

BlueNews

NEW GENIE® GTH™-2506

THIS TELEHANDLER
WILL TAKE A LOAD
OFF YOUR MIND

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A QUARTERLY NEWSLETTER FOR OUR GENIE CUSTOMERS

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www.genielift.com.au/yoursay

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We would love to hear about it. Please contact catherine.kerton@terex.com

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Welcome

to another edition of Blue News, the magazine for Genie customers throughout Australia and New Zealand.

The new financial year has started with a great deal of uncertainty for our industry. One of the industry's largest rental businesses went into receivership and this has caused us all to look at our own businesses and reflect on our strengths, weaknesses and long term financial viability.

Today there is only one thing in any business that is certain, and that is change. The way business is done today will not be the way it is done tomorrow. Every business must be prepared to embrace change and evolve to survive. Our industry is quite busy right now with national utilization ranging from 75% to 85% and there are pockets of opportunity across Australia and New Zealand for those companies prepared to evolve, grow and change to meet the market.

Genie is no different as we head into our 19th year of operation in Australia. Right now we are busy growing and evolving to make sure we are ready and able to help our customers take advantage of any and every opportunity which presents itself. To this end we are developing a fleet replacement



Brad Lawrence

**General Manager,
Terex AWP Australia**

strategy which includes expanding our 10 year rebuild facilities across Australia and we are also creating a channel for moving used equipment out of Australia and into developing markets in Asia.

2016 also marks an important milestone for Genie. 50 years ago (1966) Genie was born with the invention of the Genie® Hoist and this product is still sold today along with over 60 other products. For the second year in a row Genie has been recognized by Access International Magazine as the top access manufacturer in the world and in our 50th year Genie will be planning celebrations across the globe. We hope all our local customers in Australia and New Zealand will help us celebrate this important milestone at the HRIA Convention on the Gold Coast.

Happy reading, and as always, if you have any comments you can call me directly on 0408 884461 or email me at brad.lawrence@terex.com.

Mike Davis Report on the Asia Pacific Region



Mike Davis

Vice President and Managing Director, Terex AWP Asia Pacific

There are a number of hotspots of activity across the Asia Pacific region, one of which is Sydney.

The market is very active due to low interest rates, increased government spending and overdue infrastructure investment which means the Sydney area is experiencing a big construction boom. One of the many projects is the Barangaroo development along the harbor in central Sydney. The project is well underway.

Vietnam is also an exciting place right now because many manufacturers are starting to shift away from China where costs are beginning to rise. Samsung has been one of the biggest and most aggressive investors into Vietnam with considerable investment in new factories that make everything from washing machines to LED video displays.

UpHire Becomes One of Australia's Largest Suppliers of Genie® SX-180 Boom Lifts

With UpHire taking delivery of a new Genie SX-180 boom lift, the Penrith-based access equipment company has become one of the largest suppliers of SX-180 boom lifts in Australia and New Zealand, with its fleet of these boom lifts now numbering three.


Presently, all Genie SX-180 boom lifts on UpHire's books are spoken for, with two of them working at Port Botany, and the third working at the massive Inpex LNG construction project in Darwin. The three Genie lifts are contracted at their respective locations until the end of 2015.

So, what is it about the Genie SX-180 boom lift that particularly appeals to UpHire? According to managing director Nigel McKinley, there were a number of good reasons to go with this unique machine. A key one is its extensive range of motion. "We needed a machine with an operating weight of 340 kg throughout its entire working envelope, and the Genie SX-180 boom lift is the only high reaching boom on the market with such a capability. It enables three workers to be in the basket, and for two of them to be dropped off to work at the heights required.

"At Port Botany, amongst other uses, the Genie SX-180 boom lift can carry two construction workers at a time to the top of the three new cranes presently being built, and at the Inpex site there are any number of construction applications the Genie SX-180 boom lift is being put to."

When UpHire took delivery of its first Genie SX-180 boom lift in mid-2015, it was immediately put to use at Darling Harbour Live, a major reconstruction of Sydney's western harbour. The first self-propelled boom lift on site to reach 180 feet, it worked together with a 350 tonne crane in steel erection. At the completion of that job, the Genie SX-180 boom lift was moved to its present job in crane construction at Port Botany.

"The Genie SX-180 boom lifts have been working well for us, we're pleased to have the three of them in our fleet," said Nigel. "These machines have unique capabilities that fit a market need, particularly for getting two workers at a time to very high places.

"As for the question of 'Have they lived up to our expectations?' The answer is yes, definitely." 

For further information:
www.genielift.com.au/sx-180



Genie® GTH™-2506 Telehandler Will Take a Load Off Your Mind

If you're considering adding a compact telehandler to your fleet, then the Genie GTH-2506, with its enhanced Load Management System (LMS), is definitely worth a look.

A revamped LMS is the headline act with the latest Genie GTH-2506 model, according to Mike Randle, Terex AWP Engineering Manager. Genie was the first manufacturer in Australia to offer a rated capacity limiter on telehandlers. "We then proceeded to make LMS a standard feature on all our telehandler models," said Randle.

"The LMS in the latest Genie GTH-2506 telehandler is more sophisticated than previous models and it has been fully integrated into the machine's control system," said Randle. "It provides the operator with more information via a dynamic load chart which is presented on a 7 inch colour display."

The LMS also includes a reversing camera, optional forward/side camera and optional

operator access controls that can be setup to restrict which attachments each operator can select. The LMS can be configured for full operator access or restricted access via a 4-digit PIN code or a unique electronic key.

Other improvements built into the revamped Genie GTH-2506 telehandler include upgraded load chart parameters, increased manoeuvrability and enhanced drivability over rough terrain.

The cab has been redesigned to include an air suspension operator seat, improved joystick ergonomics, a tinted top view front window, a large glove box, a manual holder inside the door, plus an integral air conditioning system to optimise operator comfort. "The Genie GTH-2506 telehandler offers a more pleasant working environment

and the electronic controlled engine and improved hydraulics combine to create more responsive controls," said Randle.

Focusing on jobsite safety, excellent visibility from inside the cab provides operators with the wide field of vision they need.

Among other outstanding design features, the axles of the Genie GTH-2506 telehandlers are notably equipped with double brake discs to combine the advantages of increased braking power with the durability required to operate for long hours in rough jobsite conditions.

The maintenance of the Genie GTH-2506 telehandler has been improved too, according to Randle. "The valve bank, the fuel tank, the radiator, filters and greasing points are easy to get to," he said. "Even the engine covers are designed to open at just the right angle and the engine tray is easy to remove." **G**

**UPDATED
FEATURES,
SAME GENIE
QUALITY**



For further information:
www.genielift.com.au/gth-2506

GENIE® GTH™-2506 TELEHANDLER

Commonality in parts and attachments on all Genie telehandlers

Robust performance ready for anything on or off road

The new air conditioned cabin provides the operator excellent field of vision

Simple and intuitive control system

Low running costs

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Load Management System and reversing camera

New heavy duty steel guards

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Genie® SX-180 Boom Teams Up with Terex Cranes at CICA Show

The 2015 Crane Industry Council of Australia's (CICA) Conference, Exhibition and Crane Display was held at Perth's magnificent Crown Metropol in Burswood, and it was notable for the presence of the mighty Genie SX-180 self-propelled boom lift.

The event, held in early September, proved very successful with 400 delegates attending the event, along with 50 exhibitor booths and 25 cranes including four Terex® cranes: MAC 25, AT 22, AC 100/4L and AC 250.

There was also an increased presence of access equipment on display at the CICA exhibition, according to Danny Black, CICA President and General Manager of Terex Cranes Australia. "It was great to have the Genie SX-180 boom lift, the firm's highest reaching self-propelled boom, at our conference," said Black, who believes there is value in the access industry sharing in the CICA Conference from a lead generation standpoint. "There is a crossover with some of our members owning cranes and access equipment," he said. "The crane and access industry also share a number of challenges


such as safety and industrial relations. Our speaker line-up is also very strong with a mix of technical, business and general interest presentations, which makes it attractive to those in the access equipment industry."

Paul Greville, Service Manager, WA/NT, Terex AWP, who led the Genie SX-180 exhibit, said the massive boom lift attracted plenty of attention. "We had a number of potential customers ask us about what the Genie SX-180 lift does, its capabilities and how safe it is when it's operating at 180 feet in the air compared to a crane that has a man cage that swings around," said Greville. "It was great that we had our Genie SX-180 boom lift at the conference."

"The CICA Conference proved a great chance for us to get into the crane market and our exhibit was very good and attracted plenty of foot traffic."

The CICA conference's speaker program included author, poet, rugby commentator and Australian Sudoku team captain, Mick Collis, who recently competed in the World Sudoku Championships in India, and best-selling action author, Paul Carter. There was also a presentation from Beyond Blue's Tim Marney about health issues common to the crane industry.

A number of high quality technical presentations were delivered at the conference. "Klaus Meissner, a mobile cranes expert, who started his career in 1988 with Terex Cranes Germany, presented some excellent information relating to mobile crane safety and man/machine interfaces," said Black.

Hans-Dieter Willim, a German designer, who is a member of the International Cranes Stakeholders Assembly (ICSA) working group, also delivered an excellent presentation on metal fatigue. Willim was in Australia to attend the annual meeting of the ICSA, which was hosted by CICA prior to its conference in Perth. "The ICSA meeting brought together 20 participants from 7 countries representing industry users and manufacturers from around the world, and it reviews key items of importance to the crane industry worldwide," said Black. 

For further information:
www.genielift.com.au/sx-180



Sydney-Based Botany Access Expands Into QLD as Brisbane Access

Botany Access, a family-owned and run business established in Sydney in 2001, has spread its wings and opened a Brisbane branch this year. With its new premises at Yatala, and a new name for the Queensland offshoot – Brisbane Access, the business is undergoing healthy growth.

David Wright, who was previously NSW service manager and has had some ten years with the company, has been appointed Qld state manager. He is backed up by Stephen Seal, who is the new head of Qld sales. Together they are spearheading the company's move into Queensland.

Justin Brownbill, director and owner of Botany Access and Brisbane Access, is delighted with the company's expansion north of the border. With enormous work opportunities in Qld he sees great potential for the Brisbane-based offshoot.

Already the new venture is looking healthy. For example, Brisbane Access has recently provided access equipment to the major redevelopment of Pacific Fair on the Gold Coast. It started with providing two Genie® S™-85 straight booms to the job, delivered in mid-September and early October, and this number is planned to increase to ten Genie booms working on the site in due course, Justin says.

This is a vote of confidence by Botany/ Brisbane Access in Genie equipment. Justin likes it for the following reasons, saying Genie, "has reliability that's second to none, always has stock availability, and has service backup that's really well done – so going with Genie is a really good choice for us."

Presently, Brisbane Access has about 80 access machines available for hire, with plans to grow the fleet to well over 200 units. The Genie S-85 boom is the highest reaching of all of them at this stage.

Looking to the future, Justin is optimistic about his Brisbane-based business. He sees plenty of potential which he and the Qld team plan to capitalise on by "offering great service – this is the way to build a business and to grow a quality clientele that's a pleasure to deal with."

We wish Justin and his team at Brisbane Access good luck, and it looks like they're off to a flying start. **G**



HRIA/EWPA Trade Night in Perth Attracts 100 Guests

The chance to see the latest equipment while sharing a barbecue, relaxing with a few beers and having a shot at winning speed pool attracted over 100 guests at the recent HRIA/EWPA Perth trade night.

Mid-September saw the Genie Perth team play host to a successful and highly enjoyable trade night for the Hire and Rental Industry Association (HRIA) and Elevating Work Platform Association of Australia (EWPA).


Held onsite at the Genie Welshpool premises, it was the fourth of these combined association events held in WA over the past two years, and with an attendance of over 100 guests it was certainly the most successful function to date.

The trade nights continue to gain traction, and with good reason. These events provide a valuable opportunity to showcase members' latest equipment and to network with industry representatives – all in a relaxed environment.

The September trade night was no exception with a range of suppliers providing displays of new equipment and technology. The Welshpool yard came alive with stands from Genie, Crommelins Machinery, Boya Equipment, JCB Construction Equipment, Specialised Force, Wacker Neuson and Hilti. It was also an important opportunity for the Genie team to introduce two booms recently launched to market – the Genie® SX-180 boom lift and the Genie® Z™-62/40 boom lift, both of which attracted considerable interest among attendees.

Peter Stephens, Terex AWP Regional Sales Manager WA/SA, kick-started the evening, taking to the microphone to welcome guests and highlight the value of these functions to our industry. With the formalities over, attention quickly turned to the highlight of the event - a speed pool competition run by Crommelins Machinery.

Played using six balls instead of the traditional 15, the pool competition gave guests the chance to pit their skills against renowned Australian international billiards player Ben Keen. Up for grabs were three AR505RLW pressure cleaners each valued at \$350 generously donated by Crommelins.

WA's next HRIA/EWPA trade night is scheduled for the first quarter of 2016, and we look forward to continuing to support and be a part of this growing industry initiative. 



Photos courtesy of Crommelins Machinery for HRIA WA

It's All Fab with Genie® Z™-62/40 Boom Lift

A leading service provider to the mining and heavy construction sectors and now with two brand new Genie Z-62/40 boom lifts in its fleet, Alfabs Group can present its clients with the latest in articulating boom lift technology.

Headquartered in Kurri Kurri in the NSW Hunter region, Alfabs recent experience includes several significant fabrication and construction projects including the expansions of Newcastle Coal Infrastructure Group (NCIG), the Boggabri Gantry in north western NSW and at the Moolarben Coal Mine in mid-western NSW.

The firm has been hiring out mining equipment for 20 years, and in 2003 expanded the model to include access and industrial materials handling equipment such as fork lifts and telehandlers. For the last 18 months, Alfabs has been very loyal to Genie, according to Brent Markwell, Genie Territory Manager, NSW/ACT. "Everything they have bought, has been Blue [Genie], including some new telehandlers they acquired recently."

Up the ante with a Genie Z-62/40 boom lift

Alfabs went for the new compact and hardworking Genie Z-62/40 articulating boom lift because it will enable the firm to offer more effective solutions to its mining

and construction clients, according to Jacob Bellamy, Fleet Coordinator / Technical Support, Alfabs. "Having a zero tail swing enables the Genie Z-62/40 boom lift to be used in the tightest of positions," said Bellamy. "The new Z-62/40 boom lift has better reach [than a Z-60] yet it's retained the compact design, which enables it to be the most effective solution available in its range.

"Combined with the Genie Operator Protective Structure and Operator Protective Alarm systems, owning a Z-62/40 boom lift means we are able to ensure the safest operating conditions for the end user."

Markwell said: "Genie has increased the height, outreach, transportability and key features of Genie Z-62/40 boom lift while decreasing the overall weight of the product. "In designing and producing the new Genie Z-62/40 boom lift, we are building on the strengths of the previous model, and enhancing them," said Markwell.


The Z-62/40 boom lift increases the working height from 20.39 m (66 ft 4 in) to 20.87 m (67 ft 11 in), compared to the old model. It

provides more horizontal outreach with a maximum of 12.47 m (40 ft 11 in) compared to 11.05 m (36 ft 3 in) previously. The platform can also be lowered to 2.26 m (7 ft 5 in) below ground level.

Markwell said: "The Genie Z-62/40 boom lift has a larger working envelope than its predecessor. This will help reduce rental companies' inventory costs, because previously they would have needed to buy a significantly larger and more expensive machine to achieve the extended reach and capabilities of this new model."

Another valuable benefit for users of the Genie Z-62/40 boom lift, particularly in terms of ease of use and productivity, is its Genie Fast Mast™ boom system. "With this, operators can descend and retrieve needed tools or materials and quickly return to working height," said Markwell.

Genie track record a big tick

From the outset, Alfabs was mindful of the Genie brand standing for delivering reliable equipment such as the Genie Z-62/40 boom lift. "Our fleet ranges from the largest Z™-135 to the Genie® Z™-34/22 N boom lifts, as well as a range of scissors that enable us to offer a full range of solutions to help our customers complete their projects on time," said Bellamy. 

For further information:
www.genielift.com.au/Z-62-40



Lifting and Access Gear Working Together to Get Jobs Done

Brisbane-based Universal Cranes has been making some hard jobs simpler and safer, by bringing access equipment to the equation. There is a synergy between lifting and access gear, and Universal Cranes has found it, and is using it.


What's going on here in this picture, is a job Universal Cranes recently undertook in Brisbane. Universal Cranes was contracted to transport to, and erect in place, a fibreglass tank at a chemical plant. The tank was about 2.5 tonnes, 10m tall and 3.5 m round. The job entailed one pick and carry crane, a Terex® Franna Mac 25, and a Terex® Demag 55 hydraulic slew crane, removing the tank from a truck, then moving it into its correct, final position on site. The rigging work for both the 25 tonne and the 55 tonne Terex cranes was done by an operator in a Genie® Z™-60/34 articulating boom belonging to Universal Cranes. Working

together, the task was completed in under three hours, and all involved were pleased with the successful result.

In this particular job, Universal Cranes was the owner and operator of all the key equipment involved – the two Terex cranes and the Genie articulating boom. According to Luke Henry, the company's crane and sales supervisor, and job manager on this project, "The way it works at Universal Cranes is that when we supply lifting and access gear, it usually includes supplying operators for the job too, for all the equipment. While we do offer our

access equipment for hire, we mostly use it in-house on our own jobs – just like the one in the photo."

The trend of using access equipment with lifting equipment has become more widespread, Luke Henry believes. At Universal Cranes, for example, he says "Many of our workforce have EWP (Elevated Work Platform) tickets, and nearly 100% of our riggers have this qualification, it just makes them more versatile.

"In our fleet we also have Genie® S™-80 and Genie® S™-45 boom lifts, as well as many scissor lifts, which are mostly used by our riggers to assist our crane operators. The fact is, there's a natural fit or synergy between access and lifting gear and what each piece of equipment can do. By us being able to provide both to our customers means we can service them better which gives us more to offer them – so everybody benefits." 

Mildura Cranes and Access Takes Delivery of Four New Genie Scissor Lifts


Keeping your fleet up to date is a key part of being successful in the access equipment hire industry, and in this spirit Mildura Cranes and Access (MCA) has recently taken delivery of some new Genie scissor lifts - two Genie® GS™-2669 RT and two GS™-3369 RT models.

MCA co-owner Paul Morris said, "We believe in keeping our fleet fresh, with the most up to date gear possible available in it. Buying new Genie scissor lifts for our hire fleet is part of that process. They are good products, and the four scissor lifts are versatile pieces of equipment."

The new Genie scissor lifts will be replacing MCA's older Genie scissors. The new models are very capable machines - the GS-2669 RT has a 9.75 m working height and up to 680 kg lift capacity, while the GS-3369 RT has an 11.9m working height and up to 454 kg lift capacity. Both can be driven at full height, and both have four wheel drive and the ability to tackle very tough terrain, which means they can be put to a wide range of applications.

Paul said, "Our Genie scissors have been mainly used in construction, both commercial and residential, as well as for solar panel installation. That said, all sorts of people use them, from sign writers to shed builders. And the fact we also have Genie booms for hire means anyone needing access to heights can be well catered for by us."

MCA is a six year-old business selling and servicing access equipment, and offering access equipment and cranes for hire. They grew out of an existing Mildura-based equipment business, which was purchased by two of its then staff, Paul Morris and Peter Saunders. They changed the company name, and became MCA's owners and operators. They have built the business up into the thriving operation MCA is today, and have increased the equipment fleet significantly over the period. Indeed, Paul says the fleet is now about 40% larger than when they bought the business, and much of the equipment, around 50%, is made by Genie.

Paul said, "We like working with Genie, they back up their machines very well. Their technical and part services are second to none. Their services guys are brilliant in helping us out with technical questions, and they get parts to us quickly, which means we can service our clients, even in remote areas, in a very timely way - which is a big seller for us. Good service is everything, and Genie provides it to us." 

For further information:
<http://genielift.com.au/products/self-propelled-scissor-lifts>



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