

2016 FOURTH ISSUE

# FOCUS

EXHIBITOR AT



## EXCEEDING EXPECTATIONS



- JAMMIN' SUPERMIX™ – SUPERMIX
- WINTER PREPAREDNESS – ARE YOU AND YOUR TEAM READY?
- KAWASAKI-KCM, A TRUSTED EQUIPMENT PARTNER – DIAMOND B CONSTRUCTION CO., LLC





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# KCM

## A HERITAGE OF INNOVATION

KCM 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-KCM articulated wheel loaders incorporate innovative design features coupled with extensive knowledge and experience gained from real-world applications. Since 1978 KCM has been listening to, and learning from, customers and dealers in the North American market. As a result, Kawasaki-KCM 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

KCM 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-KCM wheel loader can be equipped to tackle the most demanding applications or environments.

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



**952Z XTREME**

### 952Z XTreme

- 7.3 - 9.8 cu. yd. Bucket
- Short Boom Arm Configuration
- Front Chassis Enhanced and Reinforced
- Bucket Cylinder Increase
- Bucket Linkage Enhanced
- Increased Breakout Force by over 26%!
- Increased Tipping Load by over 10%!



**1152Z XTREME**

### The 1152Z XTreme is ideal for two-pass load out operations, Coil Handling, Block Handling, Logging


- 8.3 - 9.15 cu. yd. Bucket
- Short Boom Arm Configuration
- Front Chassis Enhanced and Reinforced
- Bucket Cylinder Increase
- Bucket Linkage Enhanced
- Increased Breakout Force by over 6%!
- Increased Tipping Load by over 15%!

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**Kawasaki**  
KCM

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*Top Row: Jorge Gonzalez, Operator, Felipe Dias, Director; Bottom Row: Mathew Biestro, Northern Manager, Terry Bishop, Sales, GSE, Danial Dias, Director, and Bernardo Dias, CEO.*

Since 1952, the Dias family has built an exceptional cement production and concrete ready mix operation in both Brazil and Florida, based on the mission of setting the highest standard of quality and service for their customers while providing a safe, stable and honorable workplace for their team.

# JAMMIN' SUPERMIX™

**T**his is a service oriented company, says Bernardo Dias, President. "In service you strive for punctuality, for quality, in our case, it is not only the quality of our fleet that makes a difference, but also the quality and courtesy of our employees." The company delivers their Supermix™ concrete from 17 ready mix plants and 22 batch plants with a current fleet of 175 trucks to some of the largest and most prestigious concrete projects in Florida.

"Our mission is to set the highest standard of quality and service for our customers while providing a safe, stable and honorable workplace for our team," continues Dias. The company provides technical support to help architects achieve their most aggressive designs with ever higher psi specifications and other requirements. Their product quality and timely delivery is in part from the family's investment in the most state-of-the-industry production controls and processes, but also from the family's extensive experience in providing Supermix concrete

in Brazil. There, they have grown from start-up in 1976 to 120 batch plants, 2,000 concrete making trucks, 300 pump trucks and 3,000 employees across 22 states.

The company has won multiple awards for Private Firm Sales Growth in Florida, Top Hispanic Company Sales Growth, and Florida's Fastest Growing Private Companies dating back to 1998.

## MANAGED PROCESSES YIELD TIMELY SERVICE

"Everything we do is based on information with numbers, performance and why this, why that," notes Dias. "So we can make the right decisions to be more effective. To make an ever-better product. To be more productive; and to maintain our promise of timely delivery."



**“KAWASAKI-KCM IS A GREAT COMPANY  
WITH GREAT EQUIPMENT.”**

**— BERNARDO DIAS, PRESIDENT**



*The Kawasaki-KCM loaders provide excellent productivity and are quite efficient.*





*The company's concrete block plant matches the Supermix mission of the 'best product on time'.*

"I always tell our people that yes, our business is selling concrete, but our primary focus is mitigating liability," says Felipe Dias, Executive Director. "Because once you pour the concrete, it costs significantly more to tear it out and do it right. It is basically, a high stakes game. A very high stakes game. And we're always on our toes, because as the architects get more creative, the stakes get higher. In the past, creating high rise buildings required concrete at 4000 psi. But now, it is common to have 12-14,000 psi specifications on delivery."

"Our key to success is good service, and our good employees," Dias continues. "You know, serving the customers the best we can, and working hard every day. I do believe we have a clear competitive advantage because we are so employee oriented and so customer oriented. And we compete against very large, vertically integrated companies who are naturally very slow to react and very bureaucratic. Whereas we have the ability to jump on a problem right away and get it resolved. We are proactive about being a partner to our customers—the contractor at the jobsite. We are more than the company supplying the materials. So the projects that we are fortunate to be part of, I think our customers recognize and appreciate our attitude of partnership in their success. Most of our customers are family businesses and I think they can relate to our being a family business too."

*Supermix has done an excellent job of growing with first class management, aggressive sales efforts and the best equipment they can find.*

## GREAT EQUIPMENT A MUST

One important element of the company's management of quality and timely delivery is to invest in quality equipment. The plants operate with state-of-the-industry processes. The loaders used at each plant are all high quality. The fleet of ready mix trucks is kept nearly new and very well maintained. No piece of equipment is allowed to get old or reach high hours.

"Not long after I was moved into the position of Northern Manager, with a hand in suggesting the specification of new equipment, some of our wheel loaders came up for replacement," says Mathew Bisesto. "The company had not previously tried the Kawasaki-KCM loader brand. Yet, years ago, I had been exposed to some of the first models introduced to the United States—and I had been quite impressed. So, it seemed that as we continued to search for the best equipment for the application, we should include the Kawasaki-KCM brand in our comparison of specifications, features, price and dealer support."

"I'll tell you something about the Kawasaki loaders," adds Bernardo Dias. "When Matt brought to me the information that we needed to buy a new loader...and he asked if I would contemplate buying a Kawasaki, I said, yeah, why not? I've always heard of Kawasaki making good equipment. And he said, good, I'm going to contact them to get a quote, and I'll get back to you. In the meantime, I've, of course, gotten quotes from our current suppliers. And, Kawasaki has great equipment. So does Komatsu and others. But Matt was a great enthusiast about the Kawasaki equipment. He said, 'I think Kawasaki is a great machine'. And I said, 'Well, let's try to get an agreement and buy the Kawasaki.'"

And it was not a great surprise, that we bought in February, 6 months ago, a Kawasaki loader and today we have 800 hours and change on the loader at one and we have close to 1700 hours on the other loader at another location. And so far, you know, no big deal beyond normal wear and tear and the operators are very happy. So, congratulations! Kawasaki-KCM is a great company with great equipment."

*Supermix is serviced by GS Equipment, Inc. and their multiple locations in the South Florida area.*







# OPTIMIZED FOR WINTER

**W**ith all the talk about global warming it's easy to forget that it can still get cold. Really cold. Take Tuesday, January 7, 2014 for example. All 50 states recorded temperatures below freezing. Yes, even Hawaii, where the weather station at Mauna Kea recorded 21 degrees Fahrenheit. So it's still a good idea to prepare for winter operations to ensure your business is optimized for cold weather in three key areas: equipment, personnel, and worksites.

## EQUIPMENT

Jeff Morse is general manager at E.W. Sleeper Company, Inc., a Kawasaki-KCM wheel loader dealer in Concord, New Hampshire. He says it's important to get the right equipment from a dealer who understands your business. "We offer 4- and 5-month rentals just to meet the needs of snow removal contractors. All our equipment comes with block heaters and all are late-model units because there's no time for downtime in snow removal," Morse emphasizes the importance of having a good working relationship between the customer and the dealer. "When situations arise that force us to make a choice, we give priority to our preferred customers and snow-removal contractors."

Morse says early is better. Come early to the dealer to rent equipment or obtain service for current machines. "Winter arrives at different times and you need to be ready." Use fuel treatment early, preferably from the first fill.

Machines must integrate with existing technologies and the ways those technologies are used in winter applications. The Minnesota Department of Transportation (MnDOT) has worked closely with the Federal Highway Administration to develop and implement Vehicle Data Translator (VDT) 3.0. This system links with sensors on roads, in equipment, and in vehicles to monitor more than two dozen types of data, everything from precipitation type and intensity to pavement temperature to vehicle yaw rate and actuation of anti-lock during braking. Essential to the system is the AmeriTrak AT500 in-vehicle hardware and software transponder system. The AT500 shares data but also uses data for such functions as controlling application rates for de-icing chemicals on roadways.

Sue Lodahl, assistant state maintenance engineer with MnDOT, points out that "No truck, no loader operates in isolation. Everything must work together." For some loader operations, the only critical factor is matching the loader and bucket with the trucks being loaded to maintain efficiency. But it's more challenging to have the right loader in more complex and sophisticated operations to achieve peak performance within that system.

"One of the reasons we offer Kawasaki-KCM loaders is their wide range of machines to meet a wide range of applications," says Morse. He says the smallest model, the 42ZV-2, is perfect for smaller sites. Its universal quick coupler, interchangeability with skid steer attachment, and standard third-spool hydraulics

allow the use of not only buckets but also brushes and snowblowers. The standard limited-slip differentials provide traction control on slick surfaces. "Our customers also like the many models of Kawasaki-KCM mid-size machines, including the 67TM7 and 70TM7 with their TaskMaster true parallel linkage design."

## PERSONNEL

Why rely on the hit-or-miss results of conventional wisdom when training is so widely available? For example, Lodahl points out that MnDOT partners with the University of Minnesota's Center for Transportation Studies and the Minnesota Local Technical Assistance Program and uses in-house trainers to provide training to district offices as well as local governments. The University of Minnesota offers CTAP, the Circuit Training and Assistance Program, to train government employees in the latest transportation-related tools and technologies. Contractors may be able to receive training from such groups or from construction associations or equipment dealers.

The point of training is that all assets—from lube oil to hydraulic cylinders to workers—experience unique demands in winter conditions and employees must use best practices to minimize risk to those assets in those conditions.

Technology has made winter weather preparedness more effective but also more complicated. We all know to dress in layers, but layers of what? (Here's the summary: a base or "comfort" layer of wicking material, a warmth layer of wicking insulation, and a protection layer that vents perspiration while protecting against wind and precipitation.)

Likewise, we've all heard winter weather alerts, but do we know the definitions of each of the 11 categories used by the National Weather Service and how each affects our preparation? Yes, there is a difference between a Winter Storm Watch and a Winter Storm Warning and we should prepare differently for each.

And it's not just operators who need training. Supervisors should learn to manage jobs in ways that minimize employees' exposure to the elements. They should provide warming areas where workers can rest and recover as needed. Supervisors need to monitor changing conditions, from falling temperatures to dangerous ice buildup on overhead power lines and trees. Supervisors must ensure that jobsite communication is maintained and that company vehicles and equipment have emergency kits in the event an employee gets stranded due to weather or mechanical failure.

Morse says it's important to spec machines for winter use with operator comfort in mind and uses the 42ZV-2 as an example again. "The optional rubber-mounted cab keeps operators warm and, along with the standard suspension seat, isolates them from the jarring ride on frozen soil." Dual-sided cab entry allows easy access in confined spaces. Heated seating is available on larger models, which come with thermostatically-controlled HVAC as standard equipment.

## JOB SITE

All the usual housekeeping rules become even more important when standing water can turn to ice, obstacles can be obscured by snow until a tire or track strikes them, and rough haul roads and loading areas freeze into obstacle courses that leave operators fighting their machines for control.

In snow removal applications, environmental management has become increasingly important and environmental controls increasingly stringent. Many agencies are requiring procedures that minimize the amount of road chemicals that can enter streams and groundwater. Operators are trained to use as much treatment chemical as is necessary to maintain safety and mobility but as little as possible to mitigate environmental degradation. Lodahl says operators manage windrows and use other techniques so that stream contamination is minimized. Cleanup is managed to meet the same concerns. "Our vehicles must be washed and the effluent sent to a sanitary sewer," says Lodahl. "If no sanitary sewer is available, the effluent must be discharged to a holding tank that is periodically pumped and the contents hauled to a municipal wastewater treatment facility."

## THE BASICS

**While considering more recent developments in winter preparedness, don't overlook the basics. For vehicles this includes:**

- **Make sure all fluids and filters are maintained and are appropriate for winter.**
- **Don't charge or jump-start a frozen battery.**
- **Park equipment, whether with tires or tracks, on raised planks, old tires, or another surface that will keep the machine from freezing to the ground.**
- **Allow hydraulic and drive systems to warm up before operating them under full load.**


### FOR PERSONNEL:

- **Dress in layers. Change clothes if garments become damp or wet.**
- **Stay hydrated with non-caffeinated (and, of course, non-alcoholic) beverages.**
- **Know how to recognize, prevent, and treat cold stress.**
- **Adopt a buddy system. Hypothermia can lead to confusion that prevents the person from taken appropriate action which may result in damage to vital organs and even death.**

### FOR WORKSITES:

- **Keep all corridors (walkways, haul roads, etc.) free of snow and ice.**
- **Use ground heaters when necessary so frozen materials don't damage ground-engaging tools.**
- **Pick up tools and debris that may get hidden under snow, resulting in damage if they're run over.**





**Diamond B Construction Co., LLC has earned multiple awards for their quality production and paving of asphalt roads throughout the state of Louisiana. They look to their equipment suppliers and employees to faithfully earn their stripes as well by cohesively making things happen in a safe, productive manner.**

**B**randon Tyson started working for Diamond B Construction Company a little over 17 years ago as a mechanic, hired to help keep the ever expanding company fleet of equipment operating. That included a wide assortment of equipment from pavers to wheel loaders and asphalt plants. Over the years, he worked himself higher and higher in his capacity of problem-solver until he became Equipment Manager—charged with the responsibility for making everything work.

“When I started, and for years to follow, our company policy was that it was the company’s responsibility to keep the equipment running to serve our own needs—and that we could do it best,” notes Tyson. “And for some of our specialized equipment and to some extent, the asphalt plants, that continues to this day and will continue.”

But for the rest of the equipment, Tyson, as Equipment Manager, took a different view.

“Our loaders and a few other pieces of equipment that are extremely key to the daily production and efficiency of our company are basically standard pieces of equipment and, in my opinion, better serviced by the dealers we decide to partner

with for our mutual success,” says Tyson.

In the past, the company had treated these pieces of equipment the same as their custom or unique pieces of equipment—keeping them as long as possible and making on-going repairs.



*“We now look to our equipment partners—and they are partners, to take care of our equipment. We specify extended warranty and preventative maintenance agreements that work, or the deal is off,” Brandon Tyson, Equipment Manager.*



# KAWASAKI-KCM, A TRUSTED EQUIPMENT PARTNER





Kyle Keeler, Area Manager, Lance Pitre, Project Manager;  
Diamond B Construction and Bobby Kennerson, Sales, CLM.



"I've designed a rollover program for our equipment. So, for example, much of the specialized equipment is on a 3,000 hour rollover plan. What that does is prevent breakdowns, or at least, helps prevent breakdowns. On the loaders, they last much longer. I'd like to rollover at around 10-12,000 hours but they possibly haven't paid for themselves by then, so we're focused on around 15-16,000 hours."

With most of the company's rolling stock, Tyson has included an extended warranty and dealer-provided PM Service as part of the deal.

"I am making the dealer and manufacturer stand behind their machine and be committed to making sure it runs. Gone are the days when this company has a fleet of service trucks on the

road and multiple mechanics. What we've done is eliminate more than half of our mechanics. So, we're adding a little up-front cost but we're eliminating a lot of labor and a lot of risk.

I realize that we're putting ourselves in the hands of various vendor's service departments. So, I like to visit the service department of any vendor that we are considering to make them understand that we are partners. If we buy your equipment, we are partnering with you to take care of ensuring that your equipment will run. Without you, I can't make my program run. Without us, you can't keep your doors open. So, we're partners."

Tyson puts together a spreadsheet for each equipment purchase. Line-by-line, competitive bids are organized and missing information is requested so that each machine to be



*This 85Z7 opened the door for added loaders. It has worked quite well.*



*"I'm honored to be running a brand new machine. It works well, I like the responsive controls."*



*"I'm impressed with this loader. I'm at one of the company gravel pits and it works very well."*



reviewed has all lines filled in. Purchase price is at the bottom of the grid.

"The numbers are very important, but, I'm also big on Demo's. Our goal is fitting a piece of machinery in the application that the loader we're buying will be working in. And, especially, we're looking for operator buy-in."

If the operator who has been working the same task over and over has a problem with any new machine, the company feels that there is a significant problem and that probably, the particular brand demonstrated should not be bought. "There are exceptions, and we don't take petty gripes as a reason for not moving forward," notes Tyson. "But they are the ones who make things happen and if they don't like a certain brand we try to steer to what they like."

"Our wheel loaders are probably the most important mobile piece of equipment we have," notes Tyson. "They charge our sand plants, charge our asphalt plants and load our trucks. We count on them to simply work. But at the same time, we feel that if we have the right partnerships with the dealers supplying our loaders, that there is no reason to have back-up loaders sitting most of the time at each of our many locations."

"We are happy with rentals. And, again, we expect a partnership with our loader vendors. Our loader vendors know that if a machine is down it should be replaced immediately if diagnosed with a delayed repair. And, part of our approach to having multiple vendors is that, if one doesn't respond, another is eager to. In today's economy, we are all eager to survive."

"I like the Kawasaki-KCM loader. And, I especially like CLM, the dealer. The specs and manufacturer support were in line with my spreadsheet grid for the first Kawasaki-KCM loader I bought last year, an 85Z7. I was impressed with the CLM PM plan and, the final price was a key element as well. Our recent purchase of the new 90Z7 T4F is an example of everything we are looking for: A machine that matches well in my grid, a manufacturer who strongly supports the machine and dealer, and most importantly, a local dealer who commits to supporting their machine in our application."

"CLM has been 'Johnny-On-The-Spot' for all initial service concerns and most importantly, each time we issue a PO for our Preventative Maintenance, they excel at responding immediately to service and ensure that their machine is working at 100%. Most other dealers do to, but some have to be reminded and worked around, so CLM does excel. We are eager for them to grow with us. We do have an attitude of not putting all of our eggs in one basket, but at the same time, those dealers who truly partner with us will grow with us."

***Diamond B Construction Co., LLC is serviced by CLM Equipment Co., Inc., of Lafayette, LA.***



*"We decided that we'd go with the best loader for the application and not have a back up machine. Instead, we look to our equipment partner, the dealer, to quickly get our loader repaired or immediately get a replacement rental in," says Tyson.*





# ONE FOCUS, COMPLETE SOLUTIONS

## INDUSTRY EXCLUSIVE INNOVATION

The commitment of KCM Corporation to the North American market is significant. With manufacturing facilities in the US and Japan, KCM has the experience and technology to design, engineer, manufacture, and service your Kawasaki-KCM wheel loader. The KCM team is focused on wheel loaders! Flexibility, responsiveness and ease of doing business are foundations of that commitment.

- *Engineered Specialty Applications Packages*
- *Flexible Warranty Programs*
- *Fully equipped, in-house Rebuild Center*
- *Solid Partnerships with Knowledgeable, Experienced, Independent Dealers*

Comprehensive solutions, quality products that are up to the task, as well as up to your expectations, a track record of raising the bar without exception –its' the KCM difference on which you can depend!

1981–2016  
**CELEBRATING**  
**35**  
**YEARS**  
in North America

**Kawasaki**  
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