

BlueNews

**GENIE EXTENDS
SUPER BOOM
PRODUCT LINE
WITH NEW
SX™-150**

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#1 AERIAL WORK PLATFORM MANUFACTURER*

*Based on 2014 aerial work platform global equipment revenue (Access International, May/June 2015). Includes powered access manufacturers. Excludes telehandlers and manufacturers of non-powered access equipment.

A QUARTERLY NEWSLETTER FOR OUR GENIE CUSTOMERS

EDITOR-IN-CHIEF

Catherine Kerton, Genie

WE VALUE YOUR FEEDBACK

www.genielift.com.au/yoursay

GOT A GREAT APPLICATION WHERE YOU HAVE USED YOUR GENIE EQUIPMENT?

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

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Welcome

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

There is no doubt that the number one issue facing our industry right now is rental rates. More than ever the industry is talking about how low rental rates are on most models and that it is "a race to the bottom" as hire companies attempt to retain their key accounts.

What makes this whole discussion perplexing is the fact that rental rates continue to drop despite the fact that national rental company utilization is quite high at 75% - 90%. Simple economics would tell you that as demand increases (utilization) so should rental rates but unfortunately it is not that simple. When applying the theory of supply and demand there is an assumption that the market is "fully informed" and all players in the industry know the average rate for a piece of equipment.

A few years ago the US rental industry faced the same issue we now face in Australia and to address this issue they established an independent company that collates rental rates and utilization by model on a monthly basis and reports that information back to the companies that contribute. This independent company has been releasing information for over 3 years and the number of contributors continues to grow as the

Mike Davis Report on the Asia Pacific Region

After 4 years, this will be my final column for Blue News. I'm relocating to Switzerland, where I've been appointed as Vice President, Terex Business System (TBS) – Terex Cranes.

In my place, Jim Barr is returning to the region as Vice President and General Manager, Asia Pacific – Terex AWP. Jim brings a significant 25 years of experience to the table, including his leadership of the Greater China commercial team since 2011. He's also well known in Australia for taking a leading role in the establishment of the Genie brand in this country. Jim has a tremendous knowledge of the aerial work platform industry and I wish him well in his new role.

At Terex AWP, we take pride in our continuity of leadership. With Jim taking over the reins at Terex AWP in Asia Pacific, we believe that



Brad Lawrence

General Manager,
Terex AWP Australia

value of this information is realized. Ultimately what rates are set by each rental company is a decision for that business, but I would have thought the more information that is available the better the decisions will be. Food for thought?

As an OEM there are a few ways we can help with improving your profitability. Firstly, we can design and build products that can command a higher rental rate and secondly we can lower your maintenance costs on existing Genie equipment. To the first point we will be launching over the next 18 months over half a dozen new products which are specifically ROI focused from either a design or cost perspective. With respect to maintenance costs, we have just released new servicing guidelines on Genie booms which will save approximately 10 hours service labour time per machine per annum. Please contact your local service manager for the details.

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

Vice President
and Managing
Director, Terex
AWP Asia Pacific

this change will continue to increase your confidence in the Genie brand – and the value you place on our ability to deliver industry best customer service.

Finally, I would like to thank you for your support and business during my time in this region, and the Genie team continues to look forward to supporting you in the AWP marketplace.

New Genie Maintenance Protocol to Streamline Boom Lift Care

Genie has designed a new consolidated maintenance protocol that enables customers to complete the entire program for all Genie® S- and Z- boom lift models in less time.

With this new approach, maintenance procedures are reduced, or even eliminated, to save time and labour costs, according to Mitch Ely, National Operations Manager, Terex AWP.

Even more significantly, the new maintenance protocols provide the flexibility rental store owners need to keep their equipment on rent longer while making routine tasks a priority. “We realise that our customers have limited time to take care of maintenance tasks between rentals,” said Mitch. “To make completing routine tasks more manageable, Genie has designed a new approach to maintenance that

condenses procedures into one manual for the entire boom family, and has extended service intervals, so the whole process is easier and takes less time to complete.”

Previously, Genie offered 24 separate manuals to help customers maintain their boom lift equipment. With the new maintenance protocol, all of this information is condensed into one, easy-to-use manual. The one-stop maintenance manual, which comes in hard copy and digital format, contains complete performance specifications, and a streamlined list of maintenance tasks to ensure that every Genie boom lift spends less time in the shop and more time out on rent.

In addition, the new protocol includes extended service intervals recommendations. Many periodic procedures for example, have moved from quarterly and semi-annually to annually. Commissioning has changed, too. Rather than performing some of the tasks at the 30-hour mark and some at 50 hours or longer,

now all of the commissioning assignments are set for 50 hours and 150 hours. “Our new protocol will reduce boom maintenance by 10 hours annually and up to a 25 percent reduction in service resources per boom,” added Mitch. “That’s some real savings.”

The new Genie protocol also standardises maintenance processes across the entire Genie boom family product line, with more product families to follow suit in 2016. 

THE NEW MAINTENANCE PROTOCOL IS AVAILABLE NOW

Download the new manual for Genie S- and Z-boom lifts at genielift.com or order a hard copy using service part number 1268489.



Genie Extends Super Boom Product Line with new SX-150 Boom Lift

Genie continues to beef up its Super Boom product family with the announcement that the new Genie® SX-150 telescopic boom lift is set to hit the market very soon.

Offering uncompromising productivity, reliability and serviceability, this boom lift provides industry-leading capacity with a full working envelope. The new SX-150 boom lift is a great fit for construction, maintenance, telecommunications, gas and oil refineries, chemical maintenance, and large utility applications.

"We are continuing to answer customer needs by adding value to our Super Boom product line with the new SX-150 boom lift. We consider this boom lift to be a 'versatile workhorse' that is tremendously durable

for challenging environments," said Brad Lawrence, General Manager Australia, Terex Aerial Work Platforms (AWP). "It's a cost effective choice to reach challenging jobsite applications, while still ensuring the quality and reliability Genie customers have come to expect."

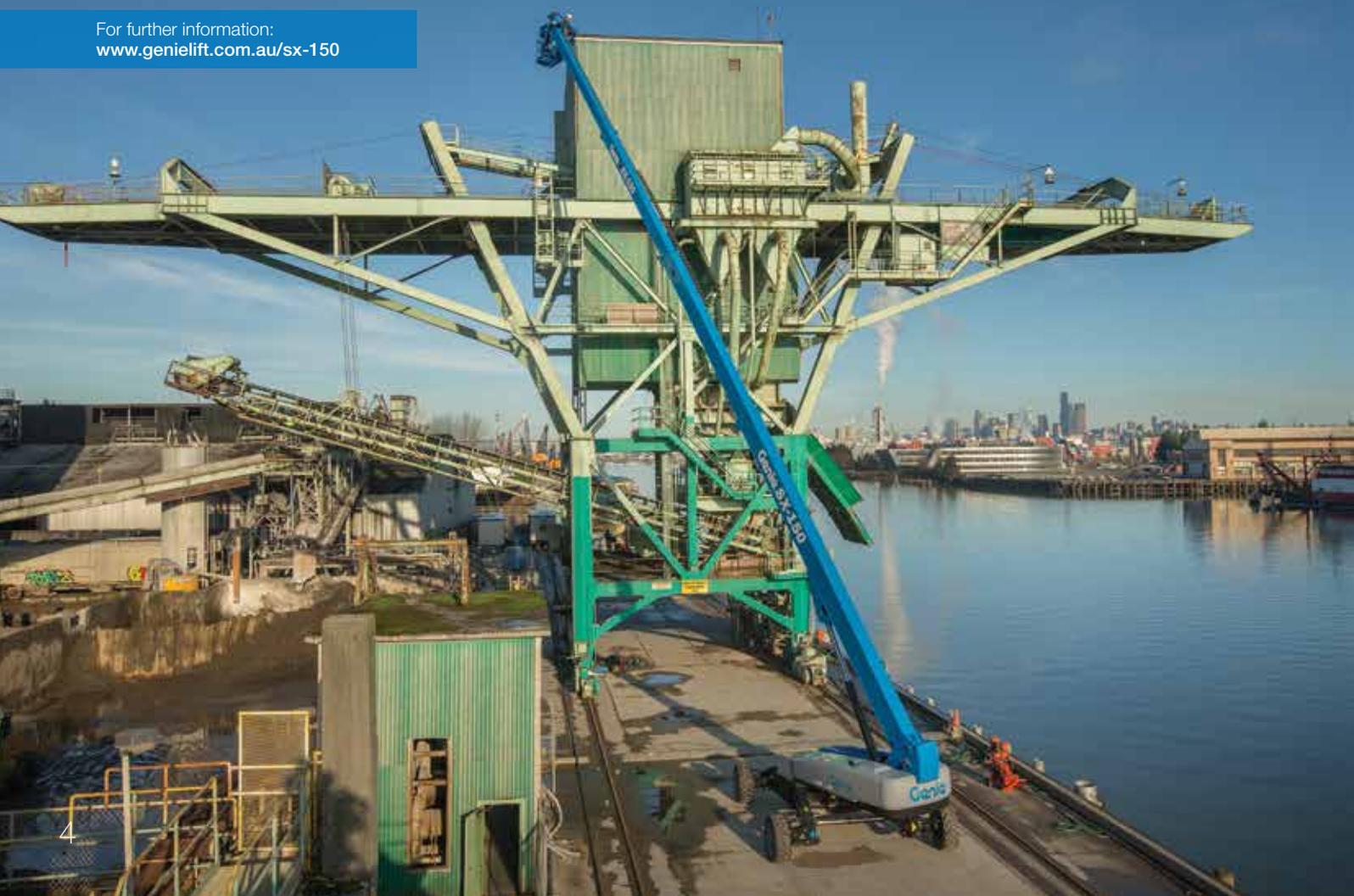
Offering excellent productivity benefits, the SX-150 boom lift reaches its full platform height of 46.33 m (152 ft) in under three minutes. The boom offers four programmable height settings of 45.72 m (150 ft), 41.15 m (135 ft), 36.58 m (120 ft) and 30.48 m (100 ft) for rental versatility, and a 3.05 m (10 ft) horizontal and vertical rotating jib allows for quick local repositioning of the platform. With a horizontal outreach of 24.38 m (80 ft), this boom also offers 21.34 m (70 ft) of outreach at 36.58 m (120 ft) of platform height. The SX-150 boom lift provides unrestricted range of motion with a lift capacity of 340 kg (750 lbs) for a maximum of two people.

The boom uses an identical, field-proven chassis design as employed on the SX-180 and ZX-135 boom lifts. External sensors and manifolds are protected under steel covers that are easily removed providing excellent service access. The unit uses a Deutz® Tier 4 interim engine. The rotating jib worm drive reduces backlash while increasing reliability and offers 60 degrees of horizontal motion for increased working area. The SX-150 boom lift contains hydraulic hard lines wherever possible to increase durability while a hydraulic filtration system ensures cleanliness.

"Genie® products are known for their serviceability, and the SX-150 boom lift is no exception. This product was designed with the service technician in mind," said Lawrence.

The Genie SX-150 boom lift will be available in Australia by the end of Q1 2016. Call your local sales representative for more information. 

For further information:
www.genielift.com.au/sx-150



**Unrestricted ROM
340 kg (750 lbs)
capacity puts 2
people + tools
anywhere in the
working envelope**

**3.05 m (10 ft) horizontal
and vertical rotating jib**

**4 programmable height
settings for rental versatility**

**Under 3 minutes
to full height**

**All external sensors
are protected
under steel covers
that feature laser
inscribed labels**

GENIE® SX™-150

TELESCOPIC BOOM

**100 ksi steel in
the mast results in
structural strength**

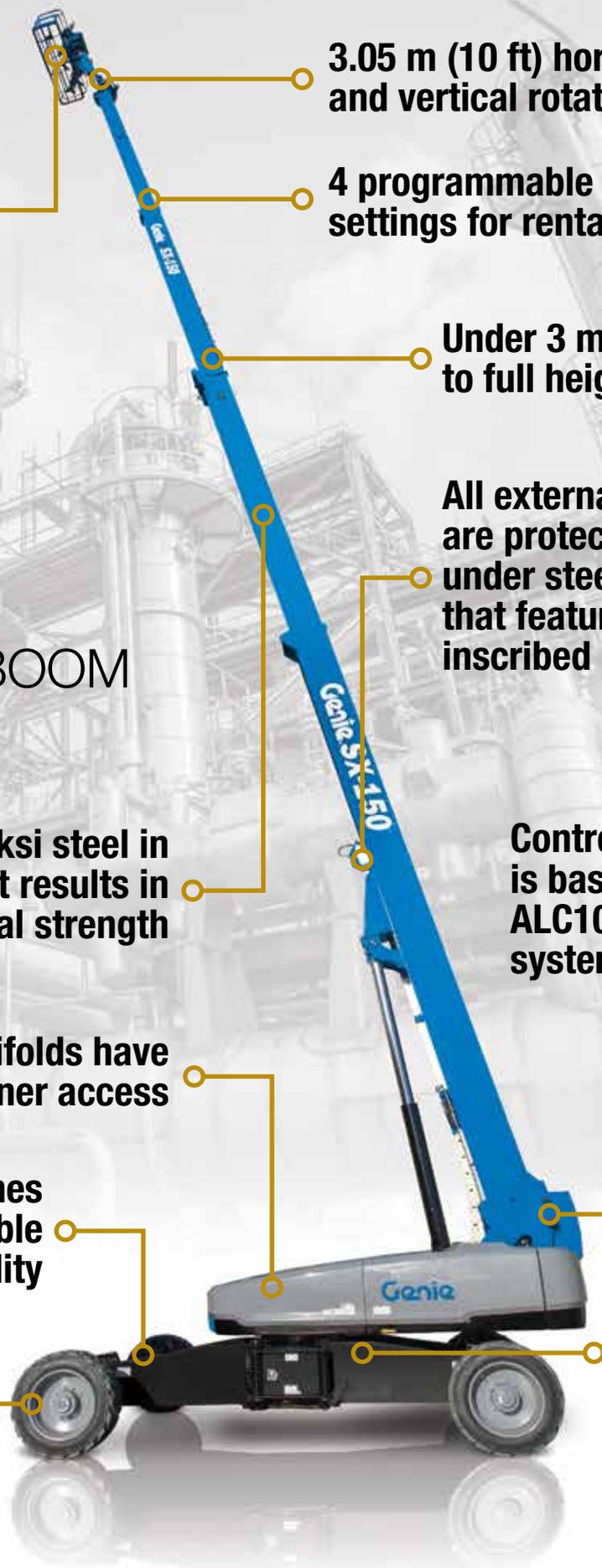
**Control system
is based off our
ALC1000 control
system**

**All manifolds have
easy spanner access**

**Hydraulic hard lines
wherever possible
increase durability**

**Patented
XChassis™
System with
extendable
axles**

**RT foam-filled
tyres standard**



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Access Equipment Hire Opens in Sydney

As a key component of Access Hire's strategic growth plans, in October the Perth-based business opened its doors in Sydney, with operations based at St Marys. Access Hire, a specialist division of parent company Access Group Australia, has spread its wings across the country over the past 15 years, with branches throughout Western Australian, South Australia, Northern Territory and New South Wales.

According to the CEO of Access Group, Tom Fraser, the time was right to make the move in the market and ramp up the brand's national expansion: "A lot of our customers have asked us to have a national footprint, which is one of the major reasons we have come to the East Coast. We originally opened a Newcastle branch in July last year, and I think moving into the greater Sydney area will now enable us to service our customers nationally."

Access Group does not do things by halves, and will be offering customers the full range of Genie equipment, starting from small Genie® GR™-15 runabouts and GS™-1932 scissor lifts, through to mid-size and large scissors such as the Genie® GS™-5390 RT, as well as articulating booms including the highly versatile Genie® ZX™-135/70 boom lift. Access Group also has the highest reaching Genie® SX-180 boom lift in its fleet, and Mr Fraser says the boom lifts can be transported readily to locations on the East Coast as required.

Boasting an all-new fleet featuring the world leader in access equipment, Genie, there will be over 650-1000 machines based at the Sydney site within the next 12-18 months. Mr Fraser stated: "We plan for all of this to be Genie equipment and for us to be a 100% Genie supplier – and as long as Genie continues to supply industry leading service, we will continue to be a Genie supporter."

"We have a strong working relationship with Genie for a number of reasons. There is a lot of synergy between our operations. The Genie ethos is in alignment with our values and the way we conduct our business, and we believe that Genie is a very good brand with excellent products."

"Having said that, in light of market rates recently dropping, a key challenge for Genie currently is assisting its customers to achieve the sort of ROIs that ought to be achieved by any profitable business. I believe that focusing on lean and continuous improvement is a positive way that Genie is addressing this challenge."

Mr Fraser also stated that their loyal customers in the access equipment industry not only demand, but expect, the best. "We have always listened to our customers, and they have helped shape our business to the success that it is today. This is why we continue to support the Genie product. We believe it is a market leader, just as we are in our business, and it's the right fit for us."

Genie is delighted to be working with Access Hire in its move into the Sydney market, and anticipates the new branch to be a great success. 



Hirepool Continues Partnership With Genie for 2016

Leading New Zealand general hire firm, Hirepool, has made a significant investment in its extensive access equipment fleet, with the purchase of 57 Genie® GS™-1932 scissor lifts and 32 Genie® GS™-3246 slab scissor lifts.

“Our customers have high expectations when it comes to safety, quality and productivity, and Genie is considered very highly in this regard in New Zealand and globally”, said Matt McLaughlan, from Hirepool.

Matt stated that, “We want to keep our fleet modern, and ensure it is as consistent as possible across our 60 branches from a customer experience and staff training perspective.

“This significant order will augment our extensive existing Genie fleet that is already

well regarded by hirers and our operations staff. The training our teams receive from Genie and Youngman Richardson & Co. goes a long way to ensuring this continues.”

At the same time, Genie and its New Zealand distributor Youngman Richardson & Co. have kept up their end of the bargain with Hirepool. “They haven’t delivered all the machines to us yet, but they are well ahead of schedule,” said Matt. “This level of service is typical of the Genie customer experience and it’s why we have no hesitation in working with them on a repeat basis.” 



Variety and ROI spice up sales of Genie® GS™-1932

The Genie® GS™-1932 is proving a star turn with customers such as Hirepool, because it offers features that enable it to be used in a wide variety of situations. At the same time, the compact scissor lift also provides a great return on investment for any size business thanks to its affordability.

The Genie® GS™-1932 is exceptionally popular with businesses involved in repairing ceilings and mechanical ducting, as well as electrical contractors. The compact size of the Genie® GS™-1932 allows it to gain access to small areas, yet it still comes with great height access of 7.8 m. The zero turning radius also works to great effect in tight spots.

Other features of note, include a 227 kg lift capacity that enables the Genie® GS™-1932 to convey two* workers and tools, the four 6 V 225 Ah batteries that keep it working for up to ten hours and its 25% gradeability for easy job site delivery.

The proportional lift and drive function that comes with Genie® GS™-1932 and other lifts such as the larger Genie® GS™-3246, are also popular, as these features allow for greater control in tight areas where operators need to be mindful of the surroundings. 

* Outdoor 2 persons - Indoor 1 person.

For further information:
www.genielift.com.au/GS-1932

New Distributors Announced for Material Lifting Equipment

Genie has forged a new alliance with two retailers to distribute the company's material lifts and AWP equipment in four states. Customers in Queensland will soon be able to purchase from SSA, while those in Victoria, South Australia and Tasmania will be able to buy from SMS Access Sales.

The lightweight, mobile material lifting equipment has a wide range of uses but is most common in the air-conditioning and building industries, where it's used for the lifting of materials. The AWP series are easy to use push around lifts which are often used in one person maintenance applications.

According to David Greene, Terex AWP Regional Sales Manager, Victoria and Tasmania, the arrangement will be a boon for customers who are in the access hire business, because the new distributors handle retail sales and not rentals.

"To buy off somebody who is not a competitor to them is a real bonus for our customers," said David.

Customers in Victoria, South Australia and Tasmania will be in experienced hands with Scott Spackman of SMS Access Sales. "Scott has a very long history in the access game. He knows the rental industry inside out and back to front," said David.

Spackman hopes that the new alliance with Genie will boost his company's stock levels, enabling him to provide better service to customers, and that he will be able to offer more competitive pricing. "What I'm hoping to do is give us a more competitive edge in the marketplace," said Scott.

Kurt Kinder, Terex AWP Regional Sales Manager, Queensland/PNG, called the new Queensland distributor, SSA, "a very

professional capital sales company". He said, "They're a strong Genie-based company. They know the product like the back of their hand."

Kurt had high praise for SSA and their abilities to serve customers. "These guys will have product on hand, and they offer ease of business to customers because of their streamlined ordering and payment processes," said Kurt.

Peter Baxter, Manager, SSA is excited about strengthening his company's ties with Genie. "Genie make their business more accessible than any other manufacturer that I've ever dealt with. Nothing's a problem for Genie – and if it is, they sort it, and they do it far quicker than any OEM manufacturer we've ever dealt with," said Peter. "They just go that extra mile." 



Genie Afterhours Service Reaches for the Sky for Telco Subcontractor

Proving once again that Genie will do whatever it takes for its customers anywhere in Australia, to get them back on the job fast, comes a story from the Central Tablelands of NSW.

On the evening of Friday 4 December last, a subcontracting firm was utilising a Genie® ZX™-135/70, to service and repair a telecommunications tower located in Bathurst, NSW. The boom lift was on lease from Skyreach Group, and the stakes were high for the telco, the contractor and the hire company.

“As it involved a telecommunications tower, it was a high pressure job with tight deadlines – and it was a classic ‘the more crucial that nothing goes wrong, the higher the likelihood that it will’ scenario”, said Mark van der Palen, National Service Manager, Skyreach Group of Companies. “It was an unlikely combination of errors involving the axle extend circuit combined with the boom in an elevated position.

“We immediately dispatched one of our own technicians to Bathurst. However, unable to resolve the issue due to the nature of the problem and with light fading fast, the decision to bring in Genie was made.”

Familiar with the Genie reputation for industry leading aftermarket support, Mark jumped on the phone to the Genie afterhours support line. The request was immediately escalated directly to Phil McKenzie, the Terex AWP Service Manager, NSW/ACT and NZ. “Phil organised the service team to be onsite in Bathurst first thing Saturday morning and the issue was resolved very quickly,” said Mark. “It was a great result and it demonstrates the level of service that we’ve come to expect from Genie.”

“The Genie service team had the right equipment when they turned up on the site, which helped them to solve the issue very quickly. This satisfied the customer and helped them meet their tight deadlines.”

Mark added, “Genie always seems to go above and beyond for us – and nothing ever appears to be too hard. I’ve found that if I’ve got an issue that is really hitting the wall, any time of the day or night, I can ring Genie, and gets us a winning result.” 



Dan Adrichem, Field Service Technician for Genie NSW assisted Skyreach to quickly resolve the issue.



R&R Enjoy Instant Success with Genie® TZ™-34 Boom Lift

General hire company, R&R Hire Services, located in Brisbane, recently added a Genie TZ-34 boom lift to its multi-brand fleet, with immediate results.

"The TZ-34 boom lift has been hired out 14 times already, and we haven't received one service request from a client," said Ian Rodgers, CEO of R&R Hire. "We'd get three or four phone calls weekly about other machines in our fleet."

The purchase of the TZ-34 boom lift represents the first time R&R, which specialises in compact EWP and earth moving equipment such as trailer mounts and skidsteers, has added a Genie machine to its fleet.

"We did our research and I wanted a machine that ran on electricity," said Rodgers. "With a petrol motor, you've got oil, spark plugs and fuel that have to be constantly checked. This is not an issue with a TZ-34 boom lift."

"Using an electric powered machine also means we have been able to cut the costs of servicing the motor, while the fact it will go for a few days without charging is another tick for the TZ-34 boom lift."

Using an electric powered trailer mount also enables R&R Hire Services to reduce its carbon footprint and emissions. "R&R do a lot of work around schools," said Kurt Kinder, Regional Sales Manager, Queensland and PNG. "Because the TZ-34 boom lift runs totally on electricity, there are no emissions, and this is another reason why R&R Hire went for this machine."

R&R Hire Services clients are utilising the portable and lightweight Genie TZ-34 boom lift for general metropolitan work such as signwriting, window cleaning and maintenance activities. Rural clients are using the machine for tree lopping on their properties, according to Rodgers, who believes the TZ-34 boom lift's ease of use is proving a big winner with customers.

"The TZ-34 boom lift is so simple to use. It has two buttons and an audible alarm that tells you when it's good to go – and if you haven't got it quite right, there is another alarm that alerts you to a problem," he said. "On the scale of one to ten, with ten being very happy, I'd rate us a 15 in relation to the Genie TZ-34 boom lift."

The TZ-34 has been so successful for R&R, with customers requesting the electric model, that they have placed an order for another one. 

Genie Ramps up Regional Support in Karratha

Underlying its strong commitment to regional business, the Genie team has employed a full-time technician to service its customers and machines operating in Western Australia's vast Pilbara mining region.

The new technician, Rheece Mengler, who has substantial rental industry experience, is now based at Karratha, enabling him to service neighbouring towns such as Dampier, Wickham, Roebourne and Port Hedland.

The appointment of Rheece has been well-received by customers of Genie. "Putting

Rheece in place is a great show of support by Genie not only for their products but also as a sign of their support for us," said Alan Harris, Service Manager - Karratha/North West, Access Hire.

The decision to employ a dedicated technician will also generate significant efficiencies for Access Hire, according to Alan. Where, previously, technicians operated on a 'fly in/fly out' needs basis, there is now a dedicated Genie technician in place who is very familiar with the vagaries of doing business in the Pilbara. "Under the old model, we'd be dealing with a different technician every two weeks," said Alan. "If they were coming from the east, often they had no idea where they were going, or about the vast distances, which can be encountered when operating in the Pilbara."

"Now with the appointment of Rheece, we have a dedicated Genie technician, with local knowledge, and as a result repair times are now significantly shorter – and by anything up to 4 days shorter. It's definitely good to have a familiar face around to work with," added Alan.

Paul Greville, Terex AWP Customer Support Manager WA/NT, agreed that having a full-time presence in Karratha would enhance the customer experience. "Rather than customers having to deal with technicians with varying levels of experience, we now have Rheece in place, who has vast knowledge of the Pilbara, thanks to his five years working with a major rental company in Karratha, and is fully qualified in the operations of our entire product line," said Paul. "It gives our customers a greater sense of consistency and the confidence that we can deliver speedier repair times."

"Genie has a strong commitment to regional Australia, while we also recognised that every region, whether it's the Pilbara in the west, or northern Australia have their own unique characteristics, and by appointing dedicated technicians, we can deliver a more consistent customer experience." **G**



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