

Industry Scoop



A PUBLICATION FOR AND ABOUT ROLAND MACHINERY CO. CUSTOMERS • 2013 NO. 4

BROOKFIELD IRON & METAL

How a change of career led to big success for this Chicago-area recycle/scrap firm

See article inside . . .



Josh Wilkins,
President

PAUL BUGAR TRUCKING

It's "all in the family" for this longtime Wisconsin aggregate supplier/site developer

See article inside . . .



Paul Bugar Jr.,
President

A MESSAGE FROM THE PRESIDENT



Matthew L. Roland

**Looking
forward to
2014**



Dear Valued Customer:

Like you, we're excited about what lies ahead next year. Economic indicators show a strengthening economy, and construction has been a major beneficiary. Spending hit a four-year high recently, led by a strong rebound in residential construction that includes significant gains in new housing starts. Non-residential construction also continues to do well, and many organizations expect the trend to continue into 2014 and beyond.

Another reason we're looking forward to next year is the upcoming CONEXPO. Held in Las Vegas on March 4-8, it showcases the latest in equipment and technology for the construction industry. As always, the manufacturers we represent, such as Komatsu, will have several innovative new products on display and will feature their world-class product support capabilities. We hope to see you there.

While new products are always exciting, sometimes purchasing a used piece makes perfect sense. In this issue of your *Industry Scoop* magazine, there's an informative article about Distributor-Certified used equipment available through Komatsu ReMarketing. These thoroughly-inspected machines offer a great alternative to new equipment.

Remember, incentives are still available for purchasing equipment this year. Fifty-percent bonus depreciation on most property placed in service before 2014, and extended Sec. 179 expense levels of \$500,000 with a phase-out beginning at \$2 million is still in effect.

Used or new, we can service your equipment, and encourage you to contact us about special incentives that may apply to parts and repairs on your machinery during the coming months. In some instances, subsidized financing may be available. Contact us for further details.

As always, if we can do anything for you, please call or stop by one of our locations.

Sincerely,
ROLAND MACHINERY CO.

Matthew L. Roland
President

Industry Scoop



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Published by Construction Publications, Inc., for



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Raymond E. Roland, CEO
Matthew L. Roland, President
Dan Smith, General Manager, Product Support
Jay Germann, Used Equipment Manager

SPRINGFIELD DIVISION (Corporate Office)

Mike Brunson, General Manager
Springfield, IL (217) 789-7711
816 North Dirksen Pkwy.

CHICAGO DIVISION

Larry Gindville, Vice President/General Manager
Bolingbrook, IL (630) 739-7474
220 East Frontage Rd.
Marengo, IL (815) 923-4966
18210 Beck Rd.
Portage, IN (219) 764-8080
6450 Melton Rd.

WISCONSIN DIVISION

Larry Gindville, Vice President/General Manager
De Pere, WI (920) 532-0165
3275 French Rd.
Franksville, WI (262) 835-2710
2916 N Sylvania Ave.
DeForest, WI (608) 842-4151
604 Stokely Rd.
Eau Claire, WI (715) 874-5400
7417 Margaret Lane
Schofield, WI (715) 355-9898
9808 Weston Ave.
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Cape Girardeau, MO (573) 334-5252
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701 Industrial Dr.
Carterville, IL (618) 985-3399
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PAUL BUGAR TRUCKING

It's "all in the family" for this longtime Wisconsin aggregate supplier/site developer



Paul Bugar Jr.,
President

When Paul Bugar Sr. started Paul Bugar Trucking in 1948, the company's business was indeed trucking. He hauled milk for a Loyal, Wis., cheese factory and vegetables for a local canning factory. Over time, he hauled sand and gravel and then added logging to his list of services before eventually getting into the aggregate/crushing business in the early 1970s.

Today, Paul Bugar Trucking is one of the leading aggregate suppliers in north/central Wisconsin. With three quarries and more than 30 quad-axle and belly-dump trucks, Paul Bugar Trucking sells and delivers crushed aggregate, sand and ag lime to customers within a 50-mile radius of Loyal; provides custom crushing services; and recycles concrete and asphalt. In addition, the

company has an excavation side that does site development and road work for public and private customers in and around Loyal, which sits roughly midway between Wausau and Eau Claire.

Paul Bugar Jr. and his sister Susann are second generation owners of what is truly a family business in every sense. Paul is a hands-on president who bids jobs, runs field operations and handles equipment matters. Susann oversees office duties with the help of their sister Mary Hoesly. Susann's husband, Wayne, is Lead Shop Tech and Mary's children all work part-time at Paul Bugar Trucking.

"We are very proud of the fact that our dad started the business, that Sus and I bought our own machines and started in the quarry right out of high school, and that the entire family continues to be involved," said Paul. "This is our 65th year in business. Not a lot of companies last that long."

Although the elder Paul Bugar retired from an ownership role in 1992, he stayed involved in the operation and came to work every day until he unexpectedly died in a car accident six years ago. Despite the loss, Paul and Susann have continued to grow the business.

"We have many valuable employees, truck drivers and operators logging millions of miles and thousands of hours a year delivering rock as well as hauling lime to area farmers," said Paul and Susann. "Because our quarries are well-located, we can go any direction from Loyal. We make a quality product that meets state spec, and we think our service is the best in the business."

Loyal, Wis.,-based Paul Bugar Trucking primarily uses Komatsu wheel loaders, including this WA600, to run its three quarries.



Productive Komatsu equipment

Paul Bugar Trucking has a large fleet of Komatsu equipment to run the quarries and to do the excavation and grading associated with the company's site-work division.

"Since the early to mid 1990s, we've owned dozens of Komatsu machines," said Paul. "Today, we have about 15 WA500 wheel loaders. The first new one we bought was in 1994, and it's still here. We have Komatsu loaders with 32,000 hours down to our newest one that has about 2,000 hours on it."

The company also has six Komatsu excavators, including three PC228 zero-turn machines and three Komatsu dozers (two D61s and a D65).

"We've found Komatsu machines last a long time and have good resale value," said Paul. "Roland Machinery also has good people who help us get the most out of the units, including our Sales Rep Dan Ross, Trainer Adam DePeau, VP/General Manager Larry Gindville and Wisconsin Director of Product Support Brett Anderson."

Future looks bright

Both Paul and Susann say they never really planned for Paul Bugar Trucking to be as big as it is today.

"The area grew, and one thing led to another," said Paul. "We look for opportunities where we can help or where our services may be needed, then do the best job for the customer. That's our business model in a nutshell. And in the future, that's what we'll continue to do. I wouldn't say we're going out-of-our way to grow, but if something makes sense for us, we'll take a look at it."

"As for the long-term future, Paul and I intend to be around for awhile, but it's nice to know that we have a third generation that's showing some interest in the business," said Susann. "Mary's daughters, Nicole and Danielle, both work in the office with us, and her son, Paul, who's now 12, works in the shop after school. So there's a chance that this will be a third-generation business at some point in time, and I think our dad, who started it all, would be pleased." ■



This Paul Bugar Trucking operator uses a Komatsu PC228 to replace a driveway culvert for the township of Mayville, Dorchester, Wis.



Paul Bugar Jr. often operates equipment himself, including spreading rock with the company's D65 dozer at this commercial job in Dorchester. "We've been buying Komatsu machines for 20 years," said Bugar. "We've found they last a long time and have good resale value."



Paul Bugar Trucking has been a family business since 1948. Pictured here are (L-R) Co-owners Paul Bugar Jr. and Susann Bugar with their sister Mary Hoesly and Roland Sales Rep Dan Ross.



Wayne Scheel,
Lead Shop Tech

BROOKFIELD IRON & METAL

How a change of career led to big success for this Chicago-area recycle/scrap firm



Josh Wilkins,
President,
Brookfield Iron
& Metal

After graduating from college with a finance degree, Josh Wilkins spent five years building a successful career as an accountant/VP Sales. He had a downtown Chicago office and worked for clients at the Chicago Board of Trade, the Mercantile Exchange and elsewhere. But in 2005, he abruptly left all that to join his dad at Wilkins Rebuilders, a small Chicago Heights-based company that recycles diesel truck parts.

"It may seem like an unusual career move, but it made sense to me," said Josh. "Number one, this was a family business, and I wanted it to continue beyond my dad. Number two, the company I was with wouldn't promote me to controller because I was too young. They had a rule that you had to be 30 years old, which I thought was stupid, so I left and never looked back."

"He took a pretty big pay cut to come here," recalled his dad, Pete Wilkins. "I paid him \$9/hour to run a shear. As the new guy, he also had to clean the office. I questioned whether he would choose to stay with us, not just because

of the pay, but because it's dirty, outdoor work – not the suit and tie, office job he was accustomed to."

Not only did Josh stay, but in 2010, he partnered with New York-based Brookfield Resource Management to form a Chicago division, Brookfield Iron & Metal. That move built on what his dad had started and took the Wilkins' operations to an entirely different level.

"When Josh came here, I think he was our fifth employee," Pete noted. "Five years later, we were up to about 15. Today, we have 75 people between Wilkins and Brookfield, and it's all because of Josh. He spent some time learning the industry – applied his education, background, aggressiveness and vision to it – and boom. It's been unbelievable. The volume we push through here now is stunning to me. The business has grown at least tenfold since he's come onboard."

Wilkins Rebuilders recycles diesel truck parts. Brookfield Iron & Metal recycles passenger and commercial gasoline-powered vehicles and sells scrap. This year, they will recycle about 15,000 cars and vehicles, 2,000 to 3,000 trucks and a similar number of trailers.

"At Brookfield, we dismantle for large companies like Waste Management, Nissan and UPS," Josh explained. "They want to make sure their old vehicles don't end up back on the street. We guarantee that with photos. We sell the useable parts, largely to overseas markets. What's left, we process as scrap and sell to steel mills.

"In my opinion, one thing that separates us from our competition is relationships. The scrap industry doesn't have a great reputation, but our customers know they can trust us to do what's in their best interest. The other crucial

Brookfield Iron & Metal has two SENNEBOGEN 830s for scrap handling at its yard in Chicago Heights, Ill.



aspect is efficiency. I'm a numbers guy. When the opportunity with Brookfield arose, I ran the numbers in my head and could see how it would work. From there, it was a matter of putting infrastructure, equipment and people in place, then running it with standard procedures and processes that would get us where we wanted to go."

"Josh came from a different background and different mentality than most of us in this industry," said Pete. "He could see a better, more efficient and profitable way to do things. Then he, and the Brookfield team, made it happen."

Quality Komatsu machines

Equipment is an important part of the efficiency factor for Brookfield. The company turns largely to Roland Machinery and Portage Branch Sales Rep Dave Cruise for its mobile units including five Komatsu wheel loaders and two Komatsu PC350 excavators. Brookfield also has two SENNEBOGEN 830 material handlers.

"Some people in this industry try to get by on the cheap, but we believe in quality and have been very pleased with our Komatsu units," said Josh. "High productivity. Great fuel efficiency. Excellent reliability. The excavators have plenty of hydraulic power to run the attachments. And the wheel loaders are bullet-proof. We've never had one down.

"Part of that is due to the fact that we take care of our equipment," he added. "For example, service intervals and oil samples are required every 500 hours, but we do them at 250 hours. We also get excellent support from Dave and everybody at Roland. When I need something equipment-wise, Roland is typically my first and only call."

Dynamic growing business

From zero to 55 employees in a little more than two years is impressive. But Josh Wilkins says Brookfield is not standing still. "We're definitely still growing. We recently paved our entire yard and did a nine acre expansion. We're adding a rail line to better move scrap out of Chicago. Once that's finished, it will require a second shift and another 20 people or so. I'm



Brookfield uses two Komatsu PC350LC-8 hydraulic excavators and five wheel loaders to power its vehicle recycling operation. "Why Komatsu?" asked President Josh Wilkins. "High productivity. Great fuel efficiency. Excellent reliability."



(L-R) Wilkins Rebuilders President Pete Wilkins and Brookfield Iron & Metal President Josh Wilkins work with Roland Machinery Sales Rep Dave Cruise on equipment matters.

also working on another expansion effort, but I want to keep that quiet for the time being."

As for making the move from downtown to the south side; office to yard; and white collar to blue collar; Josh says he wouldn't change a thing. "I love my job. This is a dynamic business, and it's exciting to be a part of it." It's a sentiment echoed by his dad. "For a father to work with his son and have it turn out like this is tremendous," said Pete. "It's like being at one of his Little League games with a front row seat to watch him hit a home run. It makes me proud that he's been able to do this for us and our employees, and it makes me happy that the family business will continue after I'm retired." ■



Jaciel Munoz, Brookfield Yard Manager

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Roland now offering customers electronic invoicing option

Are you tired of receiving invoices through the mail? Roland Machinery is now offering a paperless option, whereby customers can receive monthly statements and invoices via e-mail. If you sign up for Roland's electronic invoicing service, you will have 24/7 access to Roland's online portal, which allows you to view and print invoices, as well as make payments via ACH.

"Many people have become accustomed to electronic billing and making payments online,"

said Roland President Matt Roland. "So we wanted to give our customers the option. For those who prefer hard-copy invoices, we'll continue to mail them. But if customers prefer electronic invoicing, we can now accommodate them."

To learn more about electronic invoicing, go to Roland's Web site at www.rolandmachinery.com, click on the "Go paperless" logo, and follow the simple registration instructions. Or you can call any branch location for more information. ■

New Chicago division sales manager

Mike McNamara, who served Roland Machinery as Major Accounts Manager for the past seven years, has accepted the position of Sales Manager for the Chicago division. Mike resides in the Chicago area and has accumulated more than 20 years of construction-industry experience, including managing large-scale infrastructure projects in and around the city, prior to entering into equipment sales.

"Mike has done an excellent job of developing relationships with key accounts," said Roland President Matt Roland. "He's been able to open doors with many of our largest Chicago-area customers. We're pleased he has



Mike McNamara,
Roland Chicago
Division Sales
Manager

agreed to take the Sales Manager position and are confident he will excel in his new role."

Mike is looking forward to working closely with Roland Machinery's Chicago-area sales representatives and meeting customers. ■

Forwarder operator challenge

Roland Machinery, Komatsu America Corp's Forestry Division and the Great Lakes Timber Producers Association recently sponsored a forwarder operator challenge. The event was held at the Upper Peninsula State Fair Grounds in Escanaba, Mich.

John Talbacka of Ishpeming, Mich., took first place in the competition. Ryan Carey of Marquette, Mich., earned second place; David Anderson of Felch, Mich., received third place; and Mike Ziebert of Dunbar, Wis., placed fourth.



Winners of the forwarder operator challenge included (L-R) John Talbacka of Ishpeming, Mich. (first place), Ryan Carey of Marquette, Mich. (second place), David Anderson of Felch, Mich. (third place), and Mike Ziebert of Dunbar, Wis. (fourth place).

HOW MUCH GAS TAX DO YOU PAY?

Americans need to be educated on infrastructure and its funding



Christian Klein,
AED Vice
President of
Government
Affairs

Americans are largely clueless about how much they pay in gas taxes, according to a new poll released by the American Road & Transportation Builders Association.

When asked how much the average household pays in state and federal fuel taxes, 63 percent of respondents said they either don't know or estimated the total amount at more than \$100 per month. According to Federal Highway Administration data, however, the average U.S. household pays \$46 per month based on the current gas tax of 18.4 cents per gallon.

A recent poll by the American Road & Transportation Builders Association revealed that few Americans know how much they actually pay in gas tax. A large percentage believe the federal government should play an integral role in infrastructure investment, which is largely funded by the current 18.4-cents-per-gallon federal tax.

While 9 percent of those polled responded in the correct range (\$40 to \$59), infrastructure advocates are troubled by the public's unfamiliarity with the critical element of the infrastructure funding debate. Before expiration of the current highway bill (MAP-21) on Sept. 30, 2014, Congress must find new revenue streams, either through a politically difficult gas tax increase or another financing mechanism, to maintain the solvency of the Highway Trust Fund (HTF).

Fortunately, the poll also revealed most Americans believe the federal government should play an integral role in infrastructure investment; 74 percent of respondents supported this philosophy, while 20 percent disagreed.

Raising public awareness

Pro-infrastructure lawmakers and transportation industry organizations are working to raise public awareness of the federal government's vital role in infrastructure investment and why Congress and the administration must work together to find a long-term solution to maintain the solvency of the HTF for decades to come.

A recent AED-funded report by researchers at William & Mary University projected a \$365 billion shortfall for the HTF over the next two decades (assuming spending levels and revenue streams stay the same). That same study found that restoring the gas tax's purchasing power to what it was in 1993 (the last time it was increased) by raising it to 25 cents per gallon and indexing it for inflation going forward would eliminate that deficit and generate an additional \$167 billion for roads, bridges and transit. ■



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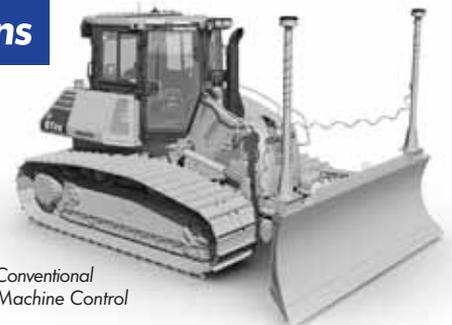
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UP TO THE CHALLENGE

Rugged design of new PC360LC-10 Waste Handler provides maximum uptime in tough applications



Kurt Moncini,
Product Manager,
Excavators

Waste handling can be an extremely tough application for equipment. Not only is waste material highly varied and difficult to handle, it produces a lot of airborne debris that can wreak havoc on engines and other critical systems. Komatsu designed its new PC360LC-10 Waste Handler to stand up to both types of challenges.

“Anyone who works in transfer stations, demolition, scrap handling and recycling centers knows how severe these applications can be,” said Kurt Moncini, Product Manager, Excavators. “Komatsu built the PC360LC-10 Waste Handler with these conditions in mind and came up with a package that helps minimize the impact of these unique environments. We reduced associated downtime and kept the focus where it should be: the work at hand.”

Komatsu engineered the PC360LC-10 Waste Handler with a severe-duty revolving frame undercover that has thicker steel for greater protection of internal components. Operators are also well protected from falling debris with standard cab-top guarding. Additional falling-object protection and front window guards are also available.

The heavy-duty boom and arm are made with high-tensile strength steel and have large cross-sectional areas and one-piece castings in the boom foot and boom and arm tips. The design provides excellent strength and durability.

Debris accumulation reduced

Several features reduce debris accumulation and improve airflow, allowing the operator to focus on the job instead of the temperature gauge. Improvements include a high-capacity Sy-Klone® engine precleaner, remote-mounted A/C condenser, engine door and hood corrugated screening package, auto reversing fan and radiator clean-out covers to keep air flowing through the coolers and make cleaning easier. Engine and hydraulic-compartment gap seals prevent debris from entering the radiator-cooling air stream. A wide core cooling package with wide fin spacing keeps air flowing through the radiator, hydraulic oil and charge air coolers. The standard auto reversing fan changes air flow direction to clean screens and coolers on a regular interval.

“Operators can adjust the interval to match conditions, and they can manually reverse the fan at any time with the flip of a conveniently-located switch on the right-hand console,” said Moncini. “Six working modes allow operators to match machine performance to the application, which offers high production in tougher tasks and greater fuel efficiency in less strenuous situations, so users get dual benefits.” ■

Brief Specs on the Komatsu PC360LC-10

Model	Net Hp	Operating Weight
PC360LC-10	257 hp	78,255-79,930 lbs.

Komatsu designed the PC360LC-10 Waste Handler for maximum uptime in severe-duty applications such as transfer stations and recycling.



DASH 10 EXCAVATORS

From Komatsu - The Excavator Experts



Komatsu Dash 10 excavators provide increased horsepower, improved operator comfort and reduced fuel consumption. The excavator experts at Komatsu can help you complete jobs more quickly, while lowering your fuel and maintenance costs.

- Efficient Komatsu Tier 4 Interim engines and advanced hydraulic systems maximize productivity while providing up to 10% lower fuel consumption.
- Enhanced operator environment improves comfort and machine control.
- Komatsu CARE provides complimentary Tier 4 maintenance, including KDPF exchange filters. Contact your Komatsu distributor for details.

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WA500-7

From Komatsu - The Loader Experts



The WA500-7 Tier 4 Interim Wheel Loader is a class-leading performer in the aggregate industry with improvements in production, fuel efficiency, operator comfort and serviceability.

- Large-capacity torque converter with lock-up delivers power, speed and efficiency.
- New operator's cab offers improved visibility and ergonomics.
- Efficient Tier 4 Interim engine provides up to a 7% reduction in fuel consumption.
- Komatsu CARE provides complimentary Tier 4 maintenance, including Komatsu Diesel Particulate Filter exchange. Contact your Komatsu distributor for details.

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TRIED AND TRUE HAULER

Komatsu's 930E mining truck boasts industry-leading availability and longevity

There's a reason you see so many Komatsu 930E haul trucks in mines, not just throughout the U.S., but worldwide. Actually, there are two reasons. First of all, nearly 1,700 930Es have been sold since the model was first introduced in 1996. Second, they last a long time, so once a mine has one, it's not unusual that it's still running 10, 12 or 14 years later.

"It's one thing to have a truck that old with 100,000 or more hours on it; it's another for it to still be producing at a high level," said Tom Stedman, Komatsu Product Marketing Manager, Electric Drive Trucks. "But we have many 930Es out there with double-digit years and six-figure hours delivering exceptionally high availability. Historically, we have had the highest mechanical availability of any of the large-haul trucks, and we're very proud of that."

One of the primary reasons for the success of the 930E is the electrical retarder system.

"We believe dynamic electrical retarding is far superior to the mechanical braking system of our primary competitor," said Stedman. "It virtually eliminates brake wear and requires far less maintenance, which improves operating costs and contributes to our high mechanical availability. The other big advantage is speed on grade. Trucks equipped with an electric dynamic retarder can navigate downhill loaded grades as much as 40-percent faster than an equivalent size mechanical-drive truck."

At 320 tons, the 930E is a perfect four-pass match for a shovel with a common 80 ton bucket.

While Komatsu is already at work on a Tier 4 model that will be required in 2018, Stedman

says the "bones" of the truck will remain the same. "It's still early in the redesign process, but the bulk of the changes will be related to the engine and emissions, including improved fuel economy. We will be building on the elements that have made this model so successful, while modernizing important areas, such as the cab, control system and electronics."

For more information on how the 930E-4 or the 3,500 hp 930E-4SE can improve performance on your mine site, call your local Komatsu Distributor. ■



Tom Stedman,
Komatsu Product
Marketing Manager,
Electric Drive Trucks

Brief Specs on Komatsu 930E-4

Model	Gross Vehicle Weight	Gross Output	Payload
930E-4	1,106,670 lbs.	2,700 hp	320 tons

The dynamic electrical retarding system is one reason Komatsu's 930E-4 haul truck provides maximum uptime. It also allows operators to increase hauling speed and improve productivity.



Customer Care

From Komatsu - The Product Support Experts



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At Komatsu, customer satisfaction is our number-one priority.

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EXPANDED REMARKETING INVENTORY

Komatsu increases its offering of quality Distributor-Certified used equipment

In 1999 Komatsu formed its ReMarketing Division to offer quality Distributor-Certified used equipment. Since then, hundreds of contractors throughout North America have taken advantage of these lower-cost alternatives to new equipment.

"We continue to see contractors turning to the rental and used equipment market to augment their fleet so they're not tying up their capital in new machines," said Lee Haak, Director, ReMarketing, which is now a part of Komatsu's Rental and ReMarketing Division. "Komatsu's aim is to offer customers the highest-quality used machinery in the industry, and we've made a concerted effort to expand our organization to meet that goal. For instance, Komatsu employs ReMarketing regional managers (featured on next page) to work directly with Komatsu distributors. ReMarketing has also trained more than 1,000 Komatsu-certified evaluators at our distributors."

Those evaluators do more than just take a cursory glance at a piece of used equipment to determine its resale value. Each machine is put through a thorough, 200-step evaluation process that checks machines from stem to stern. This process includes measuring items such as the undercarriage on a bulldozer. Any item not meeting Komatsu standards is clearly identified.

"We strive for consistency in our evaluations no matter who does it or where it's done," said Haak. "That's important for two reasons. One, buyers know exactly what the condition of the machine is and what's been done to it, as opposed to buying a machine at auction or through another source. Two, if they buy from outside their geographic region, they can trust in the machine's condition without investing time and money to physically go look at it."

Web site available

Haak noted that ReMarketing customers have a large variety of needs. "Some buyers want a machine that's had everything replaced, and others want a fixer-upper that they can buy in the fall and have their mechanics work on during the winter. One contractor may want a used excavator to start a new business, while another is looking for a quality, older wheel loader to park at a gravel pile where they occasionally pull material. We can accommodate practically any need because we have a vast network of inventory available."

Those interested in used equipment will often find certified ReMarketing machines through their local distributor, according to Haak. "That should be the first place they check. Our Web site that's dedicated to ReMarketing machines is also available at www.komatsuused.com. The Web site allows customers to search by machine and category and has listings from across our distributor network. Information on the Web site includes condition, asking price, location and contact information for each machine."

Continued . . .



Lee Haak,
Director,
ReMarketing

To view available distributor-certified used pieces available through Komatsu ReMarketing, visit www.komatsuused.com.

Used equipment available through Komatsu's Rental and ReMarketing Division is Distributor-Certified, so buyers know the condition of the machine and what has been repaired. "Buying a ReMarketing machine can be a great low-cost alternative to a new purchase," said ReMarketing Director Lee Haak.

The screenshot shows the KomatsuUsed.com website. At the top, there's a navigation bar with links for Home, About Us, Contact Us, and a search bar. Below the navigation bar is a "Quick Search (Make & Model)" section with dropdown menus for "Category" and "Manufacturer", and input fields for "Model", "Hours From", "Hours To", "Year From", and "Year To". A large image of a yellow Komatsu excavator is featured prominently. To the right of the excavator, the text reads "BUY WITH CONFIDENCE" and "KomatsuUsed.com". At the bottom of the page, there are icons representing different types of equipment: Excavators, Dozers, Wheel Loaders, Trucks, Motor Graders, Other Equipment, and Attachments.

Komatsu offering a lower-cost alternative to buying new

... continued

Many Komatsu ReMarketing machines also qualify for subsidized financing, and warranties are available for purchase. "No other manufacturer does it like we do," said Haak. "We're flexible when it comes to

warranties. For example, someone may want a 90-day warranty. Komatsu will do that. If a customer wants a warranty, we'll work with them to purchase one for up to six years and 8,000 hours." ■

Meet Komatsu ReMarketing's Management Team



Lee Haak,
Director, ReMarketing

Lee Haak has been with Komatsu for 33 years and Director of ReMarketing during the past seven years. He's overseen the ReMarketing division's expansion throughout North America and recently into Latin America. Haak is one of two management members who covers the United States as part of its regional management team. "Buying a new piece of equipment isn't always necessary or the best option. ReMarketing machines can offer a lower-cost alternative, and buyers know right up front the unit's condition and what's been repaired. It's a solid alternative."



Ken Van Zanten,
Regional Manager -
ReMarketing Division

Kent Van Zanten is ReMarketing's other United States Regional Manager, covering the Northeast and Midwest. Van Zanten has been with Komatsu for nearly 20 years, the last nine with the ReMarketing Division. "Komatsu is synonymous with quality and has a strong dealer network that's invested in customer success. ReMarketing adds to that by providing good-quality, used machines that can help users build their business in a cost-effective way. Customers can also buy with confidence knowing that they will be backed by Komatsu's world-class parts and service support."



Josh Alters,
District Manager,
ReMarketing

Josh Alters joined the ReMarketing team two years ago as a Regional Manager for Canada after 11 years with Komatsu Financial. "Customers have the assurance that machines certified through their Komatsu distributor have been thoroughly inspected and are ready to work. If they view a used unit through their distributor's Web site or our ReMarketing site, they can be confident it will be delivered as represented, with no surprises."



Mario Muxo,
Regional Manager,
Mexico and Latin
America

Mario Muxo covers Mexico and Latin America and has been with Komatsu for 20 years. "I started handling ReMarketing exclusively about three years ago, and what I've found is that customers appreciate that we offer a solid alternative to new machines. Added value comes in knowing that we'll support it with OEM parts and well-trained distributor technicians."



Lauri McNulty,
ReMarketing,
Business Analyst

Lauri McNulty is ReMarketing's Business Analyst and handles data and marketing, including posting certified machines to the division's new komatsuused.com Web site. "ReMarketing has grown considerably during the 10 years that I've been with the division. We have more than 2,000 machines up on our site with pictures, condition and inspection reports upon request. Soon that will include a mobile app. It's a terrific resource for researching what ReMarketing has available."

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NEW PROGRAM REDUCES COSTS

Komatsu offers incentives and financing to help you make needed repairs now

For many construction companies, the winter months are a time to take stock of and make critical repairs to equipment in order to ensure it's ready for the next season. Among those critical repairs are major items such as hydraulic or drive train overhauls and engine rebuilds, which are designed to bring machines back to like-new performance.

Although repairs can be costly, delaying those repairs can lead to unexpected downtime and higher lost-time costs. Komatsu recognizes this, so it is participating in and supporting distributor incentives for major machine repairs using new and Komatsu Reman parts. Additionally, Komatsu recognizes that it can be difficult to pay in-full for the needed repairs, so they are also providing attractive financing for qualified customers, including zero-percent financing for 12 months and no payments for 90 days through Komatsu Financial.

"We understand that there are a variety of reasons for putting off needed repairs, but doing so could put you at risk for significant downtime when a machine is most needed," said Glenn Schindelar, Senior Marketing Manager. "Komatsu is committed to finding solutions to help ensure those larger repairs get done now so that our customers' machines are running at peak performance when it's time to go to work. This is a way to do that at a reasonable cost that can either be paid for outright or financed over a period of months."

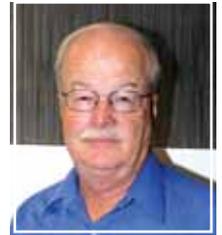
To take advantage of this program, repairs must be done by Roland Machinery's Komatsu-certified technicians either in the shop or in the field. All parts carry a one-year, unlimited hours warranty.

"Having the work done by Komatsu-certified technicians offers peace of mind that it's done right, and having a warranty provides added value," said Schindelar. "We encourage those

considering repairs to check out their distributor incentive programs and financing to see if it's right for them. We find that customers who take advantage of specials like these tend to greatly benefit."

Schindelar cited examples, such as a sand and gravel company that was having a difficult time affording the upkeep of its machines during the economic downturn. The company fixed what it could, but a more comprehensive solution was required. Using the local distributor's incentive program, combined with zero-percent financing through Komatsu Financial, the company was able to put one machine back into proper working order. Because the program worked so well, the company decided to finance repairs on two additional machines. This one customer, and many others like him, was able to completely repair his machines and have them totally ready for full production without impacting his short-term cash flow.

"We have many similar stories where customers used an incentive program and financing to lower their cost and manage their payments, so they were able to repair their machines without a major impact to cash flow," said Schindelar. "It showed them that Komatsu and their distributor were committed to their success." ■



Glenn Schindelar,
Senior Marketing
Manager

Komatsu is participating in and supporting dealer incentive programs with discounts on new and Komatsu Reman parts used to make major repairs. Komatsu is also providing attractive financing options for qualified customers, including zero-percent financing for 12 months and no payments for 90 days through Komatsu Financial.



NEW ATTACHMENTS

Increase productivity in rock excavation and demolition with Xcentric™ Rippers

If your list of services includes rock excavation and/or demolition, you're always looking for increased performance and production output with lower maintenance costs and less downtime. You can get those benefits with Xcentric™ Ripper attachments.

Nine models are available for seven- to 150-ton excavators, and all were developed with Xcentric's patented Impact Energy Accumulation Technology, which features amplified eccentric gears and enables efficient rock breaking and demolition. It provides high production in even the most severe conditions, and it can be an economical alternative to drilling and blasting in areas where that may not be possible or is limited.

Xcentric Rippers feature patented Impact Energy Accumulation Technology with amplified eccentric gears that enables efficient rock breaking and demolition. It provides high production in even the most severe conditions, and it can be an economical alternative to drilling and blasting in areas where that may not be possible or is limited.



"The unique design provides greater energy and force than traditional hydraulic breakers," said Rob Brittain, Product Manager, Specialty Attachments with Hensley Industries (a Komatsu company). "That patented technology increases the speed and the blows per minute. Depending on size, it could be up to 1,500 bpm."

Xcentric Ripper attachments have two- to five-times higher production rates in most applications and conditions, according to Brittain. "There are a wide range of uses, from trenching in rocky applications to demolition and underwater use, as well as quarries and tunnels. There is an Xcentric Ripper that will suit nearly every need."

Built for durability

Xcentric Rippers are made with wear-resistant steel for long life, and have a simple structure for ease of maintenance and durability. Adding to Xcentric Ripper's durability is a closed-energy chamber that keeps the attachment virtually free of dust, water and other potential contaminants, even in underwater applications. That helps ensure lower maintenance and repair costs normally associated with severe working conditions.

"Other key benefits include minimal wear-parts consumption and maintenance, with no daily lubrication required; long-life components; less fuel and emissions per ton; easy operation; and increased operator comfort with low-noise performance on par with that of using a bucket," said Brittain, noting the rippers work with competitive brands as well as Komatsu. "We encourage those who do these types of work to consider an Xcentric Ripper. I believe they'll see a noticeable difference in increased production and lower maintenance costs." ■



8616 Asphalt Paver

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PAVEMENT
solutions.



8515C Asphalt Paver

Increase productivity and reduce operating costs with LeeBoy's 8515C Asphalt Paver. The 8515C incorporates big paver features into a heavy-duty maneuverable package designed for production and reliability. It includes an 8- to 15-foot heated and vibrating Legend screed system, powerful 84 HP Kubota engine, dual operator controls and high-deck/low-deck configuration, Now available with the new, heavy-duty 815 electric screed.



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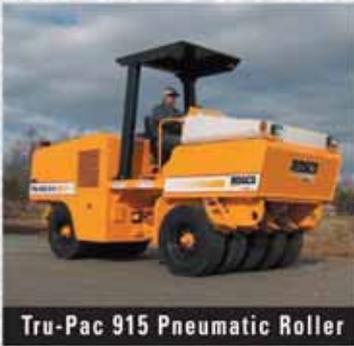
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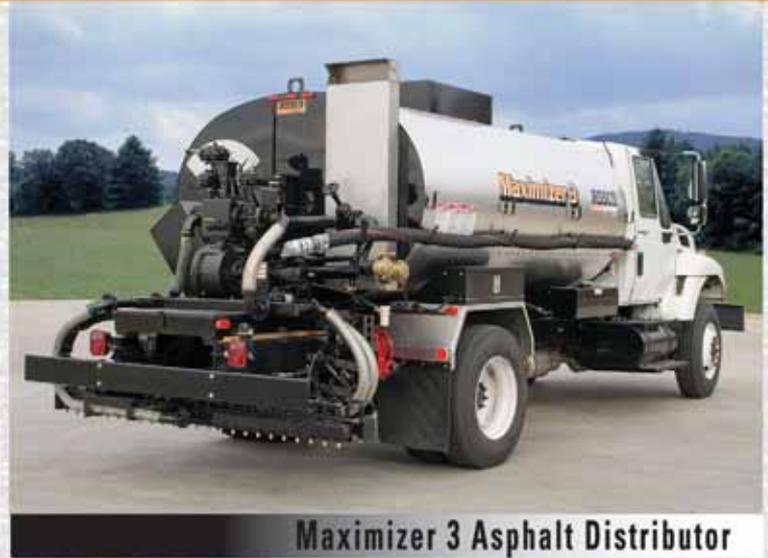
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Tru-Pac 915 Pneumatic Roller



SweepPro Broom



Maximizer 3 Asphalt Distributor

Rosco's Maximizer 3 asphalt distributor features an extendible spraybar that smoothly and efficiently moves from 8-foot to 16-foot width in 4 inch increments. The EZ Spray extendible spraybar makes radius and taper spraying, along with maneuvering for obstacles such as bridges, a smooth and efficient operation.

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BUILDING LASTING RELATIONSHIPS

Ed Powers says listening and the “gemba” philosophy lead to improved equipment performance and product support



Ed Powers, Vice President and General Manager, Construction Equipment Division & General Manager, Northern Latin America Division.

This is one of a series of articles based on interviews with key people at Komatsu discussing the company's commitment to its customers in the construction and mining industries — and their visions for the future.

This year marks Ed Powers' 25th anniversary with Komatsu. He has served as Vice President and General Manager, Construction Equipment Division for the past five years, and in January 2012, he increased his responsibilities to include General Manager, Northern Latin America Division. Prior to that, he served as Vice President of Construction Equipment Sales, West Region Construction Equipment Manager, Director of North America Sales Utility Division, Regional Manager of Rental Services, Deputy Regional Sales Manager (NJ) and Finance Field Representative.

“I have witnessed our business evolve during the past 25 years. The level of sophistication and how rapidly technology advances is mind-boggling. This is the advantage Komatsu has over the competition – we are recognized as an engineering leader. Most manufacturers have huge marketing campaign budgets, whereas Komatsu prioritizes its budget into research and development. This is how we can provide our customers with the most technologically advanced product in the market – the D61i-23 dozer,” said Ed, who graduated from the State University of New York in 1988 and later earned his MBA at Keller Graduate School of Management in Chicago, Ill.

Most of all, Komatsu understands that manufacturing the most advanced products isn't the sole answer to satisfying customers' needs. In this market you must offer a premium product, but what sets Komatsu apart from its competitors, is providing superior product support and progressive telematics capabilities. It's all about preventive maintenance and being able to control your costs. Komatsu can provide all the necessary tools, no matter the objective. We listen, focus on gemba and deliver.”

Ed and his wife, Berta, have been married for six years and have two children, three-year-old Joselyne and eight-month-old Liam.

QUESTION: The initial push for Tier 4 Final machines begins soon. Is Komatsu ready?

ANSWER: Most certainly. As government emissions regulations mandate, we will be introducing our Tier 4 Final products in 2014. As of now, we haven't announced which models are included, but when you visit our booth at ConExpo in March, you will see our introductory-line machines. Komatsu's introduction of Tier 4 Interim machines proved to be very successful, and we expect similar results with our Tier 4 Final machines.

QUESTION: Why were the Tier 4 Interim machines so successful?

ANSWER: Komatsu CARE was one of the major factors in the success of our Tier 4 Interim machines. Prior to their launch, we listened to our customers' concerns relating to this new technology. Their primary concerns were reliability and maintenance. Based on that, we created Komatsu CARE – a complimentary package for all our Tier 4 machines, which provides factory-scheduled maintenance for the first three years or 2,000 hours, whichever comes first, and includes up to two Komatsu Diesel Particulate Filter exchanges. In addition to addressing the required government mandates and supporting our customers' Tier 4 Interim concerns through Komatsu CARE, we also improved the overall efficiency of our products, especially when it came to fuel usage.

A good example of improved efficiencies is our D61i-23 dozer, the next generation of machine-control technology and the first *intelligent Machine Control* (iMC) model in the North American market. It provides automated blade control from rough-cut to finish grading, and it is setting a standard by changing the traditional mast- and cable-aftermarket systems. We plan to introduce more dozer-model sizes in the months ahead, and we will have

an impressive display of our excavator line at ConExpo.

QUESTION: What else is Komatsu doing to make the customer experience better?

ANSWER: Today's construction-equipment users are much more knowledgeable when it comes to owning and operating costs, and they are fully literate in the world of instant communication. Komatsu continues to elevate its telematics capabilities by incorporating new technology, such as KOMTRAX and our new mobile app, which allows users to view real-time critical machine information on their Apple or Android smart phones or via tablet device. Komatsu customers can also order parts online through eParts and communicate with us via text and email. The next generation of contract owners is here, and we are running right along with them.

Komatsu strives to know its customers and their specific needs, so we've made a commitment to visit customers' work sites and witness first-hand their work flow. This gives us a true understanding of their needs and helps build long-lasting relationships. The Japanese refer to this visualization process as *gemba*, and during the past few years, Komatsu has aggressively employed the *gemba* philosophy. I firmly believe that this has contributed to our success today.

This customer-centric approach is very important to Komatsu. The Tier 4 technology is extremely complex and there is still a steep learning curve for some of our customers. Komatsu and its Distributors are working together to help customers tackle that learning curve more quickly, which is another advantage of Komatsu CARE. During the program's regularly scheduled maintenance visits to customers' jobsites, we have additional opportunities to share KOMTRAX data, visualize their applications and personally ensure that customers are entirely satisfied. Komatsu is committed to being more than just an equipment provider – we are a one-stop-shop solution provider.

QUESTION: What market opportunities exist?

The rental market has always been a good opportunity for growth. That's even more apparent now, as the Construction Equipment (CE) market recovers from one of the worst economic downturns since the Great Depression.



Komatsu introduced its new D61i-23 intelligent Machine Control dozers with integrated grade-control technology that provides automated blade control from rough-cut to finish grading. According to Komatsu's Ed Powers, the machines have received rave reviews.



Komatsu met emissions regulations with its Tier 4 Interim machines, as well as improved productivity and efficiency that resulted in lower owning and operating costs. Tier 4 Final standards begin in earnest next year.

Typically the rental market has represented approximately 20 percent of our entire CE demand, but it's currently at nearly 45 percent, and we expect it to remain a dominant segment of our business. Through our Rental and ReMarketing Division, Komatsu and our Distributors are ready to enhance and reinforce our rental presence in the growing market.

QUESTION: You mentioned the CE Market returning to pre-recession levels. How are markets looking today?

ANSWER: During the past several years, the CE market recovery has been fueled by the commercial, infrastructure and rental segments, with much of this growth resulting from increased energy demand. We are very optimistic that as the housing market continues to recover at a long-term sustainable rate, the CE demand will also remain solid, which will invigorate the overall economy. ■

Gemba: a Japanese word meaning "where things are actually taking place." Komatsu regularly visits customers' jobsites (their gemba) to see first-hand how customers use their equipment. The gemba philosophy is one of the key principles Komatsu applies to demonstrate its commitment to quality and reliability.

CLOSING IN ON TIER 4 FINAL

Last round of emissions regulations to go into effect in 2014

After almost 20 years of engine regulations, the beginning of the end is in sight with Tier 4 Final standards that begin implementation in earnest in 2014. The Final standards are designed to reduce engine emissions of oxides of nitrogen (NOx) and particulate matter from new machinery to near zero.

Engine horsepower determines when equipment manufacturers must meet Tier 4 Final regulations. Smaller, compact equipment must meet the requirements beginning this year, with a much larger wave of new machinery coming next year. Construction, mining and other types of machinery from 175 horsepower to 750 horsepower are to be introduced in 2014, and those with horsepower from 76 horsepower to 174 horsepower will need to meet the standards in 2015. Many new machines meeting Tier 4 Final standards will be on display at CONEXPO next March in Las Vegas.

The goal of reducing engine emissions of NOx and particulate matter began with the

initial Tier 1 standards in 1996. Tier 2 started in 2001, with Tier 3 following five years later. NOx is a key ingredient in smog, while particulate matter is essentially soot. The government considers both to be significant health hazards.

In 2008, Tier 4 standards went into effect as part of a two-stage phase-in, beginning with Tier 4 Interim, which reduced NOx by 45 percent and cut the soot an engine could emit by 90 percent, compared to Tier 3 regulations. Tier 4 also required the use of low-sulfur diesel fuel containing less than 15 ppm sulfur, maintenance-emissions filters and Tier 4-specific engine oil.

Under Tier 4 Final, engine manufacturers will have to cut NOx by an additional 80 percent. The EPA estimates that when Tier 4 Final engines fully replace older engines, they will reduce emissions by about 738,000 tons of NOx and 129,000 tons of particulate matter annually. The EPA says that reduction would prevent an estimated 12,000 premature deaths each year by 2030. ■

Tier 4 Final regulations for machinery from 175 horsepower to 750 horsepower go into effect next year, marking the beginning of the end of the tier standards that were first implemented in the mid-1990s.



App allows users to alert Congress to infrastructure deficiencies

If you're stuck in traffic or see what you believe is a bridge defect and want to let someone know about it, there's now an app for that. Available free on mobile devices, the "I'm Stuck" app allows users to alert Congress to conditions such as traffic congestion, airport delays, off-schedule busses and more.

Developed by the organization Building America's Future (BAF), the app is designed so users can directly and immediately e-mail their congressional representatives. BAF is a bipartisan coalition of elected

officials dedicated to new investment in infrastructure, which has consistently received low grades through the years from the American Society of Civil Engineers.

"All elected officials, including me when I was a mayor and governor, pay attention to what the public is saying," said former Pennsylvania governor and BAF Co-Chair Ed Rendell. "The public understands the infrastructure problem. The states have demonstrated a willingness to do their part. So, we're calling on Congress to pass a significant infrastructure investment plan." ■

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Jim W., Pipeline Contractor

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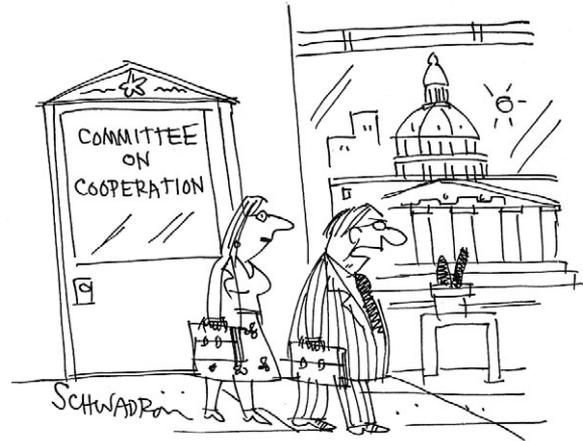


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"Those were the good old days leading Santa's sleigh. Then along came GPS..."



"I'll work with people from the other party, but don't expect me to 'Friend' them on Facebook!"



"Looks like Santa was replaced by a Santa app."

Did you know...

- It took only 95 minutes to construct a Model T Ford in 1914.
- The first in-flight movie was shown on an internal U.S. flight in 1929.
- Motorized ambulances were first used in France.
- The average suit of armor weighed between 50-55 pounds.
- The first hurricane named after a man was Hurricane Bob in 1979.
- There are 119 grooves on the edge of a quarter.
- The phrase "The quick brown fox jumps over a lazy dog" contains every letter in the alphabet at least once.
- Alaska has over 5,000 earthquakes each year.
- Tug of War was an Olympic event between 1900 and 1920.
- The largest snowman ever built was made in Maine in 1999. He stood 113 feet tall.

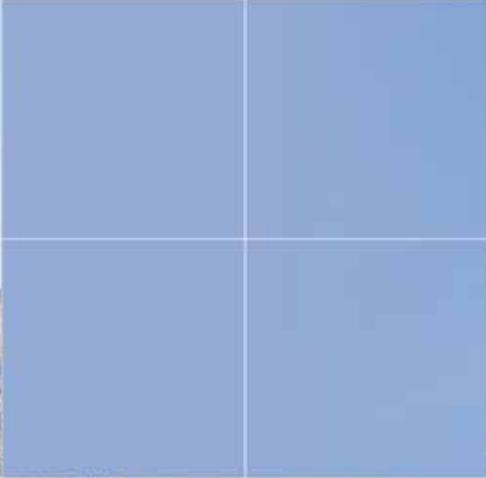
Brain Teasers

Unscramble the letters to reveal some common construction-related words. Answers can be found in the online edition of the magazine at www.RolandIndustryScoop.com

1. N C A R E _ _ R _ _ _ _
2. D U B G I L I N _ _ _ _ _ D _ _ _ _
3. L E V D E O R E P _ _ _ _ _ P _ _ _ _
4. N E R E G _ _ _ E _ _ _ _
5. O B X O L T O _ _ _ _ L _ _ _ _

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Komatsu D61EX-15, '05, 4,306 hrs\$84,500



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Komatsu D39EX-21, 1,023 hrs.....\$34,500

AIR CURTAIN DESTRUCTORS

Concept Products CP2000, '05\$13,500

PAVING

LeeBoy 1000D, '03, 1,475 hrs\$14,500

LeeBoy 8500LD, '00, 5,434 hrs\$17,500

Vogele 1110WB, '05, 3,139 hrs\$54,500

GRADERS

Komatsu GD655-3C, '06, 1,866 hrs\$159,500

Komatsu GD655-3ED, '09, 1,287 hrs\$189,500

FORESTRY

Norco Puma 220, '11, 78 hrsSCALL

Timbco 425EXL, '06, 9,250 hrs.....\$170,000

Timbco 425EXL/Quadco Hotsaw, '06\$225,000

Valmet 415EX/Rolly II, '05, 10,092 hrs \$145,000

Valmet 840.2, '05, 6,600 hrsSCALL

Valmet 840.3/8, '08, 10,006 hrs.....\$190,000

Valmet 860.4, '12, 1,640 hrs.....SCALL

Valmet 860.4, '12, 1,273 hrs.....SCALL

LOADER BACKHOES

Deere 410D, '96, 7,789 hrs.....\$24,500

DOZERS

Cat D3B, '86\$18,000

Cat D4D, '72\$7,000

Cat D5C XL, '00, 8,011 hrs\$28,500

Cat D6M XL, '97, 11,269 hrs\$44,500

Cat D6M LGP, '96, 18,025 hrs\$44,500

Deere 455G, '96, 6,864 hrs\$24,500

Dresser TD8E, '81\$13,000

Komatsu D39EX-21, 1,023 hrs\$34,500

Komatsu D51PX-22, '07, 5,198 hrs\$114,500

Komatsu D51PX-22, '08, 2,436 hrsSCALL

Komatsu D61EX-15, '05, 4,306 hrs\$84,500

Komatsu D61PX-15E0, '12, 431 hrs\$189,500

Komatsu D65PX-15E0, '06, 3,199 hrs\$146,500

Komatsu D65PX-15E0, '08, 5,372 hrs\$127,500

Komatsu D155AX-5, '03, 6,809 hrs\$194,500

Komatsu D155AX-6, '07, 6,011 hrs\$274,500

Komatsu D275AX-5, '03, 23,015 hrs\$129,500

MILLING

Caterpillar RM350B, '02, 6,600 hrs\$99,500

Wirtgen W60, '08, 628 hrs\$144,900

Wirtgen W60 Rumbler, '11, 400 hrs.....\$240,000

Wirtgen W600, '03, 2,403 hrs.....\$77,500

Wirtgen W1000F, '04, 6,000 hrs\$134,500

Wirtgen W2000, '96, 9,346 hrsSCALL

Wirtgen W2100, '04, 8,373 hrsSCALL

OFF ROAD TRUCKS

Komatsu HD465-5, '02, 17,763 hrs.....SCALL

Komatsu HD465-5, '02, 17,599 hrs.....SCALL

Komatsu HD465-5, '02, 17,763 hrs.....SCALL

WHEEL LOADERS

Cat 980G, '98, 26,583 hrs\$84,500

Cat 988B, '77, 11,941 hrs\$24,500

Hyundai HL760-7, '08, 7,800 hrs\$49,500

Komatsu WA65-3, '04, 745 hrs\$59,500

Komatsu WA250-5, '05, 4,436 hrs\$97,500

Komatsu WA320-6, '08, 3961 hrs\$126,500

Komatsu WA450-6, '07, 8,069 hrs\$149,500

Komatsu WA500-1, '96, 13,697 hrs\$34,500

New Holland LV80, '05, 3028 hrs\$19,500

COMPACTION

Bomag BW205AD, '02, 3,520 hrs\$34,500

Cat CB534C, '98, 5,086 hrs\$21,500

Hamm HD8, '07, 515 hrs\$18,500

Hamm HD14VV, '09, 2,027 hrs\$32,500

Hamm HD14VV, '09, 1,208 hrs\$24,500

Hamm HD14VV, '07, 2,600 hrs\$24,500

Hamm HD90 Ozzy, '04, 4,300 hrs\$54,500

SHREDDERS, TROMMELS

Doppstadt SM720, '09, 235 hrs\$185,000

Doppstadt SM726, '09, 257 hrs\$225,000

EXCAVATORS

Cat 314C CR, '02, 4,970 hrs\$52,500

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