

# FOCUS



## PROFITS FROM UPCYCLING

- CALIFORNIA COMPANY FINDS OPPORTUNITY IN WASTE – UNIVERSAL WASTE SYSTEMS
- METAL SCRAP TO RAIL CARS – UTAH METAL WORKS
- ASPHALT SHINGLES TO SMOOTH HIGHWAYS – SOUTHWIND RAS
- KCMA SALESMAN OF THE YEAR

**Kawasaki**  
**KCM**



# NOVELTY PROGRAM



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**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



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KCM

## 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.

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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.

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- 45 HP – 720 HP
- .78 cu. yd. – 13 cu. yd.

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# 2015

# 27

## AN E.P.I.C. GENERATION

EFFICIENT • POWERFUL • INTELLIGENT • COMFORTABLE



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# Kawasaki

KCM

### JANUARY

S	M	T	W	T	F	S
				1	2	3
				New Year's Day		
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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Martin Luther King Day						

### FEBRUARY

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			Groundhog Day			
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			Valentine's Day			
22	23	24	25	26	27	28
			President's Day			
			Ash Wednesday			

### MARCH

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
			St. Patrick's Day			
22	23	24	25	26	27	28
			First Day of Spring			
29	30	31				
			Palm Sunday			

### APRIL

S	M	T	W	T	F	S
			1	2	3	4
					First Day of Summer / Good Friday	
5	6	7	8	9	10	11
			Easter Sunday			
12	13	14	15	16	17	18
					Last Day of Winter	
19	20	21	22	23	24	25
26	27	28	29	30		
			Earth Day			

### MAY

S	M	T	W	T	F	S
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3	4	5	6	7	8	9
			Cinco de Mayo			
10	11	12	13	14	15	16
			Mother's Day			
17	18	19	20	21	22	23
			Victoria Day			
24	25	26	27	28	29	30
31						
			Memorial Day			

### JUNE

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14	15	16	17	18	19	20
			Flag Day			
21	22	23	24	25	26	27
			First Day of Summer / Father's Day			
28	29	30				

### JULY

S	M	T	W	T	F	S
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			Canada Day			
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### AUGUST

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### SEPTEMBER

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			Labor Day			
13	14	15	16	17	18	19
			Back to School			
20	21	22	23	24	25	26
27	28	29	30			
			First Day of Autumn			

### OCTOBER

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			Columbus Day			
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			Halloween			

### NOVEMBER

S	M	T	W	T	F	S
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			Thanksgiving			
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			Veterans Day			
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			Thanksgiving Day			

### DECEMBER

S	M	T	W	T	F	S
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6	7	8	9	10	11	12
			First Day of Winter			
13	14	15	16	17	18	19
			Last Day of Summer			
20	21	22	23	24	25	26
27	28	29	30	31		
			First Day of Winter			
			Christmas Eve			
			Christmas Day			
			Boxing Day			
			New Year's Eve			

### DECEMBER 2014

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### JANUARY 2016

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31						





# Z7

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



## WE KNOW SCRAP AND RECYCLING

Kawasaki's Recycling Package comes equipped with special guarding, tires and attachments for all types of recycling materials — from paper, to plastics, to demanding metal recycling. These Kawasaki wheel loaders provide the productive and safe machines you need to withstand the harshest conditions and toughest applications.

Kawasaki offers flexible warranty programs, a state-of-the-art parts distribution system, an in-house rebuild center, an experienced, knowledgeable support staff and a strong dealer network focused on serving you.



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# TUNED IN TO THE LA OPPORTUNITY

**UNIVERSAL WASTE SYSTEMS IS EMBRACING THE GOAL OF NEAR ZERO WASTE IN LA COUNTY**

**W**hile some California companies and individuals are griping about the ever-aggressive requirements for reduced landfill waste and increased recycling, one company is embracing the legislation with outstretched arms.

"In 1989, California passed legislation requiring the recycling of certain materials," explains Mark Blackburn, President, Universal Waste Systems. "And for the past 25 years, there have been a series of planned increases in the percent of waste mandated for recycling. Currently, it is 41 percent. By 2017, it is set for 71 percent. By 2025, the City of Los Angeles wants to be at 91 percent recycled."

That's everything found in the trash bin from paper trash, glass, wire, and plastic to food waste. And, if the recyclable material can be "upcycled," all the better. Upcycling is the new buzzword for making new products out of what used to be waste.

"My dad was in the trash business all the time I was growing up, and I ultimately went to work with him. As he planned his retirement, I started Universal Waste Systems — my version of his waste business. And since 1990, I've been working on growing in Southern California by offering more and more different types of waste and recycling services to help companies and individuals comply with all requirements."

## THREE COMPANIES IN ONE

Over the past couple of decades, Blackburn, and ultimately his sons, have branched from curbside and commercial waste pickup and hauling to providing recyclable sorting and sales. Recently, this part of the business achieved the milestone of processing 250,000 tons of solid waste a year.

A second company was developed to pick up and process liquid waste through the construction, clean-out and hauling of septic tank waste, and the rental and cleaning of portable toilets throughout Los Angeles County. It has achieved a volume of 2.5 million gallons a year.



The newest company is Greenwise Soil Technologies. It provides the composting of large volumes of organic material such as clean wood and green waste. The end product is nitrolized fir shavings, compost, mulch, and other premium soil amendments for nurseries, landscapers, and garden centers.

“And what we’re starting to make with our compost is just the beginning!” exclaims Blackburn. “We plan to really build on our composting efforts as we work to blend our liquid waste business, green waste, and our upcoming food waste pick-up and processing.”

These innovations will not only provide their customers ways to easily meet increased recycling mandates, they will set the stage for some additional amazing

ideas. Utilizing just an aerobic digester and gas cleaning equipment, Universal Waste Systems intends to:

1. Produce enough methane gas to power an electric-generation turbine to meet their processing needs and to even power their trucks.
2. Produce ever more different types of compost to be used as soil amendments and ultimately, an even greater variety of products.

## A NEW SET OF EQUIPMENT NEEDS

With decades of waste hauling under their belt, the Blackburn family is pretty sophisticated about their hauling and also their liquid waste equipment requirements.

But, as they branch into their composting and dehydration efforts, they have had to search for new equipment suppliers and partners.

“A significant part of operating a composting site is to have efficient wheel loaders to help unload, sort, and charge the material,” explains Blackburn. “And after the material has been ground, it must be moved into windrows for drying. Then, of course, there’s bulk loading.”

The company went through competitive interviews with the local loader dealers and chose to buy two Kawasaki 85Z7 wheel loaders. One has been outfitted with the TINK hydraulically raising, large bulk bucket, which they use for loading high-wall bulk semi-trailers — all sold by Bejac Corporation.

**“We’re impressed with the Kawasaki loader design and the history of Kawasaki loaders**

Universal Waste Systems is now recycling construction materials with their Kawasaki loaders.



served by Bejac in Southern California,” says Blackburn. “We really love them. And now that we’ve started buying them, I don’t want to shop around. We’ve established a great relationship with Bejac and we want to build on that. Right now, our loaders are tied to our green waste business. But we need new transfer stations, and I want to use them there as well — just a smaller model than the 85s we first bought.

“We’ve been very deliberate in our selection of new equipment. We’ve demoed multiple brands so we can really learn what we think works best for us. And, I’m not talking about just loaders, but multiple types of equipment. We’re doing rentals as well with the equipment we think we’d like to buy. What we ultimately choose, we want to stick with.”

Mitch Blackburn, along with his brother,

Mike, are at the forefront of the company’s Greenwise operation and are actually running the new Kawasaki 85Z7 loaders. “We love the loaders. You can do so many jobs with them,” enthuses Mitch. “We’re cleaning out trucks, charging the grinder and shredder, making windrows, and loading trucks with mulch. The loaders work great, and with all the dust that we create, the cab air conditioning and filtration systems are fantastic.”

The brothers are also quite enthusiastic about the TINK high bulk, hydraulically raise/tilt bucket. “We love that bucket because it makes it so much easier to load high wall trailers without a ramp, and it’s fast! We can load a trailer in 10 minutes, 15 tops!”

**Universal Waste Systems is served by Bejac Corporation, Placentia, California.**



## Future Vision

“I’ve lived my life in Southern California and I’m excited about how the black cloud of pollution has almost been removed,” says Mark Blackburn. “It has taken a lot of work and there’s been substantial expense, but I think LA County is showing the way for a cleaner earth.”

Blackburn’s waste hauling and recycling company is pioneering ways to help both residents and companies comply with ever-tightening clean-earth mandates and at the same time, working to implement new programs of their own.

“We’ve already started upgrading our fleet of trucks to run on compressed natural gas which is cleaner, and we’re excited about moving to running on methane that we generate from our own organic waste recycling.

“We’re also moving toward using solar to power our offices, and rain retention tanks to power our truck washing efforts.

“And we’re not only doing this because we believe in the recycling business, but because I think, especially in Southern California where diesel fuel costs are high, electricity is high, and water is scarce, that we will economically come out ahead. It is definitely more fun to be part of the future than gripe about change.”





# DOLLARS AND SENSE INDUSTRIAL SCRAP

**86-YEAR-OLD UTAH METAL WORKS SETS THE STANDARD FOR EFFICIENT METAL RECYCLING**



**D**on Lewon's grandparents were Russian Jews who immigrated to the United States in the early 1900s. Their journey ended in Montana, where they joined relatives who had immigrated earlier and got into the scrap business. Lewon's father, Harry, moved from Montana to Salt Lake City in 1950 to join Hymie Goldman, who had founded Utah Metal Works back in 1928.

For three generations, the Lewon family has pioneered and developed ways to be a leader in efficient, environmentally conscious metal recycling.

"We're probably 70-percent industrial base and 30-percent public, as far as where our product comes from," says Chris Lewon, company co-vice president along with his brother, Mark. "And believe me, manufacturers looking at places to locate a new facility certainly do factor in the availability of a strong buyer of their scrap metals. And those already here closely calculate anticipated income from our buying their scrap into their operating budget.

"At the same time, we receive and pay cash for whatever anyone might bring us — from

bags of aluminum cans to trailers filled with junk auto parts. We enthusiastically take whatever caliber of materials that anyone in Salt Lake City might want to bring in."

## **AGGRESSIVE MANAGEMENT; COMPLEX PROCESSING**

The company continues to seek out ways to serve industrial customers through traditional services such as roll-off bins and regular pickup, as well as prompt payment. But they also provide the best prices paid,



thanks to sophisticated content analysis and sorting of products, and engage in aggressive sales of their metals products to national and international buyers.

"We move a tremendous amount of our product in piggybacked containers," says Lewon. "Salt Lake City is a huge hub for rail traffic. And we can be quite competitive in shipping to either the East or West Coast and from the California ports, to eager buyers in Korea and China."

The company doesn't just serve the Utah manufacturing base. It aggressively bids large-lot non-ferrous metals like aluminum, insulated copper wire, stainless, and nickel alloy products. "We've perfected our wire chopping, and many demolition contractors have found us a great resource for receiving, processing, and selling their metals."

## KAWASAKI COMPACTS

"We have a package of Kawasaki loaders equipped with grapple buckets, solid tires, and open cabs," notes Lewon. "They range from the 42 Series compacts through the 60 Series. And, we've had very good success with them."

The company had tried a variety of compact loaders in the past. Their first was simply not brawny enough. "This is an abusive industry for equipment, and you need to have something with 'umph.'"

The next brand was solid in its construction, but never made updates. "That's when our dealer for many other brands of equipment, Rasmussen, suggested we try the Kawasaki



**The compact Kawasaki loaders complement their larger equipment for higher productivity.**



**Utah Metal Works is very demanding in their use of compact loaders.**

smaller-sized loaders and the compacts, which had recently been introduced. I felt that for larger loaders, Kawasaki is second to none. So, trying a smaller version was appealing."

The first Kawasaki loader they bought was the 60ZV-2 loader — a 2.5 cu. yd. loader with 122 hp and an operating weight of 19,975 lbs.

"We thought our 60 Series was going to be a little too big for us, based on past experiences. But we were surprised. We found it truly great for some parts of our operation, and we quickly noticed that our operators insisted on running it instead of the other loaders we continued to own."

One by one, each of the remaining loaders got replaced by a new Kawasaki compact loader. The last one they purchased was a 42ZV-2 compact loader — the smallest Kawasaki currently offers.

"In the overall scheme of our operation, we use multiple Sennebogen machines for moving much of our material. And we use the smaller Kawasaki loaders to sort, charge our various hoppers, and to unload and load materials from trailers, containers, and bins. Our new 42 Series assures us uncompromised work in all possible restricted-height trailers."

The company has experienced a nearly 30-year relationship with their Kawasaki dealer, Rasmussen Equipment of Salt Lake City. "We began servicing quite a few of their older machines of multiple brands," says Greg Lister, Account Manager for Rasmussen. "And, that progressed into our selling and servicing many, many pieces of new machinery. I personally have had the privilege of working with the Lewon family for over 20 years."

**Utah Metal Works is served by Rasmussen Equipment, Inc., Salt Lake City, Utah.**





# A CUSHY DRIVE FOR CHICAGO



**SOUTHWIND RAS  
HELPS WASTE  
SHINGLES FIND  
A NEW LIFE**

Kawasaki loaders move mountains of ground shingles at multiple locations.



**T**his is a story about how government, private entrepreneurship, and an obvious waste that clogs landfills came into harmony.

If you live in the Chicago area, you know how the heavy traffic, absurd weather swings, and snow/rain/ice (thanks to Lake Michigan) play havoc with the roads.

One sweet spot in the traffic flow is the Illinois Toll Way. The collected tolls are earmarked for toll road maintenance. It's a challenging job with the roads under nearly constant rebuilding and resurfacing. Drivers appreciate the improved results, but dread the constant annoyance.

## BACK STORY

In 2009, the Illinois Toll Way, ISHTA, started experimenting with RAS, which stands for recycled asphalt shingles, along with GTR, which stands for ground tire rubber.

Of course, the other recycled product already in use for years is FRAP — fractionalized recycled asphalt pavement. FRAP is well established and considered the norm. RAS and GTR needed to prove themselves.

"There are clear savings from using RAS over liquid asphalt and many contractors

and asphalt plants were eager to expand their use of it," says Carmen LaPorte, Corporate Operations Manager for Southwind RAS. "But, for government funded projects, you've got to have government buy-in and follow-up guidance."

Recycling asphalt shingles and even rubber tires has been around for the last decade or so. But finding a quality and quantifiable standard that would hold up to the rigors of a heavily traveled highway was another matter. So based on updated recycling initiatives, ISHTA and other DOT agencies worked as a group to set specifications to the logical suppliers of asphalt paving for productive solutions, asking them to step up to the challenge and provide an asphalt blend that incorporated as many renewed resources as possible.

## SOUTHWIND HIT IT!

"Although the government was eager to promote more recycled product in their mix, consistency was becoming a big concern," says Dave Stanczak, Vice President of Sales, Southwind RAS LLC. "And we saw an opportunity to provide the answer, if our management would make the investment to explore solutions that create a consistent, easy-blend product.

"Controlling the correct asphalt binder content by nailing the proper blend ratios is the critical key, and that's what we're all about. What we make is an excellent blend of ground asphalt shingles to meet the specific criteria required when it comes to oil content. You see, not all shingles have the same amount of oil content."

And that's the problem with multiple recycling efforts in a nutshell. How do you get a product made from waste to a product that is equal to a virgin input?

The answer was finer grinding. "We saw the IDOT people as our friends, and we worked hard to come up with a solution for making our RAS mix consistent, batch after batch. And we found it wasn't only moving to a 3/8th crumble, but it was also the gradation of the mix.

"So we created a mix that works — a product developed from extensive testing and careful mixing that meets specific oil and gradation compositions. We test about every 250 tons of product, and it is clear that our finished blend works as an excellent additive to the overall asphalt pavement blend."

Southwind has worked with multiple government agencies to develop a blend that is acceptable to all.

Left to right: Hank Ottman, KCMA Regional Sales Manager; Derrick Kloc, Reliable Materials, Safety Director; Alan Johnson, Howell Tractor, Area Manager; Jerry Treder, Reliable Materials, Lyons Plant Manager; Carmen LaPorte, Southwind RAS, Corporate Operations Manager; Gary Hammond, Howell Tractor, Service Manager.





## TIER 3 OR BETTER PERFORMANCE

The Cummins EGR System with its exclusive compact catalyst provides a simple, flow-through method of removing particulate matter while providing operational characteristics that match or improve past Tier 3 engine performance. No regeneration. No downtime. No ash cleaning. No DPF.

The total system, with a variable geometry turbocharger that controls the EGR flow, actually boosts response at all speeds. The electronic control module provides 3X faster processing and 2X more memory for seamless control. The highly efficient, cooled, EGR removes a high % of PM at the source so there is less for the catalyst to remove. Fuel economy is improved 5%.



"We blend most of our RAS with FRAP. It starts with the RAP (recycled asphalt pavement) that is already accepted as recycled material. Then we crush it down to a 1/4-inch minus material. We then blend it with our asphalt material, which again, went from asphalt shingle to a ground 5/8th material, then through our Trommel Screen to a 3/8th minus material — all to provide a consistently oily additive that easily blends with the virgin aggregate and other paving ingredients."

As stated earlier, the critical thing is that asphalt shingles vary in oil content. So the blend that Southwind RAS sells is constantly adjusted in order to deliver a consistent product.

### HOW THE LOADERS FIT IN

At each Southwind RAS facility, wheel loaders get the material to the grinder for their first round and to the Trommel Screen for their second round of sizing. They then load the final blend into trucks for final delivery.

"First thing about the Kawasaki loaders is that they appear simple to operate," says Jerry Treder, Lyons Plant Manager. "You start the day looking over the machine, lube it, make sure it has fuel, and simply go. We've had a very good experience with the Kawasaki loaders."

"Our operators like the cabs. Different operators have preferences because all manufacturers, while the loader performs basically the same task, have different computers, different seats, and different controls. The operators like Kawasaki because it is more simple to operate. It has an old-school feel. And that's not to say it's not computerized, because it is. I guess the programming is just very intuitive."

"We also use another brand of loaders, but it's with Kawasaki that we're experiencing our first Tier 4, and we're watching it carefully. We are concerned about the regen system and how the Tier 4 engines will perform, but so far, we haven't had any problems with our 70Z7s," says Treder.

And they shouldn't need to be concerned. The Cummins QSB6.7 engine in their Kawasaki 70Z7 features EGR (Exhaust Gas Recirculation) technology that reduces nitrogen oxide and carbon emissions by burning the material in the engine. This means no regen as in competitive Tier 4 approaches and also eliminates the use of DPF.

***Southwind RAS is served by Howell Equipment Company, Elk Grove Village, Illinois.***

Southwest RAS has multiple locations where Kawasaki loaders assist in unloading the shingles, then charge the hoppers for grinding.







# THE 2013 SALESMAN OF THE YEAR IS...

## BILL LAWSON, BANE MACHINERY

**T**he winner of the 2013 Kawasaki Salesman of the Year is Bill Lawson, Bane Machinery.

"Bill represents the characteristics Kawasaki looks for in awarding this honor," said Gary Bell, Vice President, General Manager, KCMA Corporation, when the award was announced during the 2014 ISRI Regional Conference in San Antonio, Texas.

"We don't necessarily select the top-volume salesman, rather we select someone who exhibits professionalism, skill, and attitude. He always represents himself, his distributorship, and his manufacturers in the most ethical manner. Bill is a great representative of Kawasaki, and we are proud to present him with this recognition."

Bill Lawson has been with Bane Machinery for 18 years, but has been around equipment 42 years. He got into the industry during his college years by working part time at a rental company. Upon graduation from the University of North Texas, he took the full-time plunge into sales. Sitting behind a desk was definitely not his style.

**Adam Craft, Regional Sales Manager, Texas, KCMA Corporation; Bill Lawson, Award Recipient; Fred Leach, General Manager, Bane Machinery**

"Heck no!" exclaims Bill. "I tried that desk stuff and it's not for me. I like the freedom of sales; I like to be out with people. It's my deal."

So back into the field he went. By 1984 he had moved from selling smaller pieces of construction iron from companies that aren't even around anymore to selling Kawasaki wheel loaders (then marketed under another brand name). He was a pioneer in that area — it would be four more years before Kawasaki established its own U.S.A. factory in Newnan, Georgia.

"You know, I've been doing this for 42 years. And I know everybody in town. But 18 years ago, the hardest part of selling Kawasaki was getting people to try them. We demoed like crazy. Then we started selling. I've never sold anybody their first Kawasaki where they didn't come back and buy a second, third, fourth or fifth. It's a great product; they make it simple. I don't remember the last time I had

to demo a machine for a sale. The name has gotten around."

Bill has been with Bane Machinery for the past 15 years. "Bane Machinery is very proud of the efforts of Bill Lawson," notes Fred Leach, General Manager, Bane Machinery Inc., Dallas/Ft. Worth, Texas. "Bill's focus on taking care of the customer has proven to be a great asset here. The Kawasaki loader has continued to be a huge part of his success, and Bane is very proud to have both in our family."

"Bill's dedication throughout his 15 years of sales for Bane Equipment continues to reap rewards, and is evident in his receiving the Kawasaki Salesman of the Year award," says Scott Bane, President, Bane Machinery, Inc.

Forty-two years of sales hasn't slowed Bill down a bit; however he is ready to shift his focus. "I've been selling to contractors as well as those in recycling and scrap. But I think I'm going to concentrate solely on the recycling end of the business. And I'm going to keep selling as long as I'm having fun and my health holds up!"



# **Z7** AN E.P.I.C. GENERATION

## **INDUSTRY EXCLUSIVE INNOVATION**

Kawasaki pioneered the Z-Link design to provide unmatched utility, high breakout force and efficiency in its loaders. The Z7 generation implements brand-new patented technology, industry exclusive innovation, and input from owners and operators all over the world. We've engineered the Z7 series from the ground up!

> 15 Models   > .78–13.5 cu.yd.   > 45 HP–720 HP

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