

WINTER 2018

BlueNews



**GENIE
CELEBRATES
21 YEARS**
**PARTNERING WITH
AUSTRALIAN BUSINESS**

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A QUARTERLY NEWSLETTER FOR OUR GENIE CUSTOMERS

EDITOR-IN-CHIEF

Catherine Kerton, Genie

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

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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

The start of a new year always brings new opportunities and renewed optimism about the year ahead. As I traveled around Australia late in 2017, most customers were very excited about the opportunities available in 2018.

And, we are excited about 2018 too. This year, 2018, is a special year for our company — we are celebrating 21 years of partnering in Australia! It has been a great honour to play a small part in our customers' successes over the past 21 years, and on behalf of all Genie® team members, I would like to thank all our customers for choosing Genie as their access solutions provider in Australia. Back in 1997, we started with one team member, and a small warehouse in Brisbane, and now we have six warehouses and over 100 team members nationally serving customers every day. On Tuesday 29th of May, we will be celebrating the 21-year journey with our customer appreciation event as part of the HIRE 2018 show week, and I look forward to seeing all our customers at the celebration.

What else is happening in 2018? Being an American subsidiary, Genie Australia has just completed its financial year, and by all accounts, it was a good year. The highlight in my mind was the launch of the new Genie Z®-60/37 FE hybrid articulating boom. This machine has been very popular with customers because it replaces the need to have two machines as it can be used both inside and outside. For outdoors, it has true rough terrain capability with AC drive motors and RT tyres, and indoors, you can switch to all electric use and non-marking tyres for slab work. Hybrid machines are the future, and the Genie Z-60/37 FE model is just the

tip of the iceberg for our company's new product development.

Coming in 2018, and beyond, we will be adding more models to the Genie Xtra Capacity™ fleet. The next new model you will see will be the Genie S®-85 XC™ telescopic boom, which will be launched at the HIRE 2018 in May. Feedback from customers over recent years has directed our engineering efforts toward allowing for more people and equipment in the platform, and the new Genie S-85 XC boom provides the solution with a platform capacity of 450 kg, enough for an extra person and more equipment and materials. In 2019, the same technology will be available in the Genie S-65 XC and Genie Z-45 XC models.

In 2018, we will also be upping our game and finding better and quicker solutions for our customers. Earning your business each and every day is our priority. To this end, we are adding resources in all our key businesses: Service, Parts and Pre-delivery, and we also boosted our sales team in early January with the addition of Mike Podziewski. Mike will be serving our local Sydney, regional New South Wales and New Zealand customers so you get what you need. Welcome aboard Mike!

I hope you enjoy this edition of *Blue News*, and if you have any comments you can call me directly on 0408 884 461 or email me at brad.lawrence@terex.com.

Genie Australia Welcomes Mike Podziewski and Amy Pettit

PODZIEWSKI TAKES ON NEW SALES MANAGER ROLE FOR REGIONAL NSW AND NEW ZEALAND SALES MANAGER; PETTIT FILLS RETAIL/INSIDE SALES COORDINATOR ROLE.

Mike has a strong history with Genie® products from his previous role as a Genie sales specialist with our New Zealand partner Youngman Richardson & Co Ltd. "His experience and extensive knowledge of the Genie product will be a valuable resource to our customer base and an extremely valuable asset to our sales team," said Kurt Kinder, Genie National Sales Manager, Terex Australia.

Amy has been appointed as our new Retail/Inside Sales Coordinator. "Amy's in-depth knowledge of our products and her attention to detail will ensure that our retail resellers and customers will be well looked after," noted Kurt.

Hire Firm Extends Reach with Genie® Equipment

Northern NSW hire firm, Kenreach and its owner Ken Sanderson are firmly in expansionary mode following the recent launch of a new business in Casino, and the acquisition of a brand-new Genie Z®-62/40 articulating boom.

Not exactly a newcomer to acquisitions, the enterprising Sanderson purchased Murwillumbah Hire in 2013, before opening Kyogle Hire three years later. Recently, Sanderson assumed the reins at Casino Garden and Landscape Centre. He has since shifted his Kyogle Hire business in its entirety to Casino and renamed the combined operation, Casino Hire, and Landscape Supplies.

A loyal customer of Genie since 2005, Sanderson's first purchase was a Genie®

TZ™-34/20 trailer-mounted boom for Kenreach Hire. "Ken also bought booms, including the Genie Z®-45/25 RT and a Z-51/30J RT models," said Brent Markwell, Genie Regional Sales Manager NSW/ACT, Terex AWP.

The Murwillumbah floods in March 2017 caused some damage to Sanderson's fleet. "Genie machines replaced many of the damaged units, including the Genie Z-62/40 articulating boom," noted Markwell. Accordingly, the majority of the Kenreach fleet are Genie machines, apart from the firm's telehandlers.

Sanderson said the number of enquiries his band of companies received for larger articulating booms prompted his decision to choose a Genie Z-62/40 boom. "We even had a customer who kept ringing continuously over two weeks seeking a bigger boom. So, we thought we'd bite the bullet and buy one."

The Genie Z-62/40 boom lift is bigger than the other booms in the Kenreach fleet, noted Sanderson. "In the regions we service, the boom is proving popular with shed installers, painters and industrial business such as sawmills, meat works and dairy factories, to name a few."

Also, ideal for other modes of outdoor construction, the Genie Z-62/40 articulating boom lift provides lifting versatility with a combination of up, out and over positioning capabilities with an outreach that's second to none. "Its compact size is another feature appealing to our customers," said Sanderson, who is a strong advocate for the performance and reliability of Genie products. **G**



New Genie® S®-85 XC™ Booms Are Designed to Perform in Heavy-Lifting Applications

With the ability to perform a wider range of heavier lift tasks on construction and industrial jobsites, Genie® telescopic S®-85 XC™ booms now offer a dual lift capacity of 330 kg (660-lb) unrestricted and 454 kg (1,000-lb) restricted. And, the Genie Xtra Capacity™ (XC) feature gives customers the ability to work with up to three people on-board, while still leaving room for tools and jobsite materials.

Model updates comply with Australian guidelines

“The XC nomenclature lets customers know that the new Genie S-85 XC model complies with the overload restriction guidelines for Australian AS 1418.10 standards,” says Kurt Kinder, Genie National Sales Manager, Terex Australia AWP. “And thanks to updates in the design and technology of these new booms, these Genie XC models can carry more load — 300 kg (660-lb) unrestricted and 454 kg (1,000-lb) restricted capacity — than their predecessors. Genie XC booms are designed to perform.”

New to this generation of telescopic booms, the Genie XC models feature automatic envelope control. This is the ability to automatically retract as the booms reach their operating envelope, allowing for simple platform positioning and an enhanced operator's experience. And, they are equipped with a load sense cell that continuously checks the weight in the platform and limits the operating envelope to match the load chart, all while boasting the ability to do zero-load field calibrations.

New chassis tilt sensor delivers expanded working zone

The Genie S-85 XC boom also boasts an expanded working zone thanks to a new chassis tilt sensor incorporated into the machines' function. This unique chassis tilt sensing technology gives operators access to different ranges of motion based on the chassis angle. And, it is engineered to automatically cut-out certain lift and drive functions of the machines when the tilt activation setting is reached. “Equipped with this new technology, Genie XC booms not only carry more load than ever before but also maximise access to hard-to-reach work areas on challenging jobsites,” adds Kinder.

Introducing the Genie Lift Power™ generator solution

This new Genie XC model also features the new Genie Lift Power™ generator solution. This system includes a dedicated hydraulic circuit, a right-sized breaker and no pressure switch to reliably run the unit and allows for the power to lift and drive during operation. The Genie Lift Power system is available in 7 kW to provide reliable power solutions for customers in Australia.

All Genie XC booms have been updated with a CAN-based control system, which incorporates the familiar Genie SmartLink™ control system features on these popular booms. Operators will find the control layout on these booms to be consistent and intuitive, making the operation of the booms easy and straightforward.

Spec check

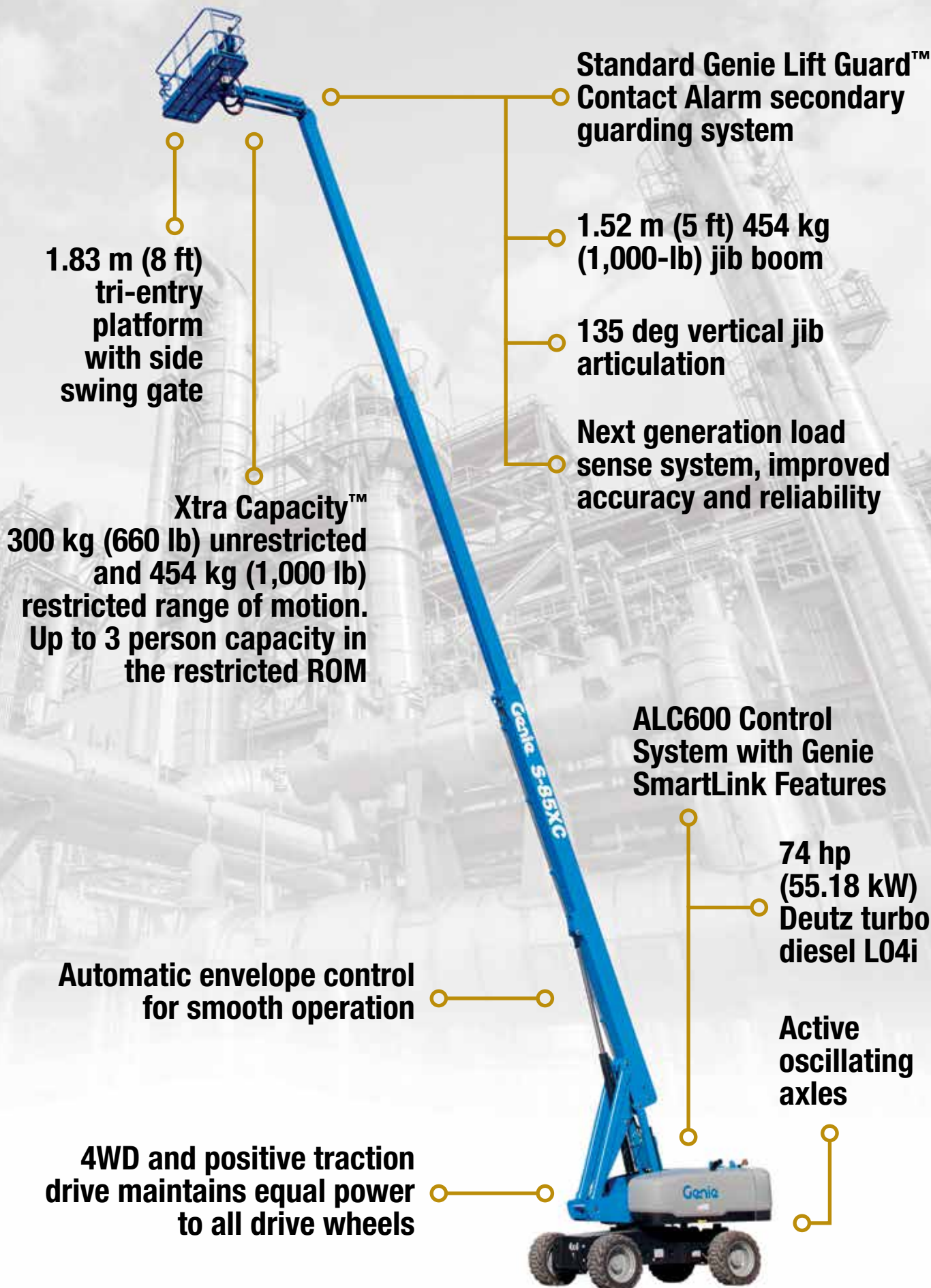
The Genie S-85 XC boom has 27.91 m (91 ft) working height with 22.71 m (74 ft) of outreach.

The XC design on these boom lifts also includes a 1.83 m (6-ft) dual entry or 2.4 m (8-ft) tri-entry platform with side-swing gate to make it easy to get people, tools and jobsite materials in and out of the basket.

This new generation of Genie telescopic XC booms retain the productivity features that enhance customers' ability to get work done quickly, including:

- ➔ Ramped boom control system provides smooth boom functions and control
- ➔ Virtual pivot primary boom aligns the machine's center of gravity for lower machine weight: 17,781 kg (39,200 lb) on the Genie S-85 XC model
- ➔ 4WD and positive traction drive maintains equal power to all drive wheels
- ➔ Fixed-width axles allow faster setup
- ➔ Active oscillating axle enhances traction on rough terrain
- ➔ 360° continuous rotation turntable for quick positioning





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Genie Celebrates 21 Years Partnering with Australian Business

Marking its 21st year serving aerial markets in Australia and New Zealand, Genie, the Aerial Work Platforms (AWP) segment of Terex Corporation, is celebrating the significant milestone anniversary with its customers across the region.

"This is a fantastic result for Genie Australia, and we have made it our business to support larger hire access companies, mid-tier firms, SMEs and start-ups over the last 21 years," said Brad Lawrence, Genie General Manager Australia, Terex AWP.

We'll look after you with Genie® 360 Support

Since 1997 in Australia and New Zealand, and for more than 50 years globally, Genie has stood behind its customers and their equipment long-term, said Lawrence.

"Our commitment to supporting our customers' after-sale needs was strengthened in 2016 when we launched the evolutionary Genie® 360 Support."

Genie 360 Support redefines customer support and delivers reduced downtime, increased productivity and the potential for improved returns across five core areas. These include Fleet Management Solutions (which is Fleet Replacement and 10-year Inspections), Genuine Genie Parts, Service and Maintenance Excellence, Technical Support and online training with Genie Tech

Pro™ and Genie™ Lift Pro, Machine Specific Operator Training.

The results of Genie 360 Support conclusively show that we have been able to enhance fleet uptime across Australia and New Zealand due to our extensive after-sales support and full-service OEM, noted Lawrence.

He added, "Genie 360 Support established the benchmark for machine specific training programs and aftersales support, and we are very proud it was conceived here in Australia."

Full product line, knowledge and experience

As demand for material lifts and elevated work platforms has grown since 1997, products such as man-lifts, straight booms, articulated booms and telehandlers have joined the Genie product line.


"Underscoring the pervasiveness of Genie, a variety of industries and applications in Australia, New Zealand and globally use our equipment, including rental, aviation,

construction, entertainment, government and military, industrial, as well as warehouse and retail," said Lawrence.

"From the very beginning, Genie has been working to develop products that solve our customers' worksite challenges — and that process never ends."

Celebrations in Brisbane

To celebrate 21 years of partnering with Australian business, Genie is inviting customers to its annual Genie Customer Appreciation Night held in late May. One of the most anticipated events on the calendar, the Genie Customer Appreciation Night is to be held in Brisbane during HIRE 2018.

"As usual, our customer appreciation night is a secret squirrel event, so we can't give away any details as that would ruin the fun," said Lawrence. "We have sent invitations to our customers, and if your invite hasn't arrived, please contact your regional Genie sales manager to sign up for one of our industry's best nights of the year." 



Height 4 Hire Expands its Fleet With Two Genie® GS™-5390 RT Scissor Lifts

The Genie® GS™-5390 RT scissor lift, commonly known as the 'industry workhorse', according to Richard Gannon, Genie Regional Sales Manager of QLD/NT/WA, Terex AWP, is a sturdy, construction-oriented four-wheel drive machine with positive traction control. This extra control is ideal for increasing productivity in demanding outdoor worksites.

The Genie® GS™-5390 RT scissor lift, commonly known as the 'industry workhorse', according to Richard Gannon, Genie Regional Sales Manager of QLD/NT/WA, Terex AWP, is a sturdy, construction-orientated four-wheel drive machine with positive traction control. This extra control is ideal for increasing productivity in demanding outdoor worksites.

John Wiltshire, General Manager at Height 4 Hire says his firm chose the Genie GS-5390 RT model for two significant reasons. John explains, "We believe the

GS-5390 RT is the best machine in its class, and along with excellent availability won us over to purchase."

John further explains, "They are mostly an outdoor machine and are popular with cladders and roofers, working on building construction sites." The Genie® GS™-5390 RT model is typically found on these sites or hard at work in big warehouses. Currently, Height 4 Hire services customers around Brisbane, the Gold Coast, Toowoomba and

up to the Queensland north coast. As for 2018, John said the outlook for the non-residential construction sector in Queensland is very robust.

Genie machines make up a significant portion of the access equipment in the Height 4 Hire fleet, with the prospect of more to come. "We've had a long-term relationship with Richard Gannon, who has just joined Genie," says John. "We feel comfortable dealing with Richard, and we can have open conversations with him when we need aftersales service support."

Height 4 Hire is owned by Ken and Geoff Baker, both of who have spent nearly 40 years in the mining, building and construction industries. For more information about Height 4 Hire, visit www.height4hire.com.au. 



The Goliath Windfarm Opportunity

Hire Australia's Matt Reeves never misses a beat when it comes to integrating the access industry's latest and greatest innovations into his burgeoning Warrnambool-based hire access business.

Formerly called South Coast Forklifts, Hire Australia started in 2009 as forklift specialist. It has since focused increasingly on access equipment with Genie, a prominent brand among its 55-strong fleet.

Breaking news

In autumn 2017, Reeves read with interest an article in Blue News, about how a Genie® SX-180 boom lift was slashing the costs at a Tasmanian wind farm and boosting efficiencies.

Already aware that within a two-hour radius of Warrnambool, on the south-western coast of Victoria, there were 15 wind farms with an average of 60 turbines, Reeves started his research. "We began talking to

the local windfarms about the possibility of hiring smaller access equipment," he said. "We then opened discussions about the opportunities associated with a Genie SX-180 boom lift and how we could align Hire Australia with their businesses."

At this point, Hire Australia invested in a Genie SX-180 boom lift, and immediately the response from wind farm operators was encouraging. "The feedback has been positive, and we have plenty of bookings for the machine in 2018," says Reeves. "Windfarm operators like the fact that there is a Genie SX-180 boom lift available locally and they love its operational speeds. It gets up and down quickly, which is great when the wind picks up."

Cost savings and new markets


The potential cost savings is another tick in the box for the Genie SX-180 boom lift. "It's more valuable to wind farm operators because if there is poor weather, they're not paying for a crane to sit idly on standby all day," notes Reeves. "Then if there is an hour's gap in the weather, the Genie SX-180 boom lift can get in and do some maintenance work." Moreover, the telescopic boom with its vertical reach of 180 ft (54.9 m) and a horizontal reach of 80 ft (24.4 m) is probably 50% cheaper to hire than a crane, according to Reeves.

Apart from windfarms, the Genie SX-180 boom lift is assisting with the refurbishment of Warrnambool's landmark Fletcher Jones factory. "The boom is also ideal for telecommunications towers," says Reeves. "These towers are around 40 – 45 metres high and the Genie SX-180 boom lift easily handles these heights." A truck-mounted boom trucked-in from Melbourne, which is more than three hours away, was previously used to service these towers."

Promoting the boom

The entrepreneurial Reeves has taken to social media to publicise the potential of the Genie SX-180 boom lift. In April, a local tradie, Chris Dowling, posted on Hire Australia's Facebook page that "he'd never go up in one of those things." The acrophobic Dowling took it from here: "It was just your average comment on Facebook. Matt was kind enough to offer \$1 per foot that I go up, to charity, which is the Royal Children's Hospital. I couldn't say no to that."

Reeves created an event "Chris versus Goliath" on Facebook, including an entertaining video of Dowling's white-knuckled ride, while the hell-raising, fundraiser netted \$5,500 for the Children's Hospital. "We raised this amount via pledges from our Facebook followers, and by charging \$25 to those hardy souls who followed Chris's lead and took the Genie SX-180 boom lift to the top. There was a donation from Genie Australia, as well as support from other local Warrnambool businesses and the Lions Club."

Moreover, the event garnered widespread media coverage including a significant editorial in the Warrnambool Standard and ABC radio. The media reporting is sure to help promote Hire Australia, and the capabilities of its boom lift goliath to the local business community. 



Genie® Lift Pro™ Training Supports Hire Australia's Booming Operations

Hire Australia is the proud new owner of a mighty Genie® SX™-180 boom lift and to celebrate, the Warrnambool hire access firm was able to train more than 20 of its local customers in the operations of the mighty telescopic boom.

Hire Australia started in 2009 as forklift specialist. It has since increasingly focused on access equipment with Genie, a prominent brand in its 55-strong fleet. The company purchased a Genie SX-180 boom lift after Owner Matt Reeves read an article in Blue News, a Genie publication, about how the boom was being used to service wind farms in Tasmania.

Would you like training with that boom?

"Hire Australia is very self-sufficient regarding the technical side of servicing its fleet, but the Genie SX-180 boom lift is a new machine, and as part of the purchase we wrapped in our specialised Genie Lift Pro™ training," said Alastair Mitchell, Technical Trainer, Genie Asia Pacific.

Genie Lift Pro operator training courses are Verification of Competency (VOC) high quality, professional-grade, programs that are delivered through a network of certified trainers. It is designed to satisfy the general training requirements for aerial work platforms as defined by Genie.

Genie Lift Pro comes to Warrnambool

Mitchell spent three days in Warrnambool delivering Genie Lift Pro training to more than 20 of Hire Australia's customers who will utilise the vast capabilities offered by the Genie SX-180 boom lift. "We trained local plumbers, roofers, painters, electricians and wind farm technicians," said Mitchell. "Many of these guys are experienced EWP operators. However, they want to know more



about the specifics associated with a Genie SX-180 boom lift. Some of the painters, for example, have never been above 11 metres, while the Genie SX-180 boom lift can reach above 54 metres."

After three days of Genie Lift Pro training, Mitchell maintains that the operators were pleased with the extra information, while Hire Australia's Matt Reeves was thrilled with the results. "It was great, and the training was well-received," said Reeves. "Our customers are happy they were included in the Genie Lift Pro training."

For Reeves, the Genie Lift Pro training means that: "We have better-qualified operators using the Genie SX-180 boom lift. In the first instance, this will mean less damage as they know what they're doing, while it's a great safety measure too."

Training as marketing

Moreover, Genie Lift Pro training is a fantastic way to promote a hire access business, according to Reeves. "The operators receive the benefits of industry-best training in a corporate environment. We hired training rooms at the South Warrnambool Football Club and gave all operators a nice lunch each day. It made them feel special."

Also, Genie provided some extra technical training to Hire Australia. "Alastair delivered the technical training that effectively helps my mechanics understand the Genie SX-180 boom lift, and this will assist us to be as self-sufficient as we can." **G**

True Blue Liftech Purchases Genie® Z-60/37 FE

Liftech Handling & Access based in south-east Melbourne has purchased a Genie® Z®-60/37 FE boom, the all-electric articulating boom lifts to add to its growing armada of Genie equipment.

Gary Pope, a director of Liftech Handling & Access, and a long-time Genie customer said the decision to buy the Genie® Z®-60/37 FE boom lift was strategic. "We've already got rough terrain knuckles, plus some 60 footers, and we were looking for the 60-foot electric knuckles that have numerous applications," he said.

"If a mechanic is doing a repair on an overhead crane, for example, and must reach over the top of the machinery, a 60-foot knuckle is required. But obviously being inside, it would be, preferable if it would be electric, so there are no emissions," said Gary.

However, until the Genie Z-60/37 FE boom lift came onto the market, Pope said there wasn't a machine that fit the Liftech bill. Gary says, "Then the Genie Z-60/37 FE boom lift came along, and I thought, 'Well it serves two purposes.' It can operate as an extra rough terrain knuckle, but it can also cover for indoor use as well."

Greenfield autonomy

Pope also noted the Genie Z-60/37 FE boom lift would be useful for greenfield sites. He explains, "Not that this comes up for us very often, but if it was a greenfield site, there may be no access to power, and in this situation, the Genie Z-60/37 FE boom lift will come in very handy."

"The Genie Z-60/37 FE boom lift is autonomous because you can run the diesel engine to charge its batteries."

He adds, "There are so many aspects to this machine that made it attractive, and this means it will have good utilisation for us."

Forklifts to Scissor lifts

Liftech launched in 1991 as forklift maintenance and repair company before progressing to long-term forklift hire. From here, the firm, which is based in Dandenong but services the Melbourne metropolitan area, began to hire out scissor lifts in response to customer demand. "The scissor lifts were popular for stocktakes as they were safe and reliable," says Gary.

"We looked around and decided that we would buy Genie scissor lifts because they are priced well and have good parts availability. Moreover, people seemed to like to use the Genie lifts as they are easy to operate," added Gary.

True Blue

Today, the Liftech fleet of 400 machines is entirely Genie, bar two vertical masts. "In the past, we have even painted non-Genie machines blue in keeping with the majority of the Liftech fleet," said Gary. "We've got a good relationship with Genie, including David Greene, Genie Regional Sales Manager for Victoria and South Australia, and with the service department. We've never have any real ongoing problems with the equipment. Any small niggly issues are quickly rectified." 



Western Sydney Hire Company Confirms its Commitment to Blue

Wetherill Park-based MPM Access and Hire confirmed its commitment to Genie® products with the purchase of a fourth Genie GS™-4047 scissor lift, the full drive-height electric scissor lift, to service its growing customer base in Western Sydney.

The MPM Group launched its access and hire division in February 2009. Initially, the MPM Group operated recruitment and commercial/industrial cleaning companies, according to Justin Thorpe, General Manager, MPM Access and Hire business. Justin, an experienced member of the EWP industry, joined MPM in 2012 to lead its sales drive and recently became a partner in the company.

A full-service hire company, MPM offers knuckle and telescopic booms, vertical and scissor lifts and telehandlers. The MPM fleet includes a significant number of Genie machines.

Given MPM's location in Wetherill Park, at the heart of Sydney's rapidly developing industrial west, the hire company is servicing an extensive range of clients and contractors.

Expanding its Genie® GS™-4047 scissor fleet

The Genie® GS™-4047 scissor lift has been a great addition to MPM's hire and rental fleet, according to Justin. "The machines have been in high demand while returning us great ROI," he explained. "When we were initially considering which model to purchase, height was a factor. However, our preferred scissor lift also needed to be compact for operating in restrictive access environments and have a functional lift capacity.


The Genie GS-4047 scissor lift ticked all the boxes for MPM. "The compact 1.19 m wide unit offers 350 kg of lift capacity," Justin noted. "Moreover, the operation of the machine at its full working height of 13.70 m feels safe, while the scissor lift's controls are smooth and responsive."

"Apart from operating in warehouses, the Genie GS-4047 scissor lift is perfect for a wide range of indoor applications, including

and not limited to fire protection, security, electrical, plumbing, painting, as well as heating, ventilation and air conditioning (HVAC)," said Justin.

Supporting Blue

After 17 years in the hire and rental industry, Justin believes he is in an excellent position to comment on Genie. He said, "Genie is a reputable brand that provides safe, innovative and reliable products.

"This reputation resonates strongly with our customers, and as suppliers, the aftersales service support offered by Genie is another significant factor in why we regularly buy access equipment from them." 

"Genie is a reputable brand that provides safe, innovative and reliable products."

Justin Thorpe
General Manager, MPM Access and Hire



For more information visit
genielift.com.au/GS-4047



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