

BlueNews



 **AUSSIE
SCISSOR LIFT**
A STAR AT GENIE 50-YEAR
CELEBRATIONS IN THE US

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Front Cover: Key Members of the Genie Team who refurbished, with custom features, the Genie® GS™-4390RT. Features include the 4.4 litre V8 engine, alloy wheels and celebratory gold paint.

Left to Right: Steven Griffin, Engineering Technician, Darin Kline Workshop Technician and Mike Randle Engineering Manager.

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 *Blue News*, the magazine for Genie customers throughout Australia and New Zealand.



Brad Lawrence
General Manager, Terex AWP Australia

“Rental rates skyrocketing in Australia!”

I am in the unique position that I get to talk to many customers nationally every day, and the consistent message I hear is that weekly rental rates continue to fall and there is no sign they will increase any time soon. There is no easy solution to this problem, and the dream of “rental rates skyrocketing” may only seem like a pipe dream now, but I am also a firm believer that our current condition does not have to be our future, and there are actions we can take to improve rental rates in the access industry.

One action I have spoken about before is setting up an independent body to collect rental data like rental rates, physical utilization, dollar utilisation and fleet age. The U.S. have done this very well and now have over 52 equipment rental companies across the U.S. reporting to Rouse Analytics on a weekly basis. Participating rental companies receive a summary level comparison of their rental rates and other key performance metrics to local market benchmarks every month. Ultimately, each rental company can set whatever rate they want, but I would have thought having this information would help with these strategic decisions.

This year's show on the Gold Coast was a great success, and I would like to thank all customers for attending our customer appreciation night and launch of Genie 360 Support. Our goal at Genie Australia to provide solutions for our customers throughout the whole product life cycle, and Genie 360 Support is going to be the platform for delivering those solutions. At our stand, we showed off the five pillars of Genie 360 support which are Technical Support & Training via Genie Tech Pro Training, Service & Maintenance Excellence, Genie Genuine Parts, Fleet Management Solutions, including used equipment and rebuilds, and Operator Machine Specific Training via Genie Lift Pro. The five pillars are designed specifically to provide value to our customers, and over time, we believe will be the key reason why people buy blue.

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

GENIE DELIVERS “50TH ANNIVERSARY” UNITS

Sharing its five-decade legacy of “Building the Future” with the Genie brand, Terex AWP celebrates the delivery of its commemorative “Genie 50th Anniversary” machines worldwide.

Marking its milestone birthday year with customers globally, all deliveries of Genie® GS™-1930, GS-1932 and GS-4047 scissor lifts, Genie Z™-45/25 articulated booms, Genie GTH™-5519 telehandlers and Genie S™-60/65, SX-150 and SX-180 telescopic boom lifts throughout 2016 will bear a commemorative “50 Years” label.



Aussie Scissor Lift to be a Star at Genie 50-Year Celebration in the US

A 10 year old Genie GS-4390 RT scissor lift, which has completed a major inspection and refurbished exclusively in Australia and painted in celebratory gold, is heading to the United States to be showcased at the Genie Headquarters when Genie continues to celebrate 50 years as a global market leader in the Elevating Work Platforms (EWP) industry.

The refurbished 10-year-old scissor lift was unveiled at the Genie Annual Customer Appreciation Night held on Queensland's Gold Coast in early May. The superb event, held at the eclectic Miami Marketta, was attended by Matt Fearon, Genie President, Terex Aerial Work Platforms (AWP), who is based in Washington in the United States, and Jim Barr, Genie Vice President and General Manager, Asia Pacific – Terex AWP. "A Genie 50 year initiative, the ultimate Genie GS-4390 RT scissor lift was rebuilt by a large number of the Genie team in Australia, with a massive 4.4-litre V8 engine," said Brad Lawrence, Genie General Manager Australia, Terex Aerial Work Platforms (AWP).

Ample appreciation for the Gold Scissor at Genie 360 Support launch

At the appreciation night, the scissor lift was piloted by Genie's own version of "The Stig", the helmeted anonymous test driver of "Top Gear" fame. "The ultimate scissor helped to display the full thrust of Genie 360 Support, the end-to-end customer solution, which Matt was in Australia to help us launch," said Lawrence. "Matt was suitably impressed with the local teamwork that went into building the gold scissor – so impressed, the machine is headed to the Genie 50 year celebrations in Redmond, Seattle later in the year, which is a massive honour for Australia."

Mitch Ely, Genie National Operations Manager, Terex AWP, who coordinated the rebuild, said the Genie GS-4390 RT scissor lift has been 10-year inspected and fully refurbished. "The impressive customisation includes bespoke aluminium wheel disks and the striking gold metallic colour scheme," said Ely. "This machine is very special for us because all our heavy maintenance facilities and customer support centres were involved in its refurbishment."

Total team effort

In total, 61 members of the Genie team across Australia were involved in rebuilding the scissor lift. "The machine started in Melbourne, where the team disassembled it, while the team in Sydney reconditioned the impressive scissor stack," said Ely. "The team in Adelaide built the amazing wheels and the Perth heavy maintenance team assembled the engine."

He added: "The Brisbane team reassembled the machine and commissioned it, while our senior technician in Darwin played The Stig when the scissor was unveiled to an appreciative audience of customers on the Gold Coast."

Ely said he expects the golden Genie GS-4390 RT to be a massive hit in the United States. "Anyone with petrol or engineering in their veins will be drawn to this machine, which celebrates the 50-year journey of Genie," he said. "For me, it has been an honour and privilege to lead the teams that have rebuilt this machine and I look forward to the global response when this ultimate scissor lands in the US in a few months' time," said Ely. **G**



Reaching for the Sky with Genie® Tech Pro™ Training

As part of Genie 360 Support, the innovative, holistic, end-to-end customer service solutions, the Genie Tech Pro Training program, a suite of effective technical support and solutions, was showcased at the HRIA's recent Hire16 conference on the Gold Coast.

"Genie Tech Pro is a major pillar of Genie 360 Support, and it is a crucial part of our industry-leading aftersales service, which we have always prided ourselves on," said Malcolm McIntosh, Genie Quality, Training and Technical Support, Manager, Asia/Pacific, Terex AWP.

One customer to leap at the opportunity to test the Genie Tech Pro Training difference was Brisbane-based Skyreach. "The training came about after I spoke to Mark Van der Palen, National Service Manager at Skyreach, about Genie Tech Pro Training at Hire16," said McIntosh. "Skyreach is a long-term customer and Genie Tech Pro Training is part of our ongoing service to them."

Flexibility with Genie Tech Pro Training

Genie Tech Pro Training sold itself to Van der Palen, according to McIntosh. "We were able to tailor the training to Skyreach's needs," he said. "We can tailor Genie Tech Pro Training from half day sessions to full week programs, depending on the needs of technicians."

"The training modules vary in length according to the machine family, and we have developed flexible training modules from off-hire procedures to machine inspections and in-depth trouble shooting."

Alastair Mitchell, Genie Training Manager, Australia, Terex AWP, led the Skyreach Genie Tech Pro Training. This included training sessions at Skyreach's Caboolture and Yatala branches in Brisbane, as well as in Cairns and Townsville. "The Skyreach technicians were trained on Genie scissors and diesel booms," said Mitchell. "We tailored the Genie Tech Pro Training sessions in consultation with Mark Van der Palen to match the schedules and requirements of the Skyreach technicians, which will be ongoing."

Meeting expectations

Van Der Palen said that as a customer, Genie Tech Pro Training has lived up to his expectations. "We really like that the Genie training comes to our locations," he said. "We are looking to roll it out to our branches in Melbourne next."

While it's too early to gauge the impact of Genie Tech Pro Training at Skyreach, however, Van der Palen said "knowledge is power". He added: "If the technicians are empowered to diagnose issues faster, and have a better understanding of the systems, it will pay dividends in terms of customer satisfaction, faster response and repair times."

Genie Tech Pro Training will present some added benefits too, according to Van der Palen. "It frees up the Genie technical support team to help more customers," he said. "They won't get as many questions that previously tied them up. It's win-win for everyone." **G**

Genie360
A TEREX BRAND **SUPPORT**

Genie 360 Support Proves Tops with Longreach Access

Genie is creating a new benchmark for customer service and maintenance efficiencies with Genie 360 Support – just ask Longreach Access Rentals.

Based in Sydney's Sutherland Shire at Taren Point, Longreach Access recently commissioned a 10-year inspection for one of its Genie GS-4390 RT scissor lifts at the Genie heavy maintenance facility at 114 Hassall Street, Wetherill Park, in Western Sydney.

Heavy maintenance investment

As part of Genie 360 Support, Genie has invested heavily in state-of-the-art heavy maintenance inspection facilities in Melbourne, Brisbane, Sydney and Perth. These facilities, are purpose-built for 10-year inspections and heavy maintenance repairs, and it complements its chain of customer support centres around Australia. "The beauty of the Sydney facility is that we're able to perform really heavy lifts with the overhead cranes, and we have the readymade equipment to do the dismantling of boom sections, scissor stacks and the like," said Brent Markwell, Genie Regional Sales Manager NSW/ACT, Terex AWP.

The current Australia Standard AS2550.10 stipulates the use of manufacturers specifications as the primary guideline for the inspection process. "At the same time, machine performance data from Australia and the United States is the basis for the Genie inspection and heavy maintenance processes," said Markwell.

Loyalty to the brand

Longreach Access is a loyal Genie customer with about 95% of its fleet adorned in the striking blue livery of the AWP leader. "We put the machine in for the 10-year major inspection to extend its life," said Steve Adams, Owner, Longreach Access. "You have to make a conscious decision based on the financial viability of the machine. I didn't want to buy another Genie GS-4390 RT scissor lift, as we have several already, and the 10-year inspection process appeared the way to go at this point in time."

Adams steadfastly maintained the Genie inspection process is worth every cent.

"There might be those who claim they can complete a compliant 10-year inspection and refurbishment," he said. "But, Genie has a good product and does a good job. You get what you pay for."

The Genie 10-year inspection includes non destructive testing in accordance with manufacturers guidelines. "This style of testing ensures there are no cracks and once the inspection is completed Genie always returns the machine in a state you're happy with." said Adam. "When our Genie GS-4390 RT scissor lift came back it was good as new. Genie does a great job. I'm happy with them."

As part of the 10-year inspection, customers receive a comprehensive report outlining the nature of the repairs, other service matters and a warranty. "We feel confident that the Genie GS-4390 RT scissor lift is safe and reliable."

The turnaround time for the 10-year inspection and the major service impressed Adams. "Even with the crack tests, the machine was back in service rapidly. Genie has the facilities to do it," he said.


Customer communication is another winning marker for Genie. "The people at Genie are knowledgeable and are market leaders because they consistently get the

job done," said Adams, who launched Longreach Access in 2007. "And even for a small company such as mine, Genie is always quick to respond whether it's for a part or to a service call. They're so far in front of the rest of the competition, it's unbelievable."

The Genie GS-4390 RT scissor lift is hot right now

The demand for the Genie GS-4390 RT scissor lift is extremely robust, according to Adams. "As soon as the scissor returned from the 10-year inspection, it was rented and I haven't seen it since," he said.

The Genie GS-4390 RT scissor lift is proving a popular fixture at construction sites in Western Sydney. "There is a lot of big buildings under construction that require this kind of machine," says Adams. "We have put racks on the Genie GS-4390 RT scissor lift, which helps us move materials to the higher levels during construction," said Adams. "Our customers utilise the scissor lifts large deck to shift gear to the top of buildings.

"If you can find a Genie GS-4390 RT scissor lift for lease in Sydney at the moment, good luck," said Adams. "Demand for these machines is high." 



Compact Genie Z-62/40 Articulating Boom Lift Now Available in Melbourne

In a first for the Melbourne EWP industry, Leader Access Hire, based in the Victorian capital's northern suburbs, has taken ownership of the evolutionary Genie Z-62/40 articulating boom lift.

Extra height and more reliability than the competition

The Genie Z-62/40 boom lift has a working height of 20.87 m (67 ft 11 in), up from 20.39 m (66 ft 4 in) on its predecessor, the Genie Z-60/34. 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. In addition, the platform can be lowered to 2.26 m (7 ft 5 in) below ground level. This boom lift also delivers excellent up-and-over clearance of 8.13 m (26 ft 8 in), and has a 1.52 m (5 ft) jib with increased vertical rotation of 135 degrees.

"This is the first Genie we've purchased in this class, and we like the fact that it has two additional feet compared to its competitor's products," said Rod Shephard, Manager, Leader Access Hire, which counts a number of Genie machines among its EWP fleet.

"The additional length will be useful in some situations, and we expect the Genie Z-62/40 to be a hit with painters, glaziers, riggers, renderers and other tradespeople, who require booms."

Genie consistently presents reliable machines, according to Shephard, and this advantage was also at the core of Leader Access Hire's switch to the Genie Z-62/40 boom lift.

Building on a heritage of success

The Genie Z-62/40 boom lift builds on the strengths of its forerunner, the Genie Z-60/34 boom lift, yet the updated boom offers additional features and key product specifications, according to David Greene, Genie Regional Sales Manager Victoria & Tasmania, Terex AWP. "It's a compact and hardworking unit, offering outstanding vertical and horizontal reach, manoeuvrability,

working envelope and servicing. In all of these areas, the new Genie Z-62/40 boom lift provides significant enhancements over the model it replaced," said Greene.


The Genie Z-62/40 boom lift has a larger working envelope than its precursor. "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," Greene added.

The Genie Z-62/40 boom lift is also extremely compact and highly manoeuvrable. Weighing just 9,934 kg (21,900 lb), the Genie Z-62/40 boom lift has zero tail swing and minimal front turntable tail swing, and stows to the compact size of 7.58 m (24 ft and 10.5 in) with the jib tucked.

Its inside turning radius is a tight 2.36 m – down from 3.04 m on the previous model and the unit has outstanding gradeability, being able to climb gradients of up to 45 degrees.

Its Genie Fast Mast™ boom system is another feature of note. "With this, operators can descend and retrieve tools or materials and quickly return to working height," said Greene. "Also, the dual parallelogram lift linkage allows precise positioning of the platform on the jobsite for improved accuracy."

The Genie Z-62/40 boom lift has improved serviceability compared to its predecessor, the Genie Z-60/34 boom lift. "A swing-out engine tray allows for easy access to either side of the engine assembly to quickly service the starter, exhaust or filters," said Greene. "This reduces service costs and down time to help maximise ROI."

Rod Shephard added, "The Genie Z-62/40 boom lift is sure to be a sought-after machine with our customers in a wide range of industries and we're very happy to now be able to make it available to the Melbourne EWP marketplace." 



Leader Hire, a family run business.
From left to right: Peta Shephard,
Rod Shephard, Bob Shephard.



It's all good for All Lift Forklift's EWP customers

All Lift Forklifts & Access Equipment is a relatively new Genie customer, having launched its EWP fleet in December 2015 with a Genie Z-135/70 knuckle boom lift as part of the offering.

In the subsequent eight months, the forklift and telehandler specialist, which operates from Rydalmere in NSW and Coburg North in Victoria expanded its EWP fleet significantly with the purchase of a Genie GS-1932, a GS-3246, a GS-4047 slab scissors and a Genie S-45 telescopic boom lift. It has added a number of diesel and electric Genie Z-34/22 knuckle boom lifts, a Genie Z-80/60 and the Genie Z-135/70 knuckle boom lift.

Partnering with Genie

Linking with Genie is proving the perfect launching pad into the EWP hire access space for the forklift specialist, according to Nicholas Mobbs, Marketing Manager, All Lift Forklifts & Access Equipment. All Lift started operation in May 1998 specialising in the hire of 1.5 tonne to 2.5 tonne LPG and electric powered forklifts. The business now has over 800 machines in its hire fleet, including forklifts, all terrain forklifts, telehandlers and now EWP equipment. "The access side of the business is relatively new however it has enabled All Lift Forklifts to expand within

the hire sector at an exceptional rate and even caused a business name change in the last 12 months - All Lift Forklifts & Access Equipment," said Mobbs.

Reliability and quality are at the core of the Genie value proposition


Genie's reliability has really impressed Mobbs and the team at All Lift Forklifts & Access Equipment. "Our technicians enjoy working on Genie products because they're durable, easy to maintain, quality-built and the spare parts are readily available," said Mobbs. "We have a 10 tonne and a 12 tonne lift tilt tray and both the drivers are finding the Genie booms easier to load and unload onto the trucks when compared to some of the other brands."

Likewise, the Genie brand recognition is proving a significant bonus for All Lift Forklifts & Access Equipment. "We have a number of different EWP brands in our fledgling fleet, but our customers find the Genie machines are the standout because they are tough and resilient, packed with safety features and are

"Our technicians enjoy working on Genie products because they're durable, easy to maintain, quality-built and the spare parts are readily available".

Nicholas Mobbs
Marketing Manager,
All Lift Forklifts & Access Equipment

easy to use. There's no issues getting the Genie machines onto a worksite."

Mobbs said the Genie equipment is proving a very popular choice on construction sites, while painters and renderers are using the scissors to aid their business operations. 

Quick Access Snaps up First Genie Z-33/18 in Melbourne

In a first for Melbourne, Brooklyn-based Quick Access Rental and Training, has taken possession of the Victorian capital's first ever Genie Z-33/18 boom lift, the entirely new compact, lightweight electric Z-boom lift.

"Designed for maintenance applications, this versatile articulating Genie boom lift model is well-suited to applications on sensitive surfaces inside airports, shopping centres, theatres, even museums and galleries, in addition to routine outdoor tasks," said David Greene, Sales Manager Victoria & Tasmania, Genie.

The core features of the new boom lift, which has a working height of 11.84 m (38 ft 10 in), include:

- Solid non-marking or multi-surface tyres
- AC drive transmission powered by a low-consumption battery
- Tight inside turning radius with zero tail swing for excellent manoeuvrability
- Ability to drive at maximum height
- Genie FastMast which enables operators to descend and return quickly to working height
- Lightweight to take advantage of new construction site restrictions


Craig Barr from Quick Access, agreed the agility of the Genie Z-33/18 boom lift is a major advantage, along with its lighter weight. This new versatile articulating Genie boom lift model weighs only 3,640 kg (8,025 lb) and offers a ground clearance of 15 cm (5.9 in).

"We have other Genie knuckle booms in our fleet, but I bought the Genie Z-33/18 boom lift because it's relatively light, among other reasons," said Barr. "It can be manoeuvred onto lightweight slabs where some of my existing fleet and the competitor's machines cannot go. It's lighter, enabling it to operate on a suspended floor where a other electric machines, in this range, would not be able to go."

Increased construction site weight restrictions will also bring the Genie Z-33/18 boom lift into its own. "This means we can now provide a lighter-weight option to my clients," said Barr.

Genie all the way

An existing Genie customer, Barr launched Quick Access Rental and Training in 2009. "The first seven access equipment machines I bought were Genie," said Barr. "I continue to buy Genie, and more than half my fleet is Genie. This includes electric scissors, vertical lifts, duct lifters, booms and knuckle booms. Quick Access, for example, recently purchased a GS-3232 and GS-4047 slab scissor lifts, which Barr considers pioneering in their design. "For a company of my size, you need to have these unique products to show clients that you're constantly being innovative."

He added, "Our clients also require machines which are reliable and Genie ticks this box. If there is a problem with a Genie machine, the parts are readily available along with its quality service and support." 



Genie Z-34/22 Delivers Reliability and Excellent Returns Says Camden Hire

With excellent reliability, the Genie Z-34/22 boom lift is proving a star turn for Western Sydney-based Camden Hire, which leases earthmovers, trucks, lighting, party hire and compaction equipment in addition to its EWP fleet.

“The reliability of the Genie Z-34/22 boom lift is faultless and you’re always assured of finishing a job when you send it out,” said Adam Mulley, Branch Manager – Access Hire Division. “The reliability of the boom, in continuously guaranteeing a job is completed, saves money for our customers and makes money for our business.”

The Genie Z-34/22 boom lift is such a dominant force, it’s used as the generic brand label for the booms in its category, according to Mulley. “Everyone refers to machines in this class as a Genie Z-34/22 boom lift, regardless of manufacturer,” he said. “The boom’s market dominance can be linked to its reliability.”


Camden Hire, named the HRIA’s Rental Company of the Year Award (over \$3 million) in 2006, own multiple Genie Z-34/22 boom lifts. “Our Genie Z-34/22 boom lifts are used in rural areas by tree loppers, and for urban projects by electricians, painters and window cleaners,” said Mulley. “The electric models can be used for internal electrical work by shed builders, in warehouses and by security contractors.” The Genie Z-34/22 boom lift is also ideal for confined work spaces at only 1.47 m (58 in) wide with zero tailswing.

High utilisation rates

Camden Hire’s fleet of Genie Z-34/22 boom lifts is achieving high utilisation rates, which

reinforces the boom’s strong return on investment. “The machines are working on projects as far south as Albion Park, as far north as Gosford, and west to Lithgow in the NSW Blue Mountains,” said Mulley.

Apart from manufacturing reliable machines, Mulley, said aftermarket service sets Genie apart. “Genie goes above and beyond to help out,” said Mulley. “We had an issue with a 40 ft electric knuckle boom, which Genie went out of its way to fix. In the end, it was not the machine’s fault yet Genie took on the responsibility and returned the machine to work in no time. This is the level of service we’ve come to expect.”

Genie is heavily invested in maintaining excellent lines of communications with its customers. “I speak to the Genie regional sales manager in NSW, Brent Markwell on a regular basis, and the parts division daily,” said Mulley. “With Genie all boxes are ticked.” 



Get on and Stay On-Hire with Genie Lift Pro Training

As an integral part of Genie 360 Support, Genie is offering rental companies and end users a unique and comprehensive, machine specific operator training program that covers all its product families through Genie Lift Pro Training.

What is Genie Lift Pro Training?

Genie Lift Pro Training is an exciting, innovative, manufacturer designed and endorsed verification of competency training and assessment program developed to benefit rental companies and operators. "We believe Genie Lift Pro Training will help rental companies get their Genie fleet out on hire and keep them on-hire, with less down time due to operator error," said Malcolm McIntosh, Genie Quality, Training and Technical Support, Manager, Asia/Pacific, Terex AWP. "For operators, Genie Lift Pro has been designed to help them use the equipment properly and safely. Who better to train operators than the manufacturer?"

Genie Lift Pro Training will increase the acceptance of Genie equipment on site, according to McIntosh. "If operators have been trained with Genie Lift Pro Training, they will be familiar with our machines and know how to use them. In turn, we believe this will encourage operators to request Genie machines for their onsite requirements."

Genie Lift Pro Training is central to the firm's end-to-end solutions. "Initiatives such as Genie Lift Pro Training aim to deliver solutions to rental companies to help them achieve the best ROI for their Genie fleet," said McIntosh.

Manufacturer operator training

Genie Lift Pro training can be targeted to site requirements. "It is suitable for operators who are new to Genie machines, those who have been trained on different equipment within the Genie brand, or those wish to improve their knowledge and understanding of the safety features and operational benefits," said McIntosh.

Genie Lift Pro Training is delivered by accredited trainers aligned to a registered training organisation (RTO). "Partnering with an RTO ensures the parameters of Genie Lift Pro training are met and delivered according to the national training standards," said McIntosh. "Our materials and guidelines are managed by the RTO and audited by Genie, which ensures the consistency of our

machine specific operator training across Australia."

Genie Lift Pro coming to a location near you

Genie Lift Pro Training is being led by Phil Middleton, CEO of Workplace Training Centre, who has mustered a team of trainers located around Australia, said machine specific operator training is essential for rental companies and operators. "It's not only a Worksafe Health and Safety (WHS/OHS) requirement, but it provides operators with valuable information about a machine in different situations," said Middleton. "EWPs by design are very efficient at what they do, which is providing an elevated working platform. However, operators must understand the machine's safety equipment, as well as its abilities, and limitations, in some situations, to ensure it operates efficiently."

Middleton also believed that Genie Lift Pro Training is a unique program and possibly a first for the industry. "I'm unaware of any other [machine-specific operator training] available to the industry" Logistically, Genie Lift Pro has Australia covered with Aaron Middleton and Newcastle's Tony Tripodi, leading the training programs in NSW. "We have Alan Barker in Western Australia, John Yannakopoulos in Queensland and David Whomes in South Australia," said Middleton. "Our team members are all senior trainers with a sound background in the EWP industry and for now we will be travelling to Tasmania and the Northern Territory to provide Genie Lift Pro training." 

To register for machine specific operator training, visit genielift.com.au/liftpro, or contact Malcolm McIntosh by calling 1800 788 633.



Platform Sales Australia, the New Genie Aluminium Distributor in NSW and ACT

Genie Australia has announced Platform Sales Australia as its new distributor for its aluminium range in NSW and ACT, and the Sydney-based dealer will be well stocked.

Platform Sales Australia (PSA) is presenting the full range of material lifts and AWP access equipment manufactured by Genie. This includes the GLs, SLAs, SLCs duct lifts and even the company's iconic gas hoists, according to David Collins, Director of PSA.

Strong relationship


This latest linking with Genie rounds out the PSA narrative almost a decade after its inception by Collins and partner John Lyon. "We started Platform Sales because of Genie in 2006," said Collins. "We were approached to sell Genie products after we had grown our own reputation for importing specialised EWP products." As one of the first retail agencies to represent Genie in Sydney, NSW, it is fitting that the new alliance leaves PSA distributing the full range of aluminium products, thus cementing their long-standing relationship.

Best in the market

As far as Collins is concerned, Genie is a strong brand and the best in the market for material lifts and access equipment. "We don't associate ourselves with products purely to make a quick sale," he said. "It's about quality in this industry, and if you don't have a quality machine, you'll end up paying for it. If there are product problems or warranty issues, this creates complications for distributors such as us." In Collins' opinion, working with U.S. manufactured products is important as this ensures reliable, high caliber machines which PSA are confident in. "At the end of the day, you have to be happy with the products you are selling."

Collins conceded that there are Asian competitors in the material lifts space, however he wanted rental companies to expect flawed products, warranties and service levels. "I prefer products that resist downtime," he said. "This represents the bigger picture rather than saving a few dollars."

Brent Markwell, Regional Sales Manager NSW/ACT, is delighted Platform Sales has linked with Genie as an aluminium distributor. "David Collins and John Lyon have proven marketing strategy and are very highly placed when it comes to search engine enquiries," said Brent. "They are the perfect fit as our aluminium distributor in NSW and the ACT because they are very passionate about our products."

Moving forward it is clear the strong relationship that Genie and PSA have will continue to assist in providing businesses with highly reputable, quality machines across New South Wales and the Australian Capital Territory, and both manufacturer and distributor are looking forward to the future of their partnership. 



50
YEARS
BUILDING THE
FUTURE 

CELEBRATING 50 YEARS

BUILDING THE FUTURE

From the first materials lift powered by compressed air to always putting our customers first, Genie is celebrating 50 years of success.

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