

# BlueNews



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**A QUARTERLY NEWSLETTER FOR OUR GENIE CUSTOMERS**

**EDITOR-IN-CHIEF**

Catherine Kerton, Genie

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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

We are now well and truly into the new financial year in Australia, and I can't remember the last time the industry was so optimistic about the year ahead and the rest of the decade. Construction activity in all capitals of Australia is in full swing, and the pipeline of new major projects scheduled over the next two years should present plenty of opportunities for growth.

The latest national construction data was released by ACIF in May. The data suggests all three construction categories (residential, nonresidential, engineering) will be relatively flat but of a very high dollar value over the next four years (\$250B per annum). Engineering construction will focus on roads and tunnels, power and stadiums, and non-residential will be focused on health, industrial and shopping centres. NSW will continue to drive national construction growth with \$60B in projects with Victoria leading the other states.

Our challenge as a supplier is to make sure we have the equipment on the ground ready to go when you need it. To this end, we are planning on expanding our footprint in Australia in early 2019 so equipment is available when and where it is needed.

Also coming in 2019 will be new additions to the range of Genie® Xtra Capacity™ (XC™) machines. We launched the new Genie S®-85 XC boom lift at the HIRE18 in May, and the interest from customers has been very positive with orders out to early 2019. The next model to be launched will be the Genie S-65 XC boom lift followed by the Genie Z®-45 XC boom lift. All these models have been designed with customer ROI as the key driver.

In 2019, we will be upping our game to find better and quicker solutions for our customers as they grow their businesses. Genie Australia was founded 21 years ago on earning our customers' businesses each and every day, and this will never change. To this end, we are adding resources in all our key businesses — including service, parts and pre-delivery.

**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](mailto:brad.lawrence@terex.com).**



# Rental, Transport, Training and Sales Specialist Chooses Genie® Blockbusters

Evolving from high-end industrial rigging and fabrication company Rich Rigging, launched by Murray Rich in 1985, New Zealand firm Pro Services has confirmed its penchant for Genie® machines with a significant number of new purchases over the past six months.

Co-owned by Murray and good friend Neil Radley, Pro Services has an extensive fleet of 220 access machines comprising of boom lifts, scissor lifts, telehandlers, forklifts, generators, aluminium scaffolding, lighting towers, trailers, cherry pickers and track booms lifts.

First and foremost, Pro Services specialises in transport, EWP and forklift training for the commercial construction industry in New Zealand. With a great team involved, the firm's evolution is in very safe hands. According to Mike Podziewski, Regional NSW/NZ Sales Manager: "Neil has been in the hire industry for many years. He's joined with Murray to expand the rental, transport, sales and training business."

## Going Blue to support the construction sector

"Rich Rigging was the first New Zealand business to take ownership of two mighty Genie® SX™-180 telescopic booms. Since then, subsidiary Pro Services has taken possession of one Genie S®-85 Xtra Capacity™ (XC™) boom lift," says owner Murray Rich.

Recently, the rapidly expanding Auckland-based Pro Services invested in several Genie S-65 Trax telescopic booms, self-propelled telescopic booms and a pair of the Genie GS™-4069 BE rough terrain scissor lifts. They have also taken delivery of two 50-ft Genie TZ™-50/30 trailer-mounted boom lifts and two Genie Z®-60/37 fuel-electric hybrid (FE) boom lifts, which are by far the best in the market.

"The firm has an extremely varied client base from the movie industry to construction including commercial construction and infrastructure. The Genie S-65 Trax telescopic booms were delivered

by Genie in matte black especially for movie sets whereas the Genie S-85 XC boom lifts and the Genie S-65 Trax telescopic booms will satisfy both the construction and movie industries, which is robust in Auckland and across New Zealand," noted Neil.

The Genie S-85 XC boom lift will appeal to the film industry, according to Neil, because it has a more significant basket rating. "The basket rating is 454 kg, which enables the operators to use heavier equipment, cameras and lights. Murray and Aula Silipa, our Operations Manager, saw the machine at HIRE18 held in Brisbane in May 2018 and decided to buy it on the spot."

The Pro Services mantra is "You name it, and we'll provide a rental solution."

"Pro Services won't be weight down by processes. If a machine is safe and can provide our customers with a solution, we're in," Neil adds. "Pro Services staff are not salespeople. We do more than sell. If we say we'll do it, we'll get it done. End of story. We love what we do."

"We like working with Genie via agent Youngman Richardson & Co because the company understands the rental market, and they are responsive when we need them on board."

The stamp of quality synonymous with the Genie brand is another essential tick for Pro Services. "The Genie SX-180 boom lift is a fantastic product of quality that our team enjoys operating. As we grow the business, our client base is requesting some of the Genie products, and we'll happily support these requests." 



# Building Surge is Proving Good News for new Darwin Rental Firm

A spike in construction in Darwin and Palmerston is creating plenty of business for recently launched general hire company Darwin Hire, according to Managing Director Glenn Broadway.

For example, non-residential building approvals increased in Darwin by 44.8% in 2017 based on a 3-year moving average, according to a recent report composed for the NT government<sup>1</sup>.

## 100% Genie blue

Launched in January 2018, by Glenn and business partner Wesley Harders, Darwin Hire's access equipment fleet is reliant 100% on Genie machines. Glenn explains, "The fleet ranges from a Genie® GS™-1932 scissor lift through to a Genie TZ™-50 trailer mounted boom, and onto a Genie GS-3369 RT rough terrain scissor lift and more."

Glenn, who migrated to Darwin in 1987 from Victoria, previously owned and operated another Darwin hire company. "I've been in Darwin's hire access industry for 16 years, and I have worked with several different companies before taking on my own business which I sold in 2016," says the Darwin Hire MD.

After operating outside the industry for a couple of years in the wake of the sale, Darwin's surging business levels became impossible for Glenn to ignore. He admits, "There was just too much going on in Darwin for me to stay away."

"We know so many people in the building industry, and that is what enticed us back to the hire business. I knew I'd get plenty of support from people I dealt with in the past."

## Broad geographic spread

Despite having a brand name heavily allied to the NT capital, Darwin Hire's service tentacles stretch to the satellite city of Palmerston and as far away as Katherine, which is 320 km south-east of Darwin, according to Ryan Whyte, Branch Manager, Darwin Hire.

The experienced Ryan, who has been in the hire industry for ten years and has managed several hire companies, including Glenn's previous business between 2012-2016, added, "We can service the Tiwi Islands, Groote Eylandt and Gove as well."

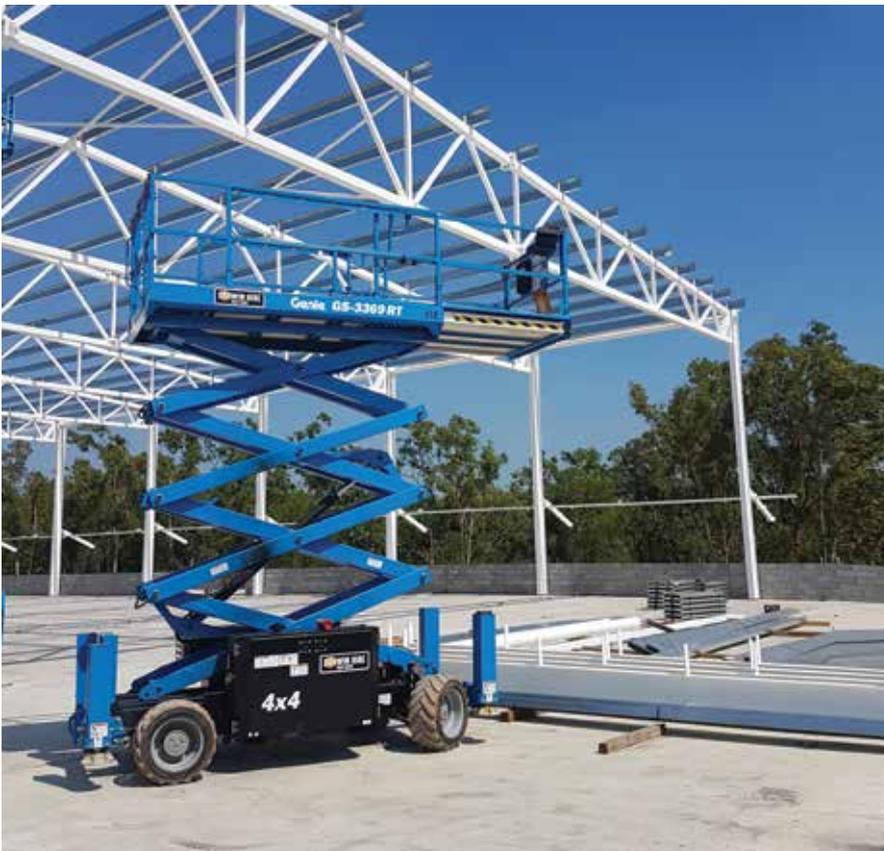
Darwin Hire is supporting contractors such as builders, electricians and painters with all its access equipment currently out on hire around the clock, noted Ryan. "Most of the local projects in the Territory go to local tradespeople, and we do our best to work in with these businesses."

## Genie gets a big tick from Darwin Hire

Glenn has been collaborating with Genie for 10 years, and it's the reliability of the AWP leader's equipment, combined with its outstanding levels of after-service support and timely access to parts that help to win his patronage consistently.

"The accessibility of Genie parts is crucial to us. We can make a call one day, and the parts will be with us the next day," he says. "This straightforward access to parts is a significant benefit of having a Genie branch here in Darwin, which has made life a lot easier for us."

"It also helps that we have a great relationship with our Genie regional manager, Richard Gannon, who is always responsive to our requests." 



<sup>1</sup>[https://www.darwin.nt.gov.au/sites/default/files/publications/attachments/darwin\\_economic\\_outlook\\_2017\\_-\\_final\\_report\\_-\\_may\\_2017.pdf](https://www.darwin.nt.gov.au/sites/default/files/publications/attachments/darwin_economic_outlook_2017_-_final_report_-_may_2017.pdf)

# Mildura Economy Central to Rental Firm's Growth

## The booming wine and sand mining industries are driving demand for access equipment around Mildura, in north-west Victoria.

"The Mildura economy is robust with local farming doing well, while our local wineries have started to boom again," said Paul Morris, director of hire rental and resale firm, Mildura Cranes. The hire rental firm, which Paul co-owns with Peter Saunders, launched around 1999, also has sub-branches Robinvale, about 100 km from Mildura, as well as an outlet in South Australia. The dynamic duo took over Mildura Cranes in 2009.

Paul said: "The last two years have been good for Mildura with the local wineries tapping into overseas markets. The tables grape vineyards have had a terrific 2-3 years."

At vineyards, access machines are used primarily for infrastructure construction, noted Paul. "On a grape producing property, winemakers are building massive sheds for packing or cooling grapes or to store their tractors in. It's amazing how many sheds have gone up in this region, and they are getting bigger and bigger. You need access machines from the start of the build through to the finish."

Mildura Cranes customers also include local contractors, and the rental firm supplies access equipment to the region's mining industry. "Sand mining is our predominant industry along with construction, while shipbuilders love the Genie booms and scissors. Some weeks we don't have enough of them," Paul noted.

## Blue leads the way at Mildura Cranes

Mildura Crane's booms and scissors are entirely Genie and include a Genie® GS™-3369 RT, a Genie GS-2669 RT and a Genie GS-4390 RT rough terrain scissor lifts. The regional Victorian based firm has secured diesel and electric Genie Z®34/22N boom lifts, as well as a Genie S®65 and S-85 straight booms. Significantly, Peter and Paul have upgraded their entire Genie fleet over the last decade.

"We have 14-15 Genie scissors, articulated booms and telescopic booms," said Paul. "We have a great working relationship with David Greene, Genie Regional Sales Manager, Victoria & Tasmania, Terex AWP. We always replace our machines with Genie. Their machines are very much in demand with our clients, which is a great problem to have for them and us."

"We have an excellent relationship with the sales crews, and the warranties on Genie machines are great. If there is ever a problem with a machine, the Genie team in Melbourne will back us up 100%."

The technical and support service provided by Genie is second to none, according to Paul. "This is great if someone goes out on the road and he or she needs a bit of support. Genie will jump in and help. The responsiveness of the technical and support teams is one of the best aspects of their service.

"I was at a Genie presentation a few years ago, and their service philosophy is: "Sales sells the first machine, and service sells the rest." This is the best motto I've ever heard when you think about it from an owner's point of view. If you have an angry customer on the end of the phone and you're trying to fix a machine, it's always good to have that Genie tech and support backup 100%."

## Customer feedback

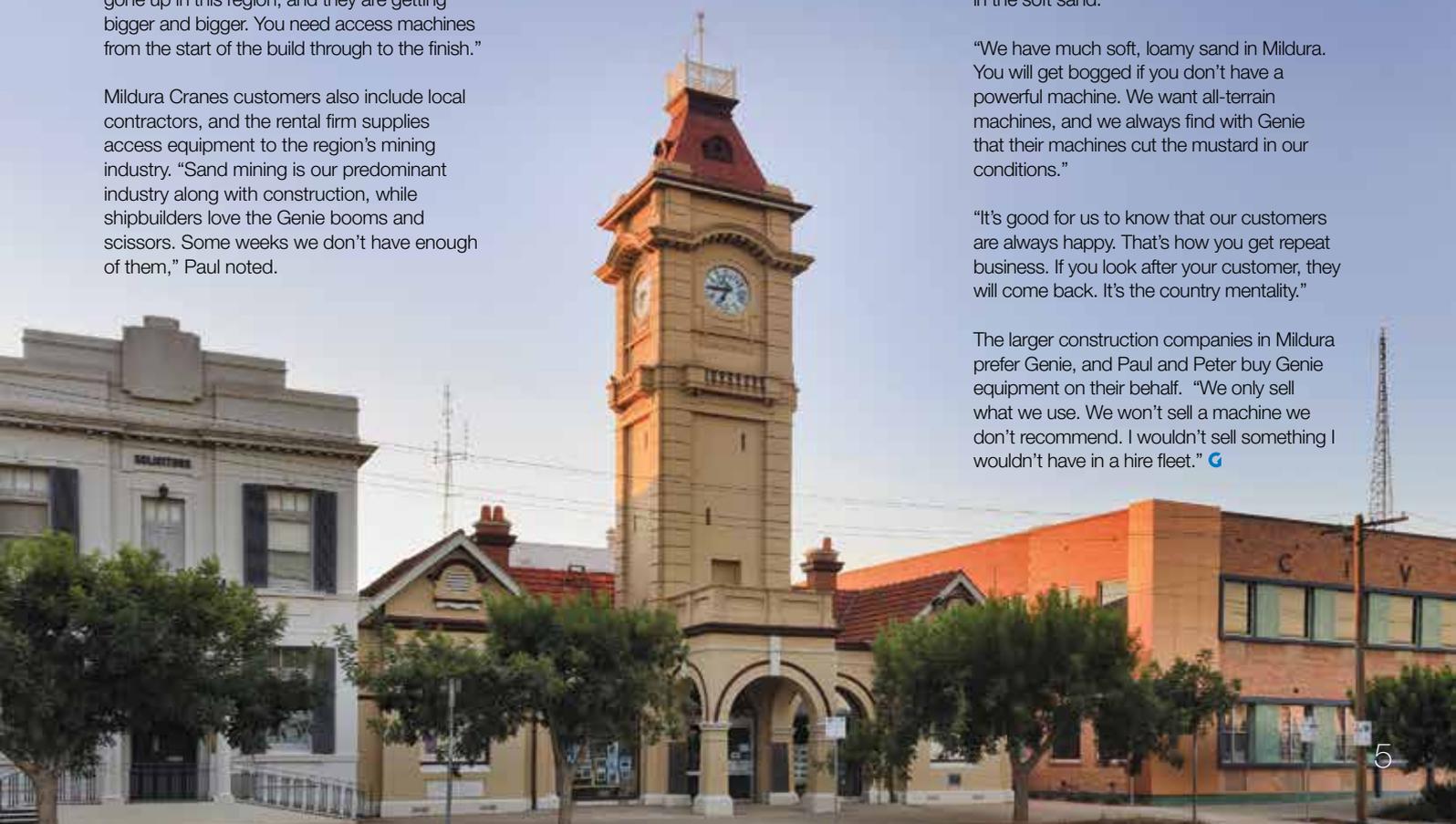
Paul said his customers' feedback underpins his long-term relationship with Genie. "Our customers don't know a Genie from other brands. However, they say, give me the blue one. Don't send anything else. We keep everything in fleet colours for that reason."

The power and durability of a Genie boom or scissor lift also appeal to the customers of Mildura Cranes. Paul explains that a Genie machine is, "user-friendly and powerful to drive in the soft sand."

"We have much soft, loamy sand in Mildura. You will get bogged if you don't have a powerful machine. We want all-terrain machines, and we always find with Genie that their machines cut the mustard in our conditions."

"It's good for us to know that our customers are always happy. That's how you get repeat business. If you look after your customer, they will come back. It's the country mentality."

The larger construction companies in Mildura prefer Genie, and Paul and Peter buy Genie equipment on their behalf. "We only sell what we use. We won't sell a machine we don't recommend. I wouldn't sell something I wouldn't have in a hire fleet." 



# AAH Celebrates Opening of Brisbane Branch with new Genie® ZX®-135/70 Boom

Rapidly expanding AAH, one of Australia's leading hire equipment companies, has opened a shiny new purpose-built facility in Crestmead, about 32 km south of Brisbane.

As part of the celebration, AAH, which launched in Sydney in 2006, has taken ownership of a brand-new Genie® ZX®-135/70 articulating boom lift, which is expected to attract plenty of capital city construction and maintenance work.

## New facility to service rapidly expanding demand

In addition to opening our new branch in Perth in January 2017, the new Crestmead facility is a response to AAH's aggressive growth strategy, explains Pat Italiano, Chief Executive Officer, AAH.

Pat adds, "The new lean facility enables us to support our 500+ strong fleet in Brisbane more efficiently and to make sure we're able to service the city's strong construction sector."

Strategically, the Crestmead facility is in a booming industrial hub close to the M3. "This location is logistically very good for our business in Queensland."

"The site is efficiently lean, and it will enable us to turnaround the maintenance of machines faster and get them back out on hire."

## Construction sector demand never better

In keeping with AAH's geographic coverage, Pat believes he's never seen the construction sector looking healthier nationally.

Pat adds, "Construction is usually cyclical. Traditionally, 2-3 states or territories are firing, while the rest have less construction activity. However, now every capital city seems to be going well and the forecast for the coming years looks very positive for our industry."

"Look at Sydney. You've got rail and tunnel infrastructure projects, stadium and shopping centre work going on. Our expansion plans are about capitalising

on this momentum across Australia's metropolitan cities. We currently operate in Sydney, Brisbane and Perth, but we're in the process of getting ourselves into Melbourne, which is in line with our strategy of becoming a true national specialist in our field."

## Partnering with Genie

Genie equipment represents around 70% of the AAH fleet ranging from Genie® GR™-15 vertical masts to the super Genie SX™-180 boom lift.

Pat is pleased with the addition of the Genie ZX®-135/70 articulating boom lift to the expanding AAH fleet. "The attraction for us of the Genie ZX-135/70 model is the mini XChassis™ axle system. This allows our

customers to use the machine in tighter applications," explains Pat.

"If you're working in the CBD doing maintenance on a high-rise building, normally you'd have to block off two lanes of traffic. With this machine, it's just the width of a normal lane. That's its advantage. It's also perfect for infrastructure, maintenance and telco applications."

Furthermore, the operating speed of the Genie ZX-135/70 boom is an improvement on the previous model.

As for working with Genie, Pat contends: "There's a high market acceptance for Genie, which enables us to win more business and to support our existing customers."

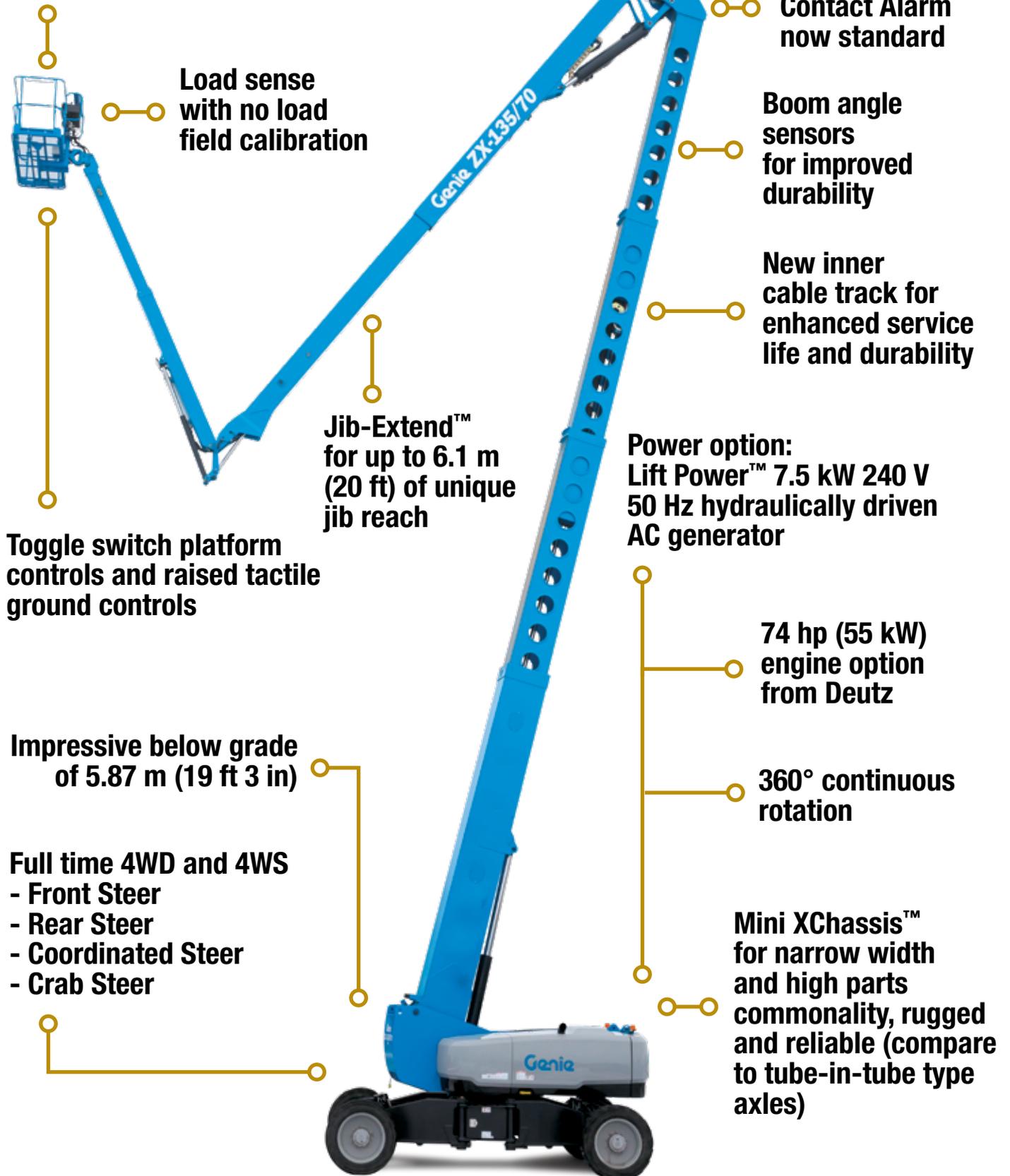
Also, the level of customer service from Genie is excellent. It's a big tick from us. The access to parts is great, the backup service is excellent, and they operate in every state and can support our business if we have an issue." 

Below left to right: Stuart Bennett, Owner of AAH; Pat Italiano, CEO of AAH; Mike Podziewski, Genie Northern NSW Regional Manager, Terex AWP; Brad Lawrence, Genie General Manager, Terex AWP.



# Genie® ZX®-135/70 BOOM

2.44 m (8 ft) tri-entry platform  
or 1.83 m (6 ft) dual entry platform  
with side swing gate and 272 kg (600 lb)  
unrestricted capacity



Load sense  
with no load  
field calibration

Lift Guard™  
Contact Alarm  
now standard

Boom angle  
sensors  
for improved  
durability

New inner  
cable track for  
enhanced service  
life and durability

Jib-Extend™  
for up to 6.1 m  
(20 ft) of unique  
jib reach

Power option:  
Lift Power™ 7.5 kW 240 V  
50 Hz hydraulically driven  
AC generator

Toggle switch platform  
controls and raised tactile  
ground controls

74 hp (55 kW)  
engine option  
from Deutz

Impressive below grade  
of 5.87 m (19 ft 3 in)

360° continuous  
rotation

Full time 4WD and 4WS  
- Front Steer  
- Rear Steer  
- Coordinated Steer  
- Crab Steer

Mini XChassis™  
for narrow width  
and high parts  
commonality, rugged  
and reliable (compare  
to tube-in-tube type  
axles)

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# Genie® Customer Appreciation Night Proves Fast and Furious

The annual Genie Customer Appreciation Night held in late May is easily the hottest event on the AWP social calendar, and this year's event didn't disappoint with several significant highlights.

The event headliners included hot-laps in souped-up drift cars synonymous with hit Hollywood franchise Fast and the Furious, a Q&A with one of Australia's greatest V8 racing superstars and Terex CEO and President, John Garrison.

Hosted by Jim Barr, Genie Vice President and General Manager, Asia Pacific, Terex AWP, the Customer Appreciation Night was held at Brisbane's iconic Archerfield Speedway and attracted 215 of the best and brightest from the AWP industry in Australia.

In recognition of Genie clocking up 21 years partnering with the AWP industry in Australia and New Zealand, John Garrison, Terex

CEO and President, travelled from Westport, Connecticut (USA), to attend the milestone event, as well as HIRE18, where he was a keynote speaker. The Terex CEO proved a hit as he mingled with guests, as well as for his well-received words at the customer night.

Another event highlight was Genie National Sales Manager, Terex AWP, Kurt Kinder's one-on-one Q&A session with V8 Supercar legend Jamie Whincup from the Red Bull Racing Team. In 2017, Jamie won a record breaking seventh V8 championship. Naturally, the Holden driver was an enormous hit, even for those V8 supporters with a passion for Ford.

"Successful partnerships are based on many things, but there are some 'core items' such as respect, consistency and continuity that are non-negotiable"

Jim Barr  
Genie Asia Pacific  
Terex AWP





## Genie partnering in Australia since 1997

The keynote speaker at the Customer Appreciation Night, Jim Barr, a significant contributor to the Genie narrative in Australia over the last 21 years, delivered several key messages during his address.

Jim reconfirmed the Genie commitment to maintaining the successful partnerships of the last 21 years into the future. "Successful partnerships are based on many things, but there are some 'core items' such as respect, consistency and continuity that are non-negotiable," explained Jim. "We will continue to deliver on what we promise, will always bring value to the table and will always show up."

The Asia Pacific leader concluded by reemphasizing his pride in how Genie continues to collaborate with the AWP industry's leading lights in the antipodes. "As partners and great friends, it's been a privilege to take the journey with our customers in Australia and New Zealand built on mutual respect and a common vision."

## A fast and furious evening of thrills but no spills

In keeping with the Genie Customer Appreciation Night tradition of mystery, guests were given no clues about how the event would unfold.

The secrets, however, were soon unmasked when guests arrived at Brisbane's iconic Archerfield Speedway to be greeted by a phalanx of drift cars familiar to fans of Fast and the Furious. Also maintaining a strong presence, a collective of spectacular new Genie machines provided a magnificent backdrop. The new-to-market machines included the Genie S<sup>®</sup>-85 Xtra Capacity™ (XC™) and the Genie SX™-135 XC boom lifts, which were joined by a Genie GS™-4390 RT rough terrain scissor lift and a Genie Z<sup>®</sup>-60/37 FE boom lift.

A fully interactive event, several lucky customers experienced the thrills and fury of drifting around the Archerfield track in the hotted-up vehicles. There were also two time-trial racing simulators, with the fastest customers winning hot lap race experiences

in their hometown. To add to the excitement, Jamie Whincup set the benchmark times on the simulators. The V8 ace then threw down the gauntlet to customers to beat his time to win the hot laps.

To complete the speedway appeal, there was a professional drift show using three vehicles decaloed prominently in Genie branding, while customers were also able to seek refreshments served from the back of Chevrolet ute. [G](#)



**JAMIE WINCUP**

# Camden Hire Invests in the Latest Fuel Electric Hybrid Boom Lift

Two new Genie® Z®-60/37 FE (fuel electric) hybrid booms are proving to be a winning investment for Western Sydney-based Camden Hire, which leases earthmovers, trucks, lighting, party hire and compaction equipment in addition to its EWP fleet.

The Genie® Z®-60/37 FE model climbs 25% faster than a typical diesel-powered unit, and according to Adam Mulley, Branch Manager – Access Hire Division, Camden Hire, the hybrids have already achieved permanent rental status indefinitely thanks to the strength of Sydney's construction sector.

"The building industry in southwestern Sydney is booming," Adam says. "We are surrounded by many prime residential and industrial developments." There will also be plenty of opportunities for our clients to use a Genie Z-60/37 FE hybrid boom when construction at Badgerys Creek Airport clicks into gear, noted Adam.

## The eye-catching hybrid boom

Several features of the new boom caught the eye of the Camden Hire executive. "The stability of this hybrid is quite good, as well as the smoothness of the operating system while you're up in the air," he commented.

"Also, the ability of this machine to run on electricity or diesel creates a perfect opportunity for the market."

At 7,686 kg, the relatively lightweight of the boom is another noteworthy feature. "Because the Genie Z-60/37 FE model is so light, it's possible to load on the back of a bogey axle tilt tray," Adam said. "So, transporting these machines compared to previous models becomes cheaper for our customers, and it's easier for us to get them to a jobsite. There are many bonuses to owning these machines."

## A broad range of applications

Adam, whose firm services a broad range of clients across the Greater Sydney Basin, believes the Genie Z-60/37 FE hybrid boom will have many useful applications. "It will be especially handy for projects in schools and universities," he said. "With the electric motors, these machines are very quiet.

While the students are working away, they'll have no idea that there is work going on."

Apart from the secondary and tertiary education sectors, Adam believes the hybrid booms will be used for maintenance work, as well as by electricians, cleaners, sign writers and other tradespeople.

## Commitment from Genie

Camden Hire, which launched in 1984, has a long history of doing business with Genie, which is celebrating 21 years servicing the EWP industry in Australia and New Zealand in 2018. "We keep going back to buy Genie products because they are reliable. The machines rarely have an issue.

"When they do, the team at Genie is very handy, and they solve our challenges very quickly. This level of aftersales service adds to the ROI associated with using a Genie product." 



# New Genie® Lift Guard™ Contact Alarm Prototype on show at HIRE18

New system alerts operators, occupants and ground personal to potential hazards when working at height.

Genie® protective solutions continue to evolve. Highlighting a new generation in innovative solutions, a prototype of the Genie Lift Guard™ Contact Alarm system for Genie GS™ slab scissor lifts and Genie GR™, GRC™ and QS™ vertical masts were shown to customers in Australia at HIRE18 in Brisbane, May 30-31. This system is an electronic secondary guarding solution designed to activate when an obstruction makes contact with an activation whisker mounted to the lift's platform guardrails, alerting operators, occupants and ground personnel to a potential hazard. The prototype has also been shown to Genie customers during Vertical Days in Leicestershire, United Kingdom, May 16-17, and to North American customers at OSHA National Safety Stand Down, May 7-11.

“Operator safety and productivity are key considerations in the Genie design process,” says Tim Merritt, Genie National Product Support Manager, Terex Australia. “The Genie Lift Guard Contact Alarm system for slab scissors and vertical mast lifts is designed to supplement a trained operator's situational awareness and provide a secondary layer of guarding while working at height. Showing this prototype during HIRE18 gives us the opportunity to engage with Genie customers and end users, gaining feedback from them so we can tailor our future protective solution offerings to best meet their needs and expectations.”

According to Merritt, the standard configuration for the Genie Lift Guard Contact Alarm system for slab scissors and vertical mast lifts will include two activation whiskers — one mounted on the front of the platform and one mounted on the rear.

## How does it work?

The Genie Lift Guard Contact Alarm system for slab scissors and vertical mast lists is designed to activate when an activation

whisker is deflected by an obstruction, triggering the limit switch in the base of the assembly. When the system is activated, all machine motion will stop, an alarm will sound and beacons will flash. The operator will be able to continue driving or elevating the platform into the desired working position after acknowledging the activation system and machine stopped condition. According to Merritt, a free-movement zone will exist between the activation whisker and guardrail, to allow mobility for operators and occupants after the system is activated.

## Why this design?

“Genie customers throughout the world are committed to workplace safety, and we want to support their efforts with focused

market solutions. We designed the Genie Lift Guard Contact Alarm system for slab scissor lifts and vertical masts to provide a level of secondary guarding equivalent to that available on boom lifts, in a package that meets the unique needs of scissor and vertical mast lift applications,” says Merritt.

The Genie Lift Guard Contact Alarm system for slab scissor lifts and vertical mast lifts will go into production in late 2018. A retrofit kit will be available at time of production to allow for compatibility with Genie Smart Link™ system-enabled scissor lifts and vertical masts produced from 2011-2018. **G**



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**RICHARD GANNON**  
QLD, NT, WA  
0437 477 279



**BRENT MARKWELL**  
NSW - South  
0439 770 159



**MIKE PODZIEWSKI**  
NSW - North, NZ  
0407 131 710



**DAVID GREENE**  
VIC, TAS, SA  
0407 753 919



**AMY PETTIT**  
RETAIL  
0457 504 845