

# BlueNews

WINTER 2014

## GENIE CELEBRATES

Year of the  
Field Service  
Technician



### PORT SOLUTIONS

Genie® SX-180 boom lift  
makes crane assembly easier

### HIRE14 CONVENTION

Genie wows customers

### WHEATSTONE LNG PROJECT

Genie® booms and scissors  
making an impact



**BRAD LAWRENCE**

General Manager,  
Genie Australia

## GENERAL MANAGER'S MESSAGE

WELCOME TO ANOTHER EDITION OF *BLUE NEWS*, THE MAGAZINE FOR GENIE CUSTOMERS THROUGHOUT AUSTRALIA AND NEW ZEALAND.

The first six months of 2014 has seen a marked improvement on 2013 with liquid natural gas (LNG) construction activity growing and non-residential work improving as well.

The HRIA Convention and Exhibition was a great success and I would like to thank all customers who helped us celebrate the launch of our new Genie® SX-180 boom lift at Metricon Stadium.

This new boom has set the benchmark for our industry and is now working hard in New Zealand on a port container crane assembly. We also used the Convention as an opportunity to recognize and thank our service technicians for the great job they do each and every day to support our customers across Australia and New Zealand.

At the Convention, I had the honor of accepting an award for Supplier of the Year – Access Division on behalf of all Genie Australia Team Members. Whilst we don't exist to win awards, it was great to see our Team Member's hard work recognised and I can assure you this is only the beginning in our efforts to be the leading supplier to the access industry in Australia and New Zealand.

I am also very pleased to advise that Mitch Ely has returned to Genie Australia as our National Operations Manager. Mitch had previously worked on the Genie team for over 10 years and he was instrumental in our phenomenal growth between 2003 and 2007. Mitch returning has also allowed Reg Moss to move into a new role focusing on quality, training and tech support for all of Asia Pacific. Both of these appointments will further strengthen our value proposition and support our growth over the coming years.

In closing I'd like to thank you for your business last financial year and look forward to a prosperous and successful 2014/15. Happy reading!



**MIKE DAVIS**

Vice President and  
Managing Director,  
Terex AWP Asia Pacific

## REPORT ON THE ASIA PACIFIC REGION BY MIKE DAVIS

THE ASIA PACIFIC REGION CONTINUES TO SHOW SIGNS OF IMPROVEMENT AND CONSIDERABLE OPPORTUNITIES IN MANY REGIONS.

One of these hot spots of activity is the Pilbara region, a major center for both iron ore and LNG projects. Over the last few years the work on iron ore production has slowed while LNG work is still to peak. During a recent trip to the area I had the opportunity to see two of the largest LNG projects in the world, Gorgon and Wheatstone.

Gorgon is a \$2 billion project to develop the natural gas fields off the coast of the Pilbara and build a massive liquification center on Barrow Island.

Wheatstone is another massive liquification facility on the mainland opposite Barrow Island near the town of Onslow. The project is just coming out of the ground with many years of work ahead before it is completed.

In South East Asia our business has grown significantly over the last few years and as a result we had outgrown the offices and warehouse in Singapore. A larger facility to accommodate the Genie and Terex businesses in Singapore was found and earlier this year they all moved into a great new location.

I have also relocated my office to the new facility in Singapore. While my job hasn't changed, the place where I sit at work has. When my family moved to Australia two and a half years ago we couldn't have imagined how big an impact the Australian people would have on us. It's simply been wonderful to live and work amongst such a diverse group of people who are so open, helpful, outgoing and optimistic about life in general. Thank you.

## SENIOR APPOINTMENTS

GENIE AUSTRALIA ANNOUNCED TWO SENIOR ORGANISATIONAL CHANGES WITH REG MOSS AND MITCH ELY APPOINTED TO DARRA, BRISBANE, BASED POSITIONS.



Reg Moss has been appointed to the position of Quality, Training and Technical Support Manager for Asia Pacific. Quality is fundamental to Genie. From the quality viewpoint, Reg is responsible for managing the Asia Pacific customer feedback and response system, establishing quality metrics and tracking our progress within the framework of continuous improvement.

From a training and technical support perspective, Reg will be looking to build capability within our aftermarket support team and customer base.



Mitch Ely is returning to the Genie team after a five year stint working in the access industry. Having previously worked for Genie for 10 years, Mitch has commenced in his new role of National Operations Manager.

Mitch will be leading the Engineering, Parts, Service, Quality, Training and Technical support teams.

# 2014 YEAR OF THE FIELD SERVICE TECHNICIAN

**IN A COMPANY-WIDE INITIATIVE, TEREX HAS DECLARED 2014 AS THE YEAR OF THE SERVICE TECHNICIAN.**

Ron DeFeo, Chairman and CEO of Terex Corporation and Matt Fearon, President of Terex Aerial Work Platforms (Genie), are driving a global program which acknowledges the outstanding contribution that Field Service Technicians continue to make to the success of the company and its customers, in Australia and around the globe.

"Customers rely upon the service technicians in our organization to make our products do what they are supposed to do," said DeFeo. "In 2013, our technical Team Members in the field did a great job so we decided to dedicate 2014 to them in recognition of their continuing drive and support of our customers."

The Field Service Technician is a very special person in our organization. There were

many instances where Genie technicians went well above and beyond the call of duty to assist customers. While many of us feel that weekends and nights are sacrosanct, Genie Field Service Technicians willingly give up their private time to help out and support Genie customers.

"The focus of the Genie Field Service Technician is squarely on customer advancement and customer improvement," said Brad Lawrence, General Manager of Genie Australia. "Our technical Team Members are committed to maintaining Genie® equipment in great condition to support our customers. Through having the best aftermarket support service in the industry, we believe that our customers will choose to purchase Genie access equipment again."

To launch the year-long program in Australia, Genie Field Service Technicians from all Australian branches attended a series of service specific briefings and presentations on the Gold Coast. Fearon was in Australia and actively participated in the presentation which coincided with the May launch of the Genie® SX-180 boom lift, and the Genie Customer Appreciation Night at the Hire & Rental Industry Association Convention, HIRE14.

Fearon outlined the global strategy to the group and the place that service holds in providing the best aftermarket support. His key message that

"Sales sells the first, but service sells the rest" left a lasting impression in the minds of everyone present.

"This is a wonderful initiative coming from the very top level of management at Terex, our parent company," said Lawrence. "The long-term benefits for our service team members to spend the day with Matt Fearon are invaluable."

To fly in and have a meeting with all of the Genie Field Service Technicians demonstrated a high level of investment in time and genuine commitment to service excellence.



## GENIE® SX-180 - THE MOST POPULAR DEMONSTRATION AT THE SHOW

WHAT BETTER WAY TO LAUNCH THE COLOSSAL GENIE SX-180, THE TALLEST GENIE® SELF-PROPELLED BOOM LIFT IN THE WORLD, THAN BY TAKING CUSTOMERS FOR A RIDE AT HIRE14.

Throughout the three-day convention on the Gold Coast, Genie offered customers the opportunity to be lifted a full 180 feet above the ground in the Equipment in Action area. The offer proved irresistible to nearly 50 Genie customers who queued up for the breathtaking opportunity.

Every person who accepted the opportunity to ride into the sky aboard the Genie SX-180 boom lift, returned impressed. As the accompanying photo shows, the view of the Gold Coast from the fully extended SX-180 boom lift was nothing short of stunning. Keith Ward from Height 4 Hire was clearly animated about the experience.

"Having the Genie SX-180 boom lift at HIRE14 proved to be a pivotal event in the development and growth of the Genie brand," said Brad Lawrence, General Manager of Genie Australia.

"This is such an amazing product that it defines our company and the position which we hold in the access industry. Everyone at Genie has been working towards the first SX-180 boom lift arriving in Australia and the opportunity to showcase it to our customers."

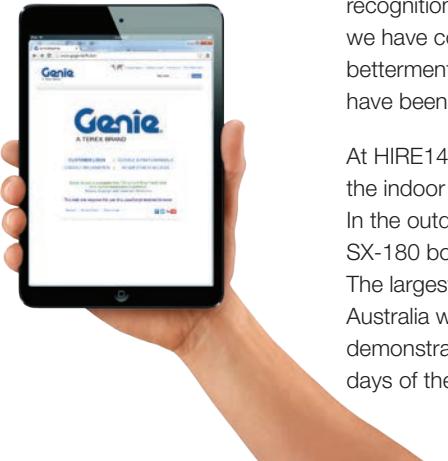
"All the buildup and excitement has certainly been justified and now rewarded with the sales."



### GENIE SX-180 CLUB MEMBERS

TO VIEW THE FULL LIST OF  
GENIE SX-180 CLUB MEMBERS,  
VISIT OUR WEBSITE...

[WWW.GENIELIFT.COM.AU](http://WWW.GENIELIFT.COM.AU)



## GENIE WINS HRIA SUPPLIER OF THE YEAR- ACCESS DIVISION



GENIE SEEMED TO BE THE NAME THAT EVERYONE AT HIRE14 KEPT HEARING. NOT ONLY WAS THE ANNUAL HRIA CONVENTION THE OFFICIAL LAUNCH OF THE GENIE SX-180 BOOM LIFT TO THE HIRE AND RENTAL INDUSTRY IN AUSTRALIA AND NEW ZEALAND, BUT GENIE WAS RECOGNISED WITH THE HRIA "SUPPLIER OF THE YEAR – ACCESS DIVISION" AWARD FOR THE FIRST TIME. GENIE WAS ALSO AWARDED BEST EXHIBITOR STAND – OUTDOORS.

"We're not here to win awards," Brad Lawrence, General Manager of Genie Australia said. "But the Supplier of the Year – Access Division award is highly significant for everyone at Genie."

"Collectively we have worked very hard throughout 2013 implementing our three-year strategic plan. The HRIA Supplier of the Year – Access Division award is recognition within the industry of how far we have come and that our changes for the betterment of the brand and our customers, have been noticed."

At HIRE14, Genie was the focal point of the indoor and Equipment in Action displays. In the outdoor working display area the Genie SX-180 boom lift dominated the landscape. The largest boom ever released in Australia was kept busy with customer demonstration rides throughout the three days of the HRIA convention.

## HIRE 14 FEATURE

# GENIE WOWS CUSTOMERS AT HRIA

THE 2014 GENIE CUSTOMER APPRECIATION NIGHT "TAKING YOU HIGHER, 2014" PROVED TO BE THE NIGHT OF NIGHTS FOR THE AUSTRALIAN AND NEW ZEALAND HIRE INDUSTRY.



The once in a lifetime dinner was staged in the middle of the playing field at Metricon Stadium where Genie delivered a memorable night of glittering proportions.

The highlight of the function was the launch of the Genie® SX-180 boom lift. Fittingly the official Australian and New Zealand launch of the latest and tallest super boom in the Genie fleet was conducted before the very people who make Genie great... our customers.

Accompanied by a dazzling show of spotlights, fireworks, music and an account of achievements by Genie, the SX-180 was raised into the night sky to its full, towering

height of 180 feet, well above the stadium lighting towers.

Brad Lawrence, General Manager of Genie Australia, introduced the Genie SX-180 boom lift stating that "this model represented a real game changer for our industry."

"Already we have sold five of these babies and there are more orders to come," said Brad Lawrence.

President of Terex AWP, Matt Fearon, was present at "Taking You Higher, 2014" and addressed the assembled Genie customers, speaking in glowing terms about the

Company's position in the market and buoyant outlook.

"The launch of the SX-180 demonstrates the absolute confidence we have in the organisation," Matt Fearon said.

Metricon Stadium is the home ground for the AFL team, the Gold Coast Suns. On arrival guests enjoyed a behind the scenes experience in the players' inner sanctum for welcome drinks. The Genie guests were then ushered down the home players race, bursting through an AFL style banner as the cheerleaders cheered the guests onto the field for a sumptuous carvery dinner.



**TO VIEW MORE AMAZING SHOTS FROM THE NIGHT, CHECK OUT THE ONLINE GALLERY!**

[WWW.GENIELIFT.COM.AU/GALLERY/HRIA-2014](http://WWW.GENIELIFT.COM.AU/GALLERY/HRIA-2014)



# HIREPOOL PLACES CONFIDENCE IN GENIE

FOLLOWING THE MUCH PUBLICIZED MERGER OF NEW ZEALAND COMPANIES HIREPOOL AND HIREQUIP IN 2013, THE NEW HIREPOOL HAS SET ABOUT EXPANDING THEIR HIRE FLEET.

A positive outcome of the process is an order placed for Genie® slab scissors and Genie® boom lifts, one of the biggest single orders placed in the New Zealand market. Hirepool is currently taking delivery of 90 Genie® units.

"Our purchase order comprises routine fleet maintenance together with additional units required to meet market demand for Hirepool access equipment in the Auckland and Christchurch markets," said Ant Smit, Southern Operations Manager of Hirepool.

The growth in the market reflects the strengthening of the NZ economy in general, and the rebuilding of Christchurch as it recovers from a series

of devastating earthquakes. The building and construction work being undertaken in Christchurch is expected to continue for many years.

New regulations which cover working at height, are also driving the high demand for doorway models like the Genie® GS™-1932. In applications where a step ladder can no longer be used, contractors now need to supply a small scissor lift.

"The Genie® brand represents a robust product," said Ant Smit. "It is a brand that is very well received in the market and for Hirepool it presents as a good value proposition. Genie is a brand that we have purchased for many years so we are very comfortable adding a whole group of new Genie® GS™-1932 and Genie® GS™-3246 scissors plus Genie® S™-65 boom lifts to our fleet."

Hirepool is the largest general hire company in NZ and remains wholly committed to the NZ market.

# GENIE SUPPORTS GIANT FIELD DAYS IN NZ

THE 46TH NZ NATIONAL AGRICULTURAL FIELD DAY WAS STAGED AT MYSTERY CREEK EVENTS CENTRE, HAMILTON.



Despite the weather ranging from gale winds with torrential rain through to blue sky and sunshine, nearly 120,000 visitors passed through the gates to see products on offer from the 900 exhibitors.

Youngman Richardson & Co, the New Zealand distributor for Genie® equipment, exhibited a range of Genie® products including a GTH™-2506 Telehandler, TZ™-34/20 trailer mounted boom, GS™-1932 scissor, GR™-20 runabout and an AWP™-20 personal lift. Enquires and sales were across a range of industry sectors that included farming, orchards, construction and building maintenance.

**"nearly 120,000 visitors passed through the gates to see products on offer from the 900 exhibitors."**

As an indication of the prominence which this event enjoys, it was opened by the NZ Prime Minister, John Key.



## NEW ZEALAND FEATURE

# GENIE® SX-180 WORKS ON PORT CONTAINER CRANE ASSEMBLY

TWO BIG EARTHQUAKES WITHIN A SIX-MONTH PERIOD SORELTY TESTED THE RESOLVE OF THE LYTTLETON (NEW ZEALAND) COMMUNITY. THE PORT OF CHRISTCHURCH IS SITUATED AT LYTTLETON. ALTHOUGH BATTERED AND BRUISED BY THE 6.3 MAGNITUDE EARTHQUAKE SMASHING THE TOWN AND THE PORT IN 2011, ACTIVITIES TO REBUILD AND EXPAND THE PORT ARE PROGRESSING WITH GRIT AND DETERMINATION.

This is a port which handles over 350,000 containers in a year, and growing. A fourth and new ship to shore container crane has been installed, with the very first Genie SX-180 boom lift to arrive in Australasia performing a pivotal function in the construction.

The purpose designed and manufactured container crane was manufactured in Ireland. All 1700 sections of the crane were then sent by sea freight to the Lyttleton Port of Christchurch to be erected in situ on the dock.

Specialist port services contractor, Rich Rigging, was retained to assemble this monstrous structure. Rich Rigging is an acknowledged expert in the assembly, erection, disassembly, relocation and maintenance of port container cranes.

The container crane at Lyttleton, Port of Christchurch, stands 49 m tall to the top of the beam and when complete weighs in at 850 tonnes. According to Murray Rich, MD of Rich Rigging, a tight timetable made this project tougher than normal.

"We had a window of only eight weeks to assemble this container crane," said Murray Rich.

"To assist us with this project and the subsequent port jobs in Australia and New Zealand, we purchased the very first Genie SX-180 boom lift to be delivered to Australasia. It has proven to be an excellent asset to have on our assembly project at Lyttleton."

When working on port container cranes, Rich Rigging had been using smaller boom lifts, enduring the obvious height limitation. In order to get riggers to the full 50 m heights required, a combination of mobile cranes with a man cage had to be used.

"We've been keenly waiting for the Genie SX-180 boom lift to arrive," said Murray Rich.

"This has been a step up for us and big benefit in productivity. To now have a boom free-on-wheels that will go to 50 metres plus is a great advantage in access. The biggest benefit of the Genie SX-180 boom lift is the ability to move at height."

Having the Genie SX-180 boom lift on site has delivered an added level of safety. With the ability to reach to the top of the beam on the port container crane, the boom lift has the height to reach workers in the event of an incident.

"This is the first Genie product that I've owned," said Murray Rich. "Changing brands always involves a leap of faith but we've learnt how to use the Genie SX-180 boom lift really quickly."

"It's the first machine that we've used with the X design drive chassis. It is very simple and quick to extend out making it extremely stable. There is a big mass on the ground."

With the container crane erected and now working on the docks at Lyttleton, Murray Rich and his team packed up their equipment ready to move on to the next project.

The first Australasian Genie SX-180 boom lift has successfully completed its first job in New Zealand. It is now due to depart New Zealand and head to Sydney where it will reside with Upfire.



## ON-LINE TRAINING EXPANDS

THE GENIE® ON-LINE TRAINING PROGRAM IS ENJOYING EXCEPTIONAL SUCCESS. NOT ONLY HAS THE UPTAKE OF PARTICIPANTS BEEN GROWING STEADILY, BUT THE NUMBER OF COURSES AVAILABLE HAS QUADRUPLED.

The training modules now span introductory, intermediate and advanced courses and the 12 courses cover boom lifts and scissor lifts.

According to Genie National Quality, Training and Technical Support Manager for Asia Pacific, Reg Moss, the basic concept of the training modules is convenience.

"By offering Genie training on-line, our customers can engage in service training at a time, place and pace that best suits them," Moss said.

"With conventional face-to-face training courses conducted in the capital cities, customers were often constrained by staff availability, cost and the need to travel. Our on-line training programs eliminate these issues and makes training readily available."

The uptake of technical service people in remote locations throughout Australasia and the Pacific has been pleasing. National rental businesses through to aftermarket service providers have all signed on for the training programs.

To participate in the on-line training program, customers must first register by contacting



the Genie training team. Qualifying technicians will then be allocated a unique log in and password following payment of the training fee. Then it is simply a matter of logging on to begin the training.

Once a pass grade of 80 percent is achieved, a certificate of completion will be issued to the individual. Thereafter the technician is eligible to attend face-to-face service training for Genie® products.

Full details of the Genie On-Line Service Training program can be found on the Genie web site [www.genielift.com.au](http://www.genielift.com.au) in the training section.

## CUSTOMER SUPPORT FURTHER ENHANCED

A RE-ALIGNMENT OF FUNCTIONS WITHIN GENIE HAS RESULTED IN THE CREATION OF A NEWLY DEFINED TECHNICAL SUPPORT DEPARTMENT.

Genie customers now have even better defined support with the functions of Quality, Training and Technical support coming within the one department, headed by Reg Moss.

The desire for continuous improvement is driving the development of the Technical Support Department and is committed to delivering elevated standards of support to Genie customers.

"We are absolutely dedicated to providing the very best customer support in the industry," said Moss.

"We have brought together the core customer support functions of Quality, Training and Technical Support into the one group. We've effectively created a super group for customer support which includes our expert technical support team operating in Brisbane and Perth.

Customer support is a key element behind our continued growth in the Australian market with Genie continually implementing initiatives for the benefit of customers.

## GENIE TAKES TRAINING TO NZ

THE SIGNIFICANCE OF THE NEW ZEALAND MARKET HAS BEEN underscored with Genie recently conducting a series of training sessions in Auckland and Christchurch.

Staged in concert with Youngman Richardson, the distribution agents for Genie in New Zealand, the courses were delivered by Alistair Mitchell, Genie Technical Support and Training Manager.

With the New Zealand market picking up pace, the training sessions proved to be well supported and are an important part of the Genie commitment to product support. The three training modules conducted included DC scissor, diesel booms and off hire.



The courses were well supported by the larger national hire companies operating in New Zealand. With the volume of Genie products entering the market increasing, it is "anticipated that training courses offered will also increase in 2015."

The New Zealand market also ideally lends itself to the Genie on-line training program which will soon be available to customers throughout New Zealand.

## WESTERN AUSTRALIA FEATURE

# GENIE SUPPLIES WHEATSTONE LNG PROJECT



THE WHEATSTONE LNG PROJECT IN THE PILBARA REGION, WESTERN AUSTRALIA IS A \$29 BILLION PROJECT. IT COMPRIMES AN OFFSHORE FACILITY WHICH WILL GATHER AND PARTIALLY PROCESS GAS AND THEN DELIVER VIA A 225 KM TRUNKLINE TO THE ONSHORE FACILITIES AT ASHBURTON NORTH. GENIE IS SUPPLYING A VERY LARGE INVENTORY OF BOOM AND SCISSOR LIFTS TO THE PROJECT.

Genie® access equipment is supplied via the international company Riwal, who in turn is contracted by Mammoet, a specialist global company retained to carry out all of the heavy lifting on the Wheatstone project.

Soren Rosenkrands, Chief Operations Officer for Riwal toured the Wheatstone project with the Genie team and Access Group.

"The purpose of the visit was to provide Rosenkrands with an indication of the scale of the project," said Peter Stephens, Regional Sales Manager WA/SA for Genie.

"The vastness of the landscape and the local operational conditions brings a whole new perspective to this project. Wheatstone is an enormous project with unique logistical hurdles that need to be overcome due to the distances involved."

The Genie® equipment on-site and operating at Wheatstone includes straight booms from the Genie® S™-65 through to the Genie® S™-125, plus articulated booms ranging from the Genie® Z™-45 through to the Genie® ZX™-135.

Additional Genie equipment for this project is being sourced from Access Group. Genie will continue to deliver equipment for Riwal at Wheatstone over the coming 18 months.

Rosenkrands was accompanied by Mike Davis, Brad Lawrence and Peter Stephens from Genie and Tom Fraser from Access Group. "The familiarisation with Rosenkrands proved to be exceptionally beneficial for all three parties," said Peter Stephens.

"It is often very difficult for international companies to fully grasp the distances involved in Australian projects, let alone the operational conditions. Rosenkrands now has a much better understanding of the project and the lengths to which Genie goes to support the product in the field."

## ABOUT THE WHEATSTONE PROJECT

The Wheatstone Project is one of Australia's largest resource projects. The investment decision to proceed with the project was made in September 2011, with construction started in December that same year.

The Wheatstone Project will include an onshore facility located at Ashburton North Strategic Industrial Area (ANSIA), 12 km west of Onslow in Western Australia's Pilbara region. The project site at ANSIA, is an ideal location for an LNG hub given its proximity to the vast gas resources in the Western Carnarvon Basin.

The foundation project includes two LNG trains with a combined capacity of 8.9 million tonnes per annum (MTPA) and a domestic gas plant.



From L to R: Brad Lawrence, Mike Davis, Tom Fraser, Soren Rosenkrands, Peter Stephens

# THE NEXT GENERATION OF GENIE® UNITS

IN LINE WITH THE GENIE COMMITMENT TO PROVIDE EXCEPTIONAL PRODUCT TO OUR CUSTOMERS, WE ARE MODERNIZING THE PRODUCT LINE LOOK AND FEEL.

Genie is committed to delivering products which are; intuitive to operate, straight forward to service, and set the industry standard for quality, reliability and safety.

The new Genie design communicates a contemporary, rugged look for the Genie® product line.

The fresh, modern look features the chassis presented in black, conveying an image of ruggedness and stability. The Genie blue lifting elements will continue to provide visibility. The new design also includes ergonomic features, updated hinges and latches, and stiffer covers – all of which improve the operators interaction with Genie products.

"At Genie, we are always improving. By providing a consistent and updated look, we are enhancing the operator experience. The new design ultimately provides a more interactive experience," said Brad Lawrence, General Manager, Genie Australia.

Initially, the new design will be seen on select Genie® telescopic and articulating booms, rough terrain scissors and telehandlers and other products will evolve to the new design over the next two years.



## EWPA TAKES TO THE SKIES IN DARRA

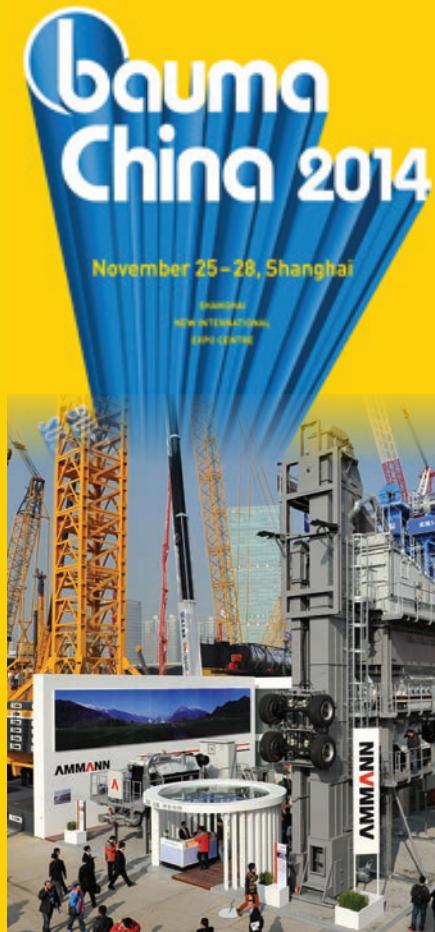
GENIE RECENTLY PLAYED HOST TO THE QUEENSLAND BRANCH OF THE ELEVATING WORK PLATFORM ASSOCIATION (EWPA) WITH THEIR MEMBERS ATTENDING THE REGULAR MEETING AT THE GENIE FACILITY AT DARRA, BRISBANE.

Before sitting down to the formal part of the meeting, all EWPA members and attendees were invited to participate in presentations made by Genie technical staff on the Genie® SX™-180 and ZX™-135 lifts. It proved to be an excellent opportunity to hear first-hand the

technical attributes behind these flagship machines.

Reg Moss (National Quality, Training and Technical support manager for Asia Pacific) and Chris Bond (National Safety/Training Manager) delivered succinct presentations on the SX-180 and ZX-135 lifts respectively. Following the group presentations, all those present had the opportunity to don a harness and take a ride to experience first-hand the capabilities of these remarkable models from Genie.





## bauma China

WHEN IT COMES TO CONSTRUCTION EXHIBITIONS IN OUR REGION, THEY DON'T COME ANY BIGGER THAN BAUMA CHINA. HELD EVERY TWO YEARS, THE INTERNATIONAL TRADESHOW FOR CONSTRUCTION MACHINERY, BUILDING MACHINES, CONSTRUCTION VEHICLES AND EQUIPMENT WILL AGAIN BE HELD IN SHANGHAI.

Bauma China 2014 will be staged from November 25 to 28, 2014 at the Shanghai New International Expo Centre (SNIEC) in Shanghai. The last bauma China delivered impressive proof of its status as the biggest and most important sector event in Asia – Pacific Region. All records were broken... with 2,718 exhibitors from 38 countries, 177,080 visitors from 141 countries, and 300,000 square meters of exhibition space.

**Once again Genie will be a prominent exhibitor. Will you be joining us in Shanghai too?**

Contact your regional Sales Manager if you are planning to attend bauma China 2014.

**NOVEMBER 25-28 2014**

## 50,000 PART SEARCH MILESTONE

THE PARTS PORTAL CONTINUES TO ENJOY EXCEPTIONAL USAGE, WITH GENIE CUSTOMERS AUSTRALIA WIDE LOGGING ON TO CHECK OUT INFORMATION ON GENIE® PARTS.

At 7:16 am on June 26th, Mark Shea at Force Access officially recorded the 50,000th parts search. And just for the record, the Genie part number that Mark was searching for was #144065, a Genie coil cord for the GS scissor series.

Mark Shea is the National Parts Manager for the Force Group, based in Homebush, Sydney. By coincidence, Mark also logged the 10,000th parts search last year.

The Genie online parts system is certainly proving to be a big benefit to Genie customers. Customers can log on at any time of the day or night to check and order parts. This has proven useful for the larger customers who can process numerous parts at once. And the smaller one or two person service operations are able to order their



parts late in the day for collection from Genie the following morning.

"Our on-line parts ordering system has been a wonderful success for customers and the Genie team alike," said Michael Carmody, Genie Group Parts Manager.

## GENIE SUPPORTS EWP TRAINERS

THE NSW BRANCH OF THE ELEVATING WORK PLATFORM ASSOCIATION (EWPA) STAGED A BIG BOOM PRODUCT FAMILIARIZATION DAY FOR EWPA TRAINERS. THE EVENT WAS HOSTED BY JOHN GLOVER, FROM FORCE ACCESS AT THEIR GIRRAWEEN MAINTENANCE FACILITY.

Many members who offer training on boom lifts, don't get the opportunity to experience the larger boom lifts. It was thought that a familiarization session on big booms would be a significant benefit to the trainers. The big boom lifts have controls and features that smaller booms under 90° do not have, for example envelope control.

Genie was a willing supporter of the initiative by supplying the Genie® ZX™-135 boom lift for the day.

A product demonstration

was delivered by Phil Mackenzie (Genie NSW Service Manager). His presentation highlighted the key features of the Genie ZX-135. These included the ease of set up with the X-Chassis and the range of inbuilt safety features.



**EWPA**



Following the presentation, the EWPA trainers were then able to take to the ZX-135 lift and experience the big boom phenomenon for themselves.

# FIELD SERVICE TECHNICIANS WEST COAST

The Genie commitment to customer support in the field is backed by a strong group of Field Service Technicians. Our technicians in the Perth and Adelaide branch offices of Genie, are often called upon to travel extensively in WA and SA; to the distant outback locations where mining and gas projects are booming.

By providing Genie technical support to the locations where Genie products are working, the very best in after-market product support is on-tap.

**CALL** 1800 331 600



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## COMPETITIVE FINANCE? ASK HOW TEREX FINANCIAL SERVICES CAN HELP

- Provides an alternative funding source to traditional bank lines.
- Customised finance solutions to meet your specific requirements.
- Solid understanding of access industry and the Genie® range of products.
- Competitive interest rates – more cost effective than a broker.
- Products offered – Finance Lease, Commercial Hire Purchase, and Specific Security Agreement (Chattel Mortgage).



**Terex Financial Services is a member of the Terex family and we are committed to assisting Genie customers with financing options.**



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THANK YOU FOR YOUR BUSINESS!

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