteries, engines, and tires. The company has grown to include steel and non-ferrous metals. They also salvage windshields plus buy new wholesale to resell to the public, as well as offer towing services and some light mechanic work. They buy a wide variety of recyclable items from the public like aluminum wheels, farm equipment, aluminum cans, and appliances. Scrap is either crushed or baled, depending on the material.

Although the company is small, it does have a second location where they buy pipe and other scrap. Plus they can arrange for pick-up of select items.

Right in the heart of the Barker scrap operation is a bustling Kawasaki 80ZV-2, outfitted with a quick attachment and foam-filled tires.

“Our production is up drastically due to the speed and flexibility of the Kawasaki,” says Tony. “So much so that our trucks at the scales don’t back up waiting to get loaded and unloaded.”

From ferrying autos to even semi tractors, son Tyler has nothing but praise for his hard-working wheel loader.

“I love it; it’s a good loader. There’s plenty of lifting power. You don’t feel nervous when lifting heavy loads. The forks are good because they are thicker and a little bit longer than the ones on the loader we had before. We don’t worry about them breaking like they did with the other loader we had.



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“I also like this loader because it’s big and bulky. It looks like a real machine and not a toy. And I love that Cummins engine. It’s got plenty of power. And when you need more, you just push a button. When you don’t, you use less fuel. That saves us money. It is a good all-around loader.”

And when it comes to maintenance, Tyler likes what he sees there too.

“The grease fittings are a lot easier to get to, so it’s easy to grease each day. When you’re ready to change the oil, there’s an easy drain so you don’t have to crawl under the machine. You unscrew it, turn a valve, and the oil drops right out. They did a wonderful job on that.

“And filters? You can get them right here in town at the parts store. We don’t have to go clear to Columbus to get them from the

dealer. When you can get them locally at a good price, that’s a big deal — no special ordering.”

OTHER FEATURES THAT IMPRESS TYLER INCLUDE:

- *The adjustable transmission declutch — allowing a choice as to whether the brake knocks the transmission out of gear.*
- *The ride with the air seat and stable feel.*
- *The cab with its nice size, great visibility, toasty heater, and powerful air conditioner.*
- *The brakes. Tyler finds they can be taken apart more easily than other models, so they are faster to service.*
- *The quick attachment. “It really works,” says Tyler. “Pretty much anybody can do it.”*



“Driving the 80ZV-2 is like driving my derby car — tough and fast.” Tyler Barker, son and operator, Barker’s Auto Salvage.

“Tyler sums up about everything except one more thing that I like — the big roomy cab and seat. It’s a pleasure to operate. Our rep at RECO, Rob Barnett, insisted on a demo of the 80ZV-2 with us. We did, and the rest, as they say, is history,” says Tony.

Barker’s Auto Salvage is serviced by RECO Equipment, Columbus Ohio.

IT'S ABOUT MORE THAN

SCRRA



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PSC Metals is one of North America's most experienced and largest scrap metal processors. With over 40 locations in the eastern US and Canada, PSC buys, sells, and processes ferrous and non-ferrous scrap. As a result, their customers range from the smallest of scrap peddlers to the largest of steel mill foundries.

Built upon the foundation of a number of family businesses, some over 100 years old, this publicly held company hasn't let their success erode two basic family-business values — the importance of relationships and great customer service.

COLUMBUS FACILITY

The PSC Recycling Facility in Columbus, Ohio, functions as both buyer and seller, retailer and industrial operation — with both sides of the business sharing the same goals of customer satisfaction, competitive pricing, and repeat business.

"We strive to provide outstanding customer service to our industrial customers with the traditional on-time deliveries and quality of product," says Andy Kolarsky, General Manager. "At the same time, when we greet people as they come in to sell to us, we want them to have a good experience so they will want to come back with another load to sell."

These twin guiding principles of relationships and customer service are also reflected in how they choose equipment for use at their recycling yard.

"What we're looking for is the performance we can get out of a machine and the relationship we can build with the dealer,"

PSC Recycling with over 40 location in the eastern US and Canada sells and processes ferrous and non-ferrous scrap.



Tim Liff, Forkloader Operator and Scott Broughton, Shredder Manager.

explains Andy.

"With the Kawasaki 95ZV-2, that relationship formed pretty quickly. Our Kawasaki dealer is good on their service; good on their parts, and good with the equipment they sell. We bought based on price and that relationship — with the assumption that the machine would perform well — and it has."

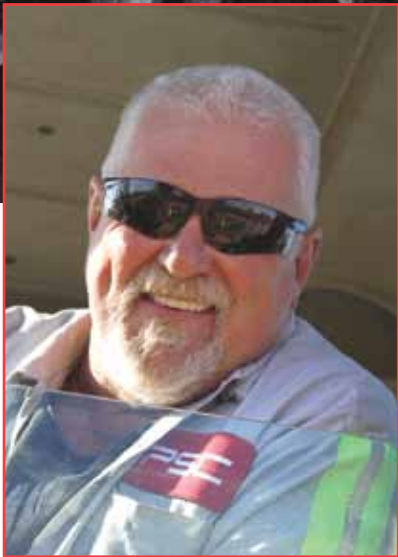
IN THE YARD

In competition with some other branded loaders, their Kawasaki 95V-2 loader has proven to be very productive and dependable.

The loader is kept busy pushing up scrap take out unloading trucks and charging the shredder the shredded material into trucks or railcars for delivery to their customers.

Scott Broughton is the shredder manager. He's had the opportunity to watch how the Kawasaki compares to other loaders on the grounds, and he's pleased with what he sees.





“The Kaw, as we call her, has plenty of power and visibility. I also like the comfortable cab, smooth ride, its power and fast responsiveness.”

— Randy Dehartogh, Operator

“I’ve run every type of loader, and by far the Kawasaki 95ZV-2 has the best ride and superior lifting capacity. You can literally operate the Kawasaki and drink a cup of coffee and not spill a drop — the ride is that smooth. You just have a comfortable, safe feeling when there’s a full load or you climb over something, even when traveling. Our other loaders feel firm, but this Kawasaki is just smooth. It has the best ride, and it’s got lots of room in the cab.”

The 95ZV-2 outfitted with Kawasaki’s scrap package first found its way onto the yard as a demo. But it didn’t take long to change PSC’s curiosity to a converted customer — one day on the job was all it took.

The 95 is outfitted with SETCO solid tires and Ride Control. The two work very well together, leading to excellent controllability.

In addition to the Kawasaki wheel loader, RECO Equipment has sold the yard other

equipment for their shearing operations, based on the same tenets of great price, great service, and a strong relationship.

Over the years, the facility has had its share of dealer reps who sell them a piece of equipment, then falter in the follow-through. But with their sales rep from the local Kawasaki dealer, that hasn’t been a problem.

“We like Rob because he keeps us current with what’s going on in the machinery world, but in a way that’s not intrusive,” says Andy. “A big thing I like is that he makes appointments. So many others just show up, usually at the wrong time of day. Maybe that was okay 20 years ago, but in today’s world, we just don’t have the time.”

PSC Metals, Columbus, Ohio, is serviced by RECO Equipment, Columbus, Ohio.

CHECK OUT THE NEW 90Z7!
ISRI CONVENTION, BOOTH A2!



INTRODUCING A NEW E.P.I.C. GENERATION

WE KNOW YOUR INDUSTRY

Kawasaki understands the needs of ISRI member companies. Our wheel loaders have been operating in scrap recycling applications for generations.

WE KNOW WHEEL LOADERS

With a single-line focus, Kawasaki continues to concentrate on one thing — WHEEL LOADERS. Our strength lies in the fact that we provide world-class engineering, manufacturing, and support for the finest wheel loaders in the market today.

MORE THAN JUST A TIER 4 ENGINE UPDATE

We could have just implemented a Tier 4 engine update — we didn't. The Z7 generation is engineered from the ground up, implementing brand new patented technology, industry-exclusive innovation and input from owners and operators in the most demanding environments and applications — the scrap recycling industry!

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THE NEW Z7 GENERATION RAISES THE BAR EFFICIENT • POWERFUL • INTELLIGENT • COMFORTABLE

■ EFFICIENT

Quick Cycle functions and PowerTrain Efficiencies work together through the IntelliTech Operating System to improve operating efficiency and reduce operating costs.

■ POWERFUL

Custom Operating Power Modes, made available through the IntelliTech Operating System, maximize a High Engine Power Rating to provide power on demand.

■ INTELLIGENT

The Kawasaki IntelliTech Operating System uses logic and intelligence to adjust the operating characteristics of the loader. Our intuitive system captures every aspect of working conditions and operating demands to adjust the powertrain and hydraulics for best application requirements. All of the IntelliTech features are designed to maximize performance.

■ COMFORTABLE

The new Z7 operator compartment features a low-profile dash, full-length glass doors, panoramic front window and standard rearview camera, well organized storage areas, plus much more. We have total operator comfort in mind!

GET A SNEAK PREVIEW! VISIT US ONLINE AT WWW.KAWASAKILOADERS.COM/RECYCLING

SCRAP AND RECYCLING

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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2140 Barrett Park Drive • Suite 101
Kennesaw, Georgia 30144
(770) 499-7000 | (770) 421-6842
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