

# LINDER LINK

A publication for and about Linder Industrial Machinery customers • 2013

## CELEBRATING

**60** LINDER  
YEARS STRONG



### Feature Stories:

B.E.T.-ER Mix	pg. 4
Smith-Rowe LLC	pg. 7
APAC-Southeast, Inc.	pg. 9
Thompson-Arthur Paving & Construction	pg. 12



**KOMATSU**®

## MESSAGE FROM THE PRESIDENT



John Coughlin

Celebrating  
**60 Years**  
of Excellence



**KOMATSU®**



Dear Equipment User,

Welcome to the latest edition of the *Linder Link*, a magazine for and about equipment users in Linder Industrial Machinery's territory of Florida, North Carolina and South Carolina. The purpose of the magazine is to let you know more about Linder — who we are, what we do and especially how our products, services and commitment can benefit you, our customer, in the day-to-day operation of your business.

This edition of the *Linder Link* includes articles on four customers — APAC-Southeast, B.E.T-ER Mix, Thompson-Arthur Paving & Construction and Smith-Rowe LLC. Each of these outstanding companies is a regional leader in its field and we're pleased to be able to call them customers. We hope you enjoy reading about their operations.

There's a reason we're publishing the first *Linder Link* in five years at this time. Yes, it shows we believe the economy is improving and we want to give you reasons to check out Linder when you go shopping for equipment, parts and service. But this is also a special time at Linder, as this summer marks our 60<sup>th</sup> year in business.

The single store in Lakeland, Fla., started by Scott Linder Sr. and James Cox in 1953, has grown into a 16-branch company covering three states. Linder and Cox started a tradition of which we're very proud. We believe our primary manufacturer partners — Komatsu since 1975 and the Wirtgen Group since 2007 — are true equipment leaders and innovators whose machines will help you do more for less. We also think you'll find Linder's commitment to support is among the strongest our industry has to offer.

To mark our 60<sup>th</sup> anniversary, we'll have open houses at each branch throughout the year to celebrate with customers. Please look for an announcement regarding the branch nearest you. We hope to see you at one of our events.

In the meantime, we invite you to give us a call if you need a machine to purchase or rent, or you need parts or service of any kind. At Linder, we know our success is impossible without your success, so you can be assured that we're always going to do our best to help you be more productive, more cost-effective and more profitable. That's our mission and it's the only reason we're here.

Sincerely,  
Linder Industrial Machinery Company



John Coughlin  
President

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A publication for and about Linder Industrial Machinery customers • 2013

**THE PRODUCTS PLUS  
THE PEOPLE TO SERVE YOU!**

## IN THIS ISSUE

### B.E.T.-ER MIX

Independently owned, this Tampa-area ready-mix firm is committed to customer service.

### SMITH-ROWE LLC

See how this Mt. Airy, N.C., firm "goes the extra mile" on bridge-related construction projects.

### APAC-SOUTHEAST, INC.

Read why the South Florida arm of this paving-industry leader has earned rave reviews for its recent jobs.

### THOMPSON-ARTHUR PAVING & CONSTRUCTION

Find out how this N.C. firm tackles fast-track jobs.

### INNOVATIVE PRODUCTS

Check out the new technology Komatsu integrated into its *intelligent Machine Control* D61i-23 dozers to maximize production and lower costs.

### PRODUCTION POINTERS

Read about a contractor who is using time-saving GPS technology to build levees faster.

### NO IDLING

Discover Komatsu's easy solution to saving money — by reducing idling time.

### KOMATSU & YOU

Komatsu VP Erik Wilde shares his thoughts on added-value machine technology, and how it helps customers improve their bottom line.

### INDUSTRY NEWS

Catch up on the latest industry happenings with these news briefs.

### RENTAL REPORT

Need a machine for a week? A month? Check out Linder's brand-new fleet available through its Komatsu Rents division.

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## A SALUTE TO A LINDER CUSTOMER

# B.E.T.-ER MIX

## Independently owned, Tampa-area ready-mix firm is committed to customer service



Terry White,  
Owner

When Terry White, owner and President of B.E.T.-ER Mix, a ready-mix concrete and block company serving the Tampa Bay area, started in business with a partner back in 1972, he and the partner each had \$100, a wheel barrow and a shovel. Today, with 146 employees and five locations throughout the greater Tampa metro area, B.E.T.-ER Mix (pronounced "better mix") is the largest independently owned concrete company on Florida's Gulf side — and maybe the whole state.

"We've definitely come a long way," White confirmed of the company that was named for what eventually became three partners (Bob, Emmett and Terry were the B.E.T. Today, White is the only surviving member of the team). "We didn't have a business plan. We came in each day, worked hard and tried to make a go of it. I tell people I was too dumb to quit. But I'll say this for us, when an opportunity presented itself, we were willing to take a chance. And everything we did was aimed at helping us better serve our customers."

More than 40 years later, White continues to employ that same philosophy and work ethic.

"All ready-mix concrete is virtually the same. The difference between suppliers is in service

and that's where we shine," White explained. "We take great pride in arriving on schedule and being able to meet the customer's needs in terms of quantity."

"One way we're able to do that better than our competitors is by having more plants," he continued. "We have not one, but two ready-mix plants at our Hudson headquarters and at our Odessa location. That means we can run two trucks at a time from each site, so instead of 15 trucks an hour like other suppliers, we can send out 30 trucks an hour from each of those locations. Eventually, we plan to have dual plants at all of our locations."

### Housing and sinkhole stabilization

Most of the concrete from B.E.T.-ER Mix plants is used for housing or to make grout used for sinkhole stabilization.

"Housing-related work has been somewhat slow since the start of the recession, so our block work is down from where we'd like it to be," said White. "We can make up to 48,000 building blocks per day and, ideally, we would like to be in that neighborhood. There are signs that housing may finally be picking up a bit."

"Sinkhole stabilization, however, has become a large part of our business," he noted. "Sinkholes have always been an issue in the Tampa area, but some recent high-profile collapses have received widespread news coverage, and that's helped boost the demand for grout."

### Operator-friendly wheel loaders

To keep its plants running smoothly, B.E.T.-ER Mix uses Komatsu wheel loaders from Linder Machinery. The company has six Komatsu WA320-6s, one WA320-7 and one WA380-6, as well as a PC300LC-6 hydraulic excavator.

Headquartered in Hudson, Fla., B.E.T.-ER Mix serves the Tampa Bay area and is the largest independently owned ready-mix firm on Florida's Gulf Coast.



"We prefer Komatsu wheel loaders because they're productive, reliable and operator-friendly," said White. "I'm a 'hands-on' owner. I'm in a wheel loader, operating myself, virtually every day. As the owner, I want a machine that makes me money. As an operator, I want one that's comfortable. We've demo'd other wheel loaders and we like Komatsu the best."

"We've always been pleased with the fuel efficiency of our Komatsu wheel loaders, but our new Dash-7 machine takes it to a whole new level," he observed. "Bill Britland is my operator on the WA320-7 and he noticed he was burning 15 gallons less fuel per day compared to the Dash-6, doing exactly the same work. Over the course of a year, that will add up to some serious savings."

B.E.T.-ER Mix has its own mechanics, but calls on Linder for warranty work and for anything they can't do in-house. "Linder has been an excellent partner through the years. They have a good parts supply and they respond when we call. Our Sales Rep Randy Thomas takes good care of us."

### **B.E.T.-ER MIX = a better way**

For a company that's been in business 40 years and has had the success that B.E.T.-ER Mix has had, you might think that White would be satisfied with the status quo. Nothing could be further from the truth. He'll soon build a sixth plant (in Apollo Beach between Tampa and Bradenton) to better cover the southeast side of Tampa Bay. He's also in the process of perfecting a new crushing method to recycle concrete — a process he intends to patent.

"I started playing around with the idea about a decade ago to try to find a cheaper source of stone. Now, we're supplying the vast majority of our own rock and soon we expect to be able to supply 100 percent of it. We're also making sand. We're excited because of the cost savings. Our home county, Pasco County, is excited about it for the cost and environmental benefits of extending landfill life. To my knowledge, I'm the only one in the U.S. doing this, in this fashion, and we think it could have widespread applications and benefits."

That's the type of drive that's allowed B.E.T.-ER Mix to remain relevant in such a competitive industry. It's the type of foresight that will continue to keep it relevant in the future. ■



B.E.T.-ER Mix owns seven Komatsu WA320 wheel loaders including this new Dash-7 model. "We've always been pleased with the fuel efficiency of our WA320s, but the Dash-7 takes it to a new level, using 15 gallons per day less than the Dash-6," said owner Terry White.



"I'm the company owner but I'm also an operator," said Terry White of B.E.T.-ER Mix. "We've demo'd other wheel loaders and we like Komatsu the best."



(L-R) Linder Industrial Machinery Plant City Branch Manager Kevin Chastain works closely with B.E.T.-ER Mix General Manager Chuck Jackson and Owner Terry White with help from Linder Sales Rep Randy Thomas. "Linder's been an excellent partner for B.E.T.-ER Mix through the years," said White.



Go online or scan this QR code using an app on your smart phone to watch video of B.E.T.-ER Mix machines at work.



# PC490LC-10

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## A SALUTE TO A LINDER CUSTOMER

# SMITH-ROWE LLC

## Mt. Airy, N.C., firm “goes the extra mile” on bridge-related construction projects

Value and quality. Separately, each is good. Together, they’re about as good as it gets. The combination of value pricing and quality work is what Smith-Rowe LLC tries to bring to each and every job the company does.

“Almost all our work is for local or state governments, so it’s low-bid, which more or less ensures value pricing,” said David Rowe, founder and President of Smith-Rowe, a full-service contracting firm based in Mt. Airy, N.C., that specializes in bridge work. “All of our jobs also have strict specs that guarantee a minimum quality level. But at Smith-Rowe, we definitely go the extra mile to make things look better than we have to. We live in North Carolina as well as work here, and our name is on the business. So we take great pride in the final product — how it looks and how it’s going to hold up over time.”

David Rowe worked for his father’s construction company for more than 20 years before teaming up with Russell Smith to form Smith-Rowe in 1982.

“Russell was a good bridge-builder so that’s what we focused on in the beginning, with him in the field and me in the office,” Rowe recalled. “Today, we offer a wide range of services, including grading, utilities, demolition and crushing. Much of that is in conjunction with our bridge work, which remains our bread and butter today.”

Smith-Rowe has done a number of high-profile jobs through the years, including Freeman Mill Road Interchange in Greensboro with multiple bridges and box culverts; a big bridge over the Cape Fear River that included a coffer dam filled with concrete; and more recently, a large interchange and bridge on U.S. 52 in King, N.C. (near Winston-Salem).

“At a little more than \$17 million, that was our largest job to date,” said Rowe. “We have a terrific work force. Most of our guys have been with us for many years and have extensive experience. That’s how we’re able to do large, challenging, fast-track projects like that.”

### “Yellow fever” leads to more earthwork

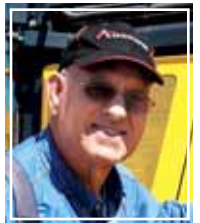
Key personnel at Smith-Rowe include Vice President and Operations Manager Locke Rowe, VP and Special Projects Manager Jody Phillips, Estimator Frank Fulp, General Superintendent Mike Gillam, Project Managers Tom Barton and Jim Workman, Controller Henry Rowe and office staff Elizabeth Calhoun, Patty Hall and Deborah Fulp.

Locke Rowe, David’s son, joined the company full time in 2005, and that’s when the company started to expand its grading side.

“Earthwork is my passion,” said Locke. “I think I have what’s called ‘yellow fever’ — a craving for equipment. That’s why I work hard to get us jobs, so I can justify buying

*Continued . . .*

This Smith-Rowe crew uses three Komatsu excavators to take down the I-85 Bridge in Linwood, N.C.



David Rowe,  
President



Locke Rowe,  
VP/Operations Mgr.



Go online or scan this QR code using an app on your smart phone to watch video of Smith-Rowe machines at work.

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# Smith-Rowe: From survival to success

...continued



(L-R) David and Locke Rowe work with Linder Sales Rep Conrad Graham on equipment matters. "The outstanding support we get from Conrad and everybody at Linder results in our continuing to count on them for the majority of our equipment needs," said Locke.

Smith-Rowe has a fleet of more than 30 Komatsu machines, including this WA380 wheel loader shown here loading material that a Smith Rowe crew crushed and stockpiled near Salisbury.



This Smith-Rowe operator uses a Komatsu PC290 to feed a Kleemann MC 110 jaw crusher. "We started offering crushing services within the past few years," said VP/Operations Manager Locke Rowe. "It allows us to recycle concrete, which fits in well with our bridge work."

## ▶ VIDEO



more machines. Unfortunately, I don't get to operate as much as I'd like, but when I leave work around 7 p.m. or so, I usually try to find a machine somewhere that I can play around on."

## Komatsu equipment and Linder support

Smith-Rowe has a large Komatsu fleet of 30 machines or more, along with a Kleemann MC 110 jaw crusher from Linder Machinery in Charlotte.

"We have all sizes of Komatsu excavators, wheel loaders and dozers," said Locke. "It's really good equipment — productive, reliable and it lasts a long time. We still use one of the first Komatsu pieces my dad bought back in 1984, a D63 dozer. My favorites are the Komatsu excavators because of their versatility and how quickly we can change attachments."

"We've been loyal Komatsu users since the beginning," added David. "In fact, my dad's company used Komatsu before we did. We've had a great relationship through the years with Linder, and its predecessor in North Carolina, Mitchell Distributing."

"The outstanding support we get from Linder results in our continuing to count on them for the majority of our equipment needs," said Locke. "Linder has always been there for us. When I need something, I just call my Sales Rep Conrad Graham, and I know it's going to be taken care of."

## "More than I aspired to"

Back when he started the business, David Rowe says he had no business plan and was not necessarily intending to one day have a company the size Smith-Rowe is today.

"My business plan consisted of one word — survival. The question was never, 'How big can we become?' It was, 'Can we make this week's payroll?' The fact that we've worked on more than 400 bridges in the last 30 years amazes me. It's far more than I ever aspired to."

"As for the future, things look good," added Locke. "We have a significant backlog of work right now. As long as we continue to provide clients with quality work at a value price, I think we'll be able to continue to grow for the foreseeable future." ■



## A SALUTE TO A LINDER CUSTOMER

# APAC-SOUTHEAST, INC.

## The South Florida arm of this paving-industry leader earns rave reviews for recent jobs

With three regional divisions in Florida (North, Central and South), as well as a Georgia/South Carolina division, APAC-Southeast, Inc. is one of the largest and most successful asphalt-paving firms operating in the southeastern U.S. It's also one of the oldest.

The original company that became part of the Oldcastle Materials family in 2006 was involved in some of the nation's earliest asphalt-paving jobs. Some date back more than a century to a time when most of the country was still driving on dirt roads.

"It's a rich history and one we're very proud of," said Greg Baier, General Manager of APAC-Southeast's South Florida Region. "We've had a strong presence in Florida since the 1950s. We do parking lots and other residential/commercial paving projects, but our specialty is large, fast-track public projects that require a high degree of coordination with other contractors and/or governmental agencies."

Recent significant projects for APAC's South Region have included a large resurfacing job at the Venice Municipal Airport and a State Road 64 resurfacing in Manatee County, where APAC-Southeast laid down more than 2,500 tons in one 10-hour shift. "We're optimistic that could be an award-winning Florida DOT job," said Baier.

Another major project was Cattlemen Road in Sarasota, which garnered significant praise from a DOT inspector, Sarasota County and the prime contractor. "Typically, paving companies only hear when there's a problem," observed Baier. "When it came to our attention that the inspector called it 'by far, one of the best paving operations I've seen in a long time,' we were very pleased and very proud of our team."

"We've frequently worked with APAC through the years and have a great relationship

with them," said Prince Contracting Senior Project Manager Robert Burr, who oversaw the Cattlemen Road project. "Our business model is speed, and APAC is one of the few paving companies that can keep up with us. They can mobilize quickly and make things happen, which is the type of partner we need on our jobs."

### Hamm rollers help achieve density

To help do its paving jobs more efficiently and more cost-effectively, APAC-Southeast recently got a Vögele 5203-2 paver and eight Hamm HD+ 120 VO oscillatory rollers from Linder Machinery Company.

"The state of Florida has begun doing many thin, one-inch lifts as a way to improve roads but save some money," said Baier. "We, and I assume everybody else, were struggling with density on those jobs because we can't pound

*Continued . . .*



Greg Baier,  
South Florida Region  
General Manager



Jack Roberts,  
Equipment  
Manager



APAC-Southeast recently acquired this Vögele 5203-2 paver for its South Florida crew.

# APAC-Southeast: Quality work done fast

...continued



Robert Burr,  
Prince Contracting

on them with a roller, the way we can with thicker lifts. So we demo'd two Hamms with oscillatory compaction that kneads the mat rather than beats on it — and we had very good



(L-R) Linder Wirtgen Group Manager Joe Seckinger, APAC-Southeast's Greg Baier and Jack Roberts, Linder Fort Myers Branch Customer Support Rep Doug Huffman and Sales Rep Heath Draper work together to meet APAC's paving equipment needs.

success. We then tried them on traditional jobs and they worked great there too."

"Our success with the rollers led us to try out the Vögele paver and we've been really pleased with it as well," said South Division Equipment Manager Jack Roberts. "The crew that's using the Vögele has done nothing but brag about it. They say it's operator-friendly and typically requires just one man on the screed rather than two. John Webb and John Burnham, who run the crew, both told me the same thing — that between the Vögele paver and Hamm rollers, they don't expect to ever have depth-density issues again. That's a strong statement."

In an industry where a down paver can cost a company \$100,000 or more in wasted material and fines, dealer support is a critical component of any purchase.

"We've worked with Linder for a number of years and they do an excellent job," asserted Roberts. "We have them 'on-call' for all our jobs and we may have one of their technicians on site for our highest profile projects — just in case. I recently called them on a Friday night when a competitive paver was down with a blown hose. They responded in short order and got us back up and working. That's the type of support we need, and we get it from Linder."

## Construction "picking up"

Like most construction-related companies, APAC-Southeast has scaled back from its mid-2000s peak. In its Florida South Region, the company now has three paving crews and employs about 125 people.

"It feels like things are improving," said Baier. "Federal funding is somewhat flat but Florida is committed to maintaining its transportation trust fund so there's still public work out there. The best news is that commercial-residential construction seems to be picking up. That's always a good sign.

"Of course, as a company, we can't control the economy," he added. "All we can control is the work we do. As long as we continue to do quality projects for customers every time out, I'm optimistic about our future and our place in the southwest Florida paving world." ■



This APAC-Southeast crew typically uses the company's Vögele paver. "These guys have done nothing but brag about the paver and the quality of the work they're able to do with it," said Equipment Manager Jack Roberts.

APAC-Southeast bought Hamm oscillatory rollers to help it with thin-lift projects. "We were struggling achieving density with traditional rollers, but we had very good success with the Hamms," said General Manager Greg Baier.





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# THOMPSON-ARTHUR PAVING & CONSTRUCTION

## This N.C. firm specializes in fast-track jobs



Larry Brickey,  
President

Like a well-known delivery company whose motto was, "When a package absolutely positively has to be there overnight," Thompson-Arthur Paving & Construction (a.k.a. APAC-Atlantic, Inc.) is the company that project owners turn to when an asphalt-paving job absolutely positively has to be done on schedule.

"We have seven paving crews where our competitors may have one, two or three," said Thompson-Arthur President Larry Brickey. "We have offices in Greensboro, Winston-Salem, Burlington and Asheboro, North Carolina, and in Danville, Virginia. We have nine asphalt plants within a 50-mile radius of Greensboro. We have the backing of a large, strong parent company. Because of all these resources, combined with the high level of experience of our personnel, we're routinely able to successfully complete our customers' most demanding projects on time and on budget."



Go online or scan this QR code using an app on your smart phone to watch video of Thompson-Arthur machines at work.

www.TheLinderLink.com

With seven crews and nine plants, Thompson-Arthur is central North Carolina's leading asphalt-paving firm.



That's exactly what happened on a recent DOT job — a 7.5-mile section of the U.S. Highway 311 Bypass near High Point.

"It was a design-build job, which the state is going to more and more frequently try to ensure that projects are completed in a timely manner," noted Brickey. "The general contractor wanted us as a 'dedicated partner' on their team for that job because it had an aggressive timetable and we had plants at both ends of it, plus the manpower and resources to work 24 hours a day to get it done."

Thompson-Arthur does some bridge construction and light grading, but is primarily an asphalt-paving company. While it does residential and commercial work, the vast majority of its jobs are for government entities, such as the state of North Carolina. At any one time, the company typically has dozens of active jobs in various stages of construction.

### Getting results with Vögele pavers

To help it maintain its reputation as a reliable, "get-it-done" paving firm that successfully completes fast-track jobs in a timely manner, Thompson-Arthur has significantly upgraded its paving fleet in recent years.

"We're fortunate because our parent company, Oldcastle, has allowed us to purchase new equipment every year," said Brickey. "As a result, our fleet is the newest it's been in many years, which certainly improves our reliability."

Since 2010, Thompson-Arthur has turned to Vögele pavers and Hamm rollers from Linder Industrial Machinery. The company has five Vögele 5203-2 rubber-tire pavers (plus a track machine transferred in from another division) and 10 Hamm rollers (five HD 120s and five HD 110s), two of which are oscillatory.





## ► VIDEO

Thompson-Arthur has five Voegle 5203-2 pavers and 10 Hamm rollers, like the ones shown here at work near Greensboro. "We've had great results with the Voegles and Hammes," said Paving Superintendent Richard Rizzo. "All the crews brag about how smooth the road is behind them."

"We demo'd the Voegle and Hamm equipment extensively, and fell in love with it," said Equipment Manager Pete Galloway. "The Voegle pavers are well-laid-out, neat-looking machines. The Hamm rollers are beefy units that have done an excellent job. One thing I like is that the Wirtgen Group, of which Voegle and Hamm are a part, is always seeking improvement. They're never satisfied with the status quo in their equipment."

"I personally like the feeder system on the Voegle a lot and our operators like the controls and visibility," said Paving Superintendent Richard Rizzo. "The results we're getting with the pavers are very impressive. All the crews brag about how smooth the road is behind them and all the owners we've worked for have been tickled to death with the ride we give them."

"In addition to the quality of the equipment, the other thing we look for is dealer support," said Galloway. "If I see any issues, I call my Linder Sales Rep, Conrad Graham, and he helps us get what we need to get back up and operating, whether it's a service call or even a replacement machine. Linder's been a good partner for Thompson-Arthur."



## Cycle turning up?

Thompson-Arthur (originally Warren Brothers) has been around since 1951 and has seen many business cycles come and go during that time. The company currently employs about 225 people, down from a peak of about 350 in the early to mid-2000s, but Brickey is optimistic about what lies ahead.

"The commercial and residential markets are showing some signs of life. There's certainly more residential work this spring than we've seen for the last three or four years and the public sector is still holding up fairly well. At Thompson-Arthur, we're hopeful that the economy continues to improve. With our fleet and our work force, we believe we're in a good position to meet any increase in demand that may come down the pike." ■



Pete Galloway,  
Equipment Mgr.



Richard Rizzo,  
Paving  
Superintendent

# intelligent MACHINE CONTROL DOZERS

## New technology in D61i-23 maximizes production, lowers costs with fully automated blade control



Jason  
Anetsberger,  
Product Manager,  
Intelligent  
Machine Control

When contractors started using 3D machine control, they quickly realized the efficiency and productivity advantages the systems provided, including reduced operating and material costs. Komatsu takes the technology to the next level with the introduction of its first *intelligent Machine Control* dozers, the D61EXi-23 and D61PXi-23.

"Dozers equipped with conventional aftermarket 3D machine control are easy to spot on the jobsite, because they're the ones with a mast or masts attached to the blade and cables running from a mast to the cab," explained Jason Anetsberger, Product Manager, Intelligent Machine Control. "Komatsu eliminated those by integrating the 3D machine control technology into the machine, with sensors located in the cylinders and a cab-top antenna. Unlike traditional machine control systems, Komatsu's *intelligent Machine Control* is fully integrated and factory-installed."

An integrated grade-control system features stroke-sensing cylinders and a cab-top antenna that eliminate the traditional mast(s) and cables associated with 3D machine control. Operators can also select modes to match material conditions.

Components of the integrated *intelligent Machine Control* system include robust stroke-sensing hydraulic cylinders and a chassis-mounted, enhanced, inertial, measuring unit, as well as the cab-mounted antenna and in-cab control box. Designing the GPS components into the machine improves durability, and the cab-top antenna provides accurate surface data by measuring actual elevations as the dozer continuously tracks during operation. The system measures progress in real time.

### Seamless mode switches

The *intelligent Machine Control* D61i-23 dozers provide automatic blade control from rough cut to final grading. Inside the cab, an easy-to-use operator interface uses design files and interacts with the dozer's machine-system controls, including blade control – the D61i comes standard with a power-angle-tilt blade – and tractive-effort management. As the dozer approaches final grade, it automatically and seamlessly switches from rough dozing to finish grading.

"Typically, users rough cut to within a few inches of final grade before turning on the automatics of their machine control system to get to final grade," said Anetsberger. "That's because if the operator uses traditional machine control in automatic during rough cut, the machine tries to push or cut too much material, and, inevitably, the tracks slip. That can reduce productivity, cause unnecessary wear on the tracks, increase fuel usage and increase overall owning and operating costs.

"We're reducing or eliminating those issues with the D61i," he added. "During rough cut, if the system senses the blade has excess load, it automatically raises to minimize track slip and maintain forward momentum. The blade also





Komatsu's new D61i-23 dozers provide grade control from rough dozing to finish grading. The integrated 3D machine control system automatically raises and lowers the blade to provide maximum production with reduced track slip and better fuel efficiency.

automatically lowers to push as much material as possible, so it's designed to maximize production under all situations."

The advantages of the new Komatsu *intelligent Machine Control* dozers are significant, with field tests showing efficiency improvements of up to 13 percent compared to conventional aftermarket machine control systems, depending on factors such as operation and conditions.

"Machine owners can realize those benefits even with less-experienced operators," said Anetsberger. "Operators can make changes through a simple touch-screen control box. To ensure maximum productivity and efficiency, they can adjust machine control settings from presets to allow for material conditions. Four dozing modes – cut and carry, cutting, spreading and simple grading – are available, along with light, normal and heavy load modes."

Anetsberger noted that the new technology has similarities to traditional aftermarket machine control systems. "Customers' base stations and project design files are still necessary to operate the new D61i dozers. In addition to the unique benefits of the D61i-23, all of the key benefits of

conventional machine control remain, such as less staking and lower surveying costs.

### **100-percent Komatsu supported**

Not only does the customer benefit from the improved efficiency and durability of the D61i-23's integrated machine control system, but also from the service and support aspect. Komatsu and the local Komatsu distributors fully support the factory-installed *intelligent Machine Control* system. The customer can rest assured that Komatsu is 100-percent behind both the base machine and the on-machine *intelligent Machine Control* technology.

"As with other Tier 4 Interim machines, the D61i-23 dozers are backed by Komatsu CARE, which provides complimentary scheduled maintenance and complimentary KDPF exchanges. In addition, each Komatsu distributor will have a dedicated Technology Solutions Expert (see related story) whose responsibilities include initial calibration of the machine and ongoing support. Our extensive field testing shows these intelligent dozers can make any user productive and efficient, and we encourage anyone looking for that to demonstrate one." ■

*Continued . . .*

## Technology Solutions Experts ready to help you build successful 3D grade-control systems

When buying a new machine, confidence comes in knowing that the distributor and manufacturer will stand behind it with strong support. That's always the aim of Komatsu, and it's taken additional measures with the introduction of its new *intelligent Machine Control* D61i-23 dozers.

"The D61i dozers feature fully integrated, 3D machine control components that Komatsu factory installs," said Ron Schweiters, Product Marketing Manager of Komatsu's recently formed Intelligent Machine Control Division. "Our iMC Division goals include making equipment owners and operators aware of technology, such as 3D machine control systems, that is proven to lower owning and operating expenses by increasing productivity and reducing material costs."

Komatsu's new *intelligent Machine Control* dozers build on those attributes with an integrated system that eliminates the mast, or masts, and cables associated with conventional, aftermarket

3D machine control grading systems. The D61i-23 dozers instead have a cab-top antenna, stroke-sensing cylinders and a chassis-mounted, enhanced, inertial, measuring unit, among other items. All were designed to exacting standards with durability in mind.

"Anytime new technology is introduced, there's a bit of trepidation, and we want to take that away by letting customers know we're fully prepared to back those machines," said Mike Salyers, Product Marketing Manager, iMC. "One way we're doing that is through a dedicated Technology Solutions Expert (TSE) at each Komatsu distributor. The TSE plays a key role in helping customers understand the technology and how they can implement it into their fleets."

Part of the support they provide is the initial calibration of the new *intelligent Machine Control* equipment. TSEs have spent numerous hours training to make this critical step go smoothly.

Once calibrated, the machines are ready to work, providing automated blade control from initial rough cut to final grade.

"From that point, the D61i dozers work much like traditional dozers, communicating with the user's own machine control base unit and design files," said Salyers. "Our TSEs can help with these steps, too, by working with operators to dial-in the project, select proper modes based on site and material conditions and maximize productivity and fuel economy. They can also support traditional machine technology." ■



Komatsu distributors will have a Technology Solutions Expert (TSE) on staff to provide initial setup and ongoing support of the new D61i-23 *intelligent Machine Control* dozers. Linder's TSE is Chris Brazel. Based out of Plant City, Fla., Chris can be reached in the office at (813) 754-2727 or on his mobile phone at (813) 416-2560.



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# TIME-SAVING TECHNOLOGY

## Contractor gets to grade, builds levees faster with Komatsu/Topcon GPS combination

Pruss Excavation is a third-generation family business that does all types of site work, grading and land leveling, including building and capping landfills. Much of its work also centers around water and how to control it.

"My dad started the business in 1968, and I came on-board in 1972," Jim Pruss recalled. "At the time, we did mostly ag-related work, basically making land more farmable through improved drainage and soil-conservation practices. We continue to do farm work, but through the years we've branched out considerably."

"Today, we still perform many drainage-type jobs, building lagoons, wetlands, and dams," said his son, Matt, who joined his dad full time in 2001. "Recently, we've done a substantial amount of levee work for the Corps of Engineers."

Recent Corps projects to rebuild and strengthen the levee system along the Missouri River following flood damage in 2011 have been the company's main focus during the past two years. Pruss Excavation completed a three-mile section earlier this year and is currently building two one-mile-long stretches, moving about 1 million yards of material in the process.

To complete the levee projects, Pruss Excavation added manpower and equipment. Pruss turned to its local Komatsu distributor to augment its fleet with several rented Komatsu machines and Topcon 3D-MC<sup>2</sup> GPS units, including Tier 4 Interim D65PX-17 and D65WX-17 dozers, which come plug-and-play ready for GPS grading technology.

"We're longtime proponents of Topcon GPS grading, because it's proven to us to be the best technology in the marketplace," said Matt Pruss, noting that Pruss Excavation uses a twin antenna system with its Topcon grading units. "We've used GPS grading for more than a decade, starting with another brand before switching to Topcon several years ago. It's very user-friendly and a time and money saver. In most cases it cuts finish-grading time in half. On these levee jobs, it's probably saved us weeks, if not months of time."

"It's excellent," stated Operator Tavis Trujillo. "I've been grading with Topcon for about five years, and it's very easy to use. I like that I can quickly manipulate the model in the field, if necessary. Topcon certainly makes a difference when it comes to speed and accuracy." ■

Pruss Excavation uses Topcon GPS grading equipment and Komatsu dozers as part of its levee rebuilding projects. "We're longtime proponents of Topcon GPS grading because it's proven to us to be the best technology in the marketplace," said Vice President Matt Pruss. "On these levee jobs, it's probably saved us weeks, if not months of time."



Go online or scan this QR code using an app on your smart phone to watch video of Pruss Excavation machines at work.

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## AN EASY WAY TO SAVE MONEY

### For a better bottom line, Komatsu says shut your machine off rather than idle it

Have you ever heard an operator say, “It costs more to shut my machine down and restart it than it does to just keep it running.”? It’s a common misconception that actually costs machine owners in terms of fuel and excessive machine wear.

“Idling is often a habit that’s been part of the equipment user’s culture for years,” said Ken Calvert, Komatsu Director of Product Support Systems. “Komatsu wants to change that culture, so for nearly two years we’ve worked to raise awareness of the costs and consequences associated with excessive idling. In nearly every case, it would be better to shut the machine down when it’s not in production.”

Here’s an example. Studies show the industry average idle time is almost 40 percent. That means if a machine is traded in at 10,000 hours, the owner really only got 6,000 hours of actual production from that unit. If the machine hadn’t idled those other 4,000 hours away, the owner could have continued to use it for another two years or so, or could have gotten a much better trade-in price at 6,000 hours rather than 10,000.

To counteract that waste, Komatsu launched a wide-ranging “No Idle Initiative” in 2012, working with about 1,200 Komatsu users to show them tangible ways to lower idle time.

“Much of the program was geared toward operators, because they are on the front lines when it comes to how much a machine idles,” said Bob Post, Director of Marketing. “We wanted to raise their awareness so they understand excessive idling can be detrimental in several ways. It puts unnecessary hours on a machine, which means faster service intervals, increased wear and tear, and warranty hours that expire faster. Excess idling can ultimately lower resale

value because a machine may have hundreds even thousands of extra hours on it.”

#### Aiming for 20-percent reduction

The main goal of the No Idle Initiative was a 20-percent reduction compared to participants’ previously measured idle times. Each participant received promotional materials, such as hats and key-chain tags, to raise awareness of the campaign.

Using KOMTRAX remote machine-monitoring technology on Tier 3 and Tier 4 Interim machines, Komatsu tracked overall hours and idle time. Monthly reports showed participants’ progress during the four-month campaign.

“KOMTRAX provides a host of valuable information, such as fuel consumption,

**No Idling**

*Continued . . .*



To help equipment users save money and get more from their equipment, Komatsu launched a “No Idle Initiative” that encouraged equipment users to shut their machines off when they’re not producing.

# KOMTRAX tracks machine idle time and more

... continued

machine location and functions,” said Calvert. “Those are all very good tools to help customers track their equipment, but one indicator that’s often underutilized is productive versus nonproductive hours. KOMTRAX shows equipment owners their machine hours and the percentage of those hours at idle. Owners can use that information to train operators in practices that will lower unproductive hours.”

Komatsu recognized 284 of the 1,200 participants as “Most Improved” for showing a 20-percent or more reduction from their

baseline idling rate for at least two months. Of those, Komatsu named a “Top 20” for showing the highest percentage reduction in idling. In another category, 69 participants achieved “Best of the Best” by reducing their overall idle time to 15 percent or less. Winners in the Top 20 and Best of the Best were invited to a special Demo Days event at Komatsu’s Training & Demonstration Center in Cartersville, Ga. They were honored during a special ceremony and invited to be part of a panel discussion about their experiences and success in reducing idle time.

“We consider this ‘socially responsible marketing,’ ” said Post. “What that means is showing customers ways they can save money and put more dollars in their pockets. At the same time, it raises a level of awareness when it comes to the environment. Less idle time means less fuel used, resulting in lower emissions.”

Calvert added, “The reaction to and result of the No Idle Initiative exceeded our expectations. We experienced success from an awareness standpoint, but more important, most participants saw tangible results. It was really a story of empowerment and economic benefit for equipment users. They took control of reducing idle time, and greatly helped their bottom lines.”

## A goal of less than 10 percent

Like the participants in the No Idle Initiative, other Komatsu users with Tier 3 and Tier 4 Interim machines can receive a complimentary, detailed, monthly report with easy-to-read charts and graphs. Included are key items, such as how a machine’s idle time compares with the average of all machines Komatsu tracks.

“A simple graph shows owners if their machines are above, below or average, compared to the national average,” said Calvert. “Zero idle time is probably unrealistic, because there are situations, such as cold-weather work and machine start-up, that require it. But, even those times can be drastically cut. Ultimately, we want users to have less than 10-percent idle time. A proactive approach and vigilance in tracking machines using technology such as KOMTRAX can easily achieve that goal.” ■



Linder’s Zvi McManus (center) is at a special No Idle Initiative Demo Days event with Bill and Anna Barrier of B&T Sand Company Inc., who received a “Best of the Best” award. Seven Linder customers received the award for reducing their overall machine idle time to 15 percent or less.

### No Idle Initiative Award Winners

4C Timber Inc. * ♦	Martin Marietta Materials - Jacksonville *
B&T Sand Company Inc. * ♦	McDonald Construction *
Bergeron Land Development *	Palmetto Grading & Drainage *
Charles Hughes Construction * ♦	RH Moore *
CMC Recycling *	Sawyers Land Developing Inc. *
Community Asphalt *	South Florida Land Clearing ♦
Corey Enterprises Inc. * +	The Briar Team * +
Encore Construction	Thompson Equipment Maintenance *
Company LLC * +	Turner Specialty Services, LLC * ♦
Hall Contracting Corporation *	Vulcan Materials Company - Pacolet, SC *
Hubbard Construction Co. *	Wake Stone Corporation * ♦
International Paper - NC *	
International Paper - SC *	
Kinder Morgan * ♦	

\* Most Improved

+ Top 20

♦ Best of the Best





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# ADDED-VALUE MACHINE TECHNOLOGY

## VP: Komatsu's "intelligent" machines are about to get even smarter

**QUESTION:** During the past few years, Tier 4 Interim standards were implemented across the lineup of construction and mining machinery Komatsu offers. What are the results?

**ANSWER:** Our Tier 4 Interim implementation has been highly successful, with improved quality across the board. Komatsu made a conscious effort to go beyond just meeting the mandated emissions-reduction standards. Through customer input and our own research and development, we built upon the already-proven and productive features of our previous Tier 3 equipment. Our extensive engineering and field testing helped us design and manufacture Tier 4 Interim machines that not only lower emissions, but significantly reduce fuel consumption. According to the millions of accumulated hours and the resulting data, we are confident these new models carry on Komatsu's tradition of durability and reliability.

Part of ensuring a machine continues to be productive and reliable throughout its life cycle is taking a proactive approach to service. With Tier 4 Interim, we introduced our Komatsu CARE complimentary maintenance program, which provides complimentary scheduled maintenance for the first three years or 2,000 hours, as well as two Komatsu Diesel Particulate Filter (KDPF) exchanges. Factory-certified distributor technicians do all the work, using genuine Komatsu parts and fluids. Distributors track machines through our innovative KOMTRAX system, and as services come due, they contact the customer to set up a convenient time to perform the work.

**QUESTION:** What's the next step?

**ANSWER:** As we did with Tier 4 Interim machines, we're building from already-proven

*Continued . . .*



**Erik Wilde,**  
Vice President ICT  
Business Division and  
Product Marketing

*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.*

Erik Wilde's responsibilities range from planning and marketing of new products and technologies to developing the necessary training and support materials to ensure their successful launch. That includes new technology built into Komatsu machinery, including Intelligent Machine Control (iMC), such as 3-D machine-control systems. Last year, Komatsu formed an iMC team that provides customer support for machine technology and supports the training and development of Komatsu distributor capabilities in this field.

Wilde has been involved in the transformation to more intelligent and productive machinery during his 16 years with Komatsu. He started in 1997 in the service side of the business, directly supporting customers in positions such as area service manager for Komatsu Mining Systems. After several years in service, he moved into a position as an excavator product manager and, in 2004, he became Director of Product Marketing, which has since evolved to his current role.

"Komatsu's proven yet cutting-edge technologies save customers time and money by making them more efficient and productive, resulting in better profitability," said Wilde. "Innovations like these add value for our customers and, when bundled with excellent support by our distributors, I believe this value-proposition truly sets us apart."

# New technology improves owner's bottom line

... continued



platforms in telematics with added machine intelligence. We're really excited about expanding on our Intelligent Machine Control solutions or iMC. Several years ago, we started developing integrated control systems for construction products, or as they're sometimes known, 3-D grade-control systems, offered by companies such as Topcon. Currently we provide factory-fitted Topcon "plug-and-play" systems on the D51 through D155 and have local options for Trimble-compatible systems. With the full system installed, people recognize these dozers by the mast that's mounted on the blade and the wires that run from the chassis to the blade-mounted mast.

Soon, customers will see Komatsu machines with integrated 3-D control that doesn't require

Erik Wilde, Komatsu Vice President ICT Business Division and Product Marketing, said extensive field testing and research and development of Komatsu's Tier 4 Interim machines helped Komatsu build machines that met emissions standards while increasing productivity and efficiency and lowering fuel consumption. He expects similar results when Tier 4 Final machines begin rolling out soon.



Construction companies are used to seeing machines with GPS grading systems that have masts attached to the blade and external wiring. Komatsu will soon introduce D61EXi-23 and D61PXi-23 dozers that eliminate those items, with control built into the machine.



those external items. Komatsu is introducing D61EXi-23 and D61PXi-23 dozers that have integrated sensors in the cylinders and a rooftop antenna. Inside the cab is an easy-to-use operator interface that not only brings up the design files but interacts with the machine's system controls, including blade control and tractive-effort management. As with the Tier 4 Interim machines, we have extensive customer field testing that shows improved productivity and efficiency, which reduce owning and operating costs and add value. The feedback has been phenomenal.

**QUESTION: Are you working on other new technology?**

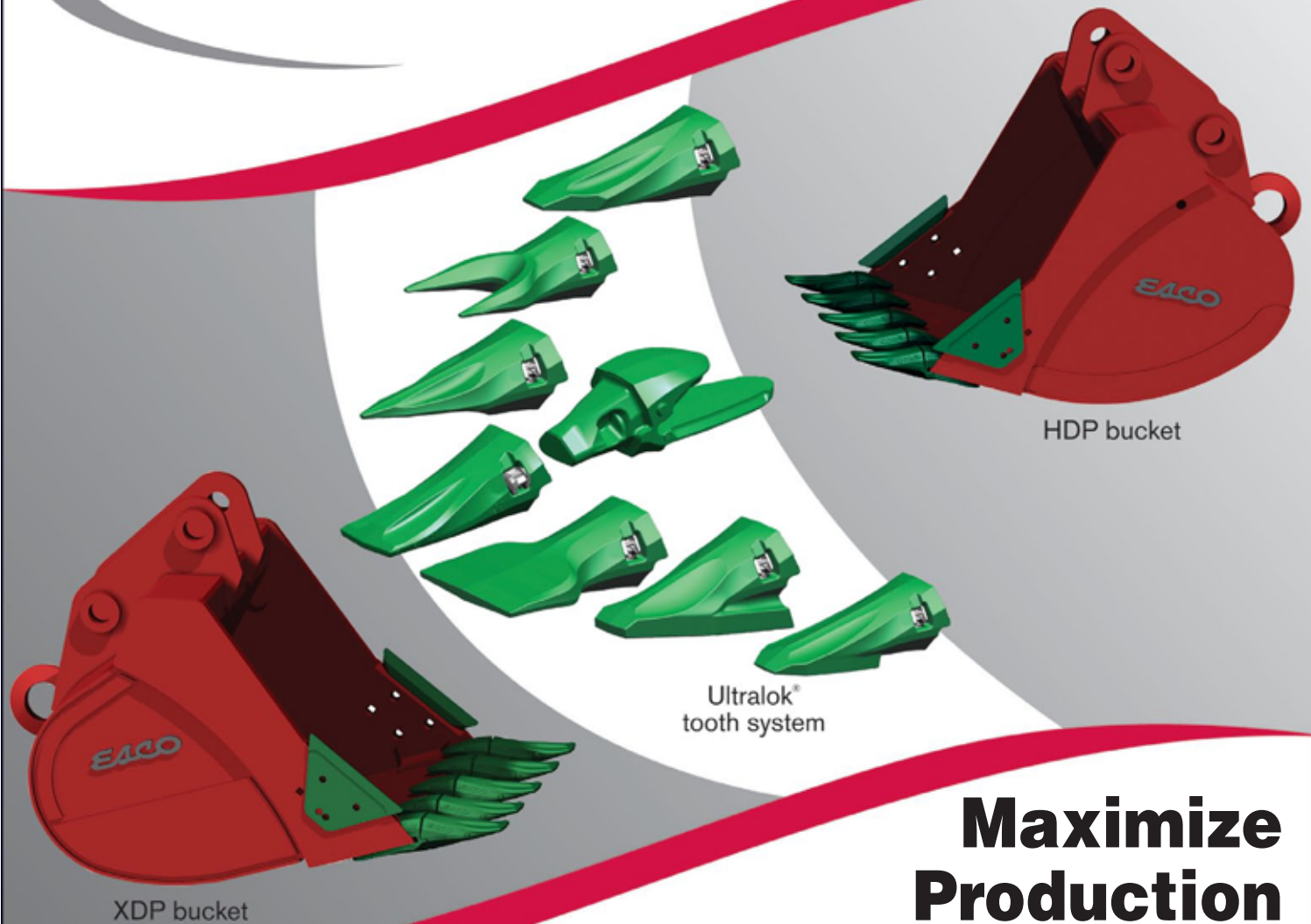
**ANSWER:** We're always looking to innovate. Like Komatsu, our customers are on the cutting edge when it comes to technology. They're more mobile than ever before, and with that in mind, we'll soon release a KOMTRAX app for smart phones and tablets that lets customers access critical machine data without having to carry a computer. In addition, quick links to their distributor will automatically connect users to their KOMTRAX coordinator, sales, parts and service representatives, simply by clicking on icons.

It's just part of KOMTRAX's continued evolution. In its earliest days, KOMTRAX offered basic information, such as hours and machine location. Through the years, it's become an even more valuable fleet-management tool that provides comprehensive information, including how a machine is being used, its productive hours versus idle time, fuel consumption, eco guidance that provides operators tips for reducing fuel, and a host of other offerings.

**QUESTION: What's on the horizon for Komatsu?**

**ANSWER:** Tier 4 Final regulations, which further reduce emissions, actually begin this year with compact equipment and will start to be implemented on 175- to 750-horsepower machines in 2014. In 2015, machines in the 76- to 174-horsepower range will need to transition. Komatsu's Tier 4 Final platform will be based on our proven Tier 4 Interim solutions and will deliver on our commitment to quality and reliability. By 2018, we will have completely refreshed our fleet. ■





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## ICUEE-The Demo Expo slated for October 1-3

The biennial ICUEE-The Demo Expo will be held October 1-3 at the Kentucky Exposition Center in Louisville. It features the latest equipment, technologies and services for utility professionals and contractors in the electric, telecommunications, cable, sewer/water and natural gas sectors. Professional certification courses will also be available.

For the first time, the expo will be co-located with the Asset Management Symposium, which targets industry issues, including equipment finance, telematics, fleet metrics and Tier 4 engine emissions. A Fleet Management Exhibits Pavilion is slated for the exhibit floor, showcasing the latest fleet management software. ■

## Studies show dramatic costs of highway underfunding

A Congressional Budget Office report projects the Highway Trust Fund will be bankrupt by Fiscal Year 2015, and will see an annual shortfall of \$92 billion by 2023 without new revenue streams to sustain it. The current highway bill, MAP-21, expires at the end of FY 2014.

According to an Associated Equipment Distributors study, a deficit of more than \$365 billion will accrue during the next 23 years with no new funding, and a Texas Transportation Institute study found that wasted time and fuel due to congestion cost Americans more than \$121 billion in 2011. ■

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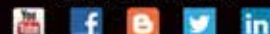
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# KOMATSU RENTS

## Need a machine for a week? A month? Check out Linder's brand-new rental fleet

Rental has always been an economical option for equipment users when they need a machine in the short term to get a job done. The obvious benefit is that customers just pay for it as long as they need it. When they're done, they turn it back in and the payments stop. In recent years, due in large part to the recession that's made many equipment owners cautious about taking on debt, the rental option has become increasingly popular.

To help meet this increased demand for rental machines, Linder Machinery has begun a new rental effort under the name Komatsu Rents.

"As our longtime customers know, Linder has always rented equipment," said Ronnie Sims, General Manager of Komatsu Rents. "But this is a new emphasis and new commitment. We have a totally new rental

fleet — all new machines, straight from the factory. We stock machines in six regions, covering 16 distributor locations throughout North Carolina, South Carolina and Florida."

Komatsu Rents carries the most popular sizes of Komatsu construction equipment — excavators from a PC138 through a PC490, wheel loaders from a WA200 through a WA380 and dozers from a D37 through D65 — plus Hamm smooth-drum rollers from 54 inches to 84 inches.

"The most important thing we bring to the table for rental customers is the certainty that they'll get a high-quality, brand-name, low-hour machine at a competitive price," said Sims. "When they rent from one of the large rental houses, they'll get whatever machine that store has in stock at the time, which may well be an off-brand. At Komatsu Rents, we rent Komatsus, period. So customers know they're getting an efficient, productive, reliable machine each and every time."

Adding to the reliability, Komatsu Rents machines are distributor-owned and distributor-maintained.

"We inspect each machine thoroughly after it comes in and before it goes out," Sims pointed out. "We address any problems and take care of any services that are due. If one of our units needs repair while on a job, and our certified technicians can't take care of it in a timely manner, we'll bring the customer a replacement machine."

To rent a machine or to get pricing information, call Komatsu Rents toll-free at 866-559-2878, or call your nearest Linder branch location. ■

Ronnie Sims is the General Manager of Komatsu Rents, Linder's new rental division, which features an all-new earthmoving fleet.







# LINDER INDUSTRIAL MACHINERY COMPANY

## USED EQUIPMENT SPECIALS



2011 KOMATSU WA380-7,  
Stock# U50208, 1,750 hrs., \$199,500



2011 KOMATSU D51PX-22,  
Stock # U5990, 1,307 hrs., \$135,000



2010 KOMATSU PC220LL-8,  
Stock # U50203, 2,938 hrs., \$225,000

Year/Make/Model	Stock#	Hours	Price
<b>EXCAVATORS</b>			
2012 KOMATSU PC360LC-10	U50213	1,519	\$275,000
2009 CATERPILLAR 311DRR	U80001	3,200	\$90,000
2007 KOMATSU PC300LC-7EO	U50106	7,170	\$92,000
2007 KOMATSU PC200LC-8	U5944	6,327	\$85,000
2004 KOMATSU PC400LC-7L	U5909		\$398,000
2004 KOMATSU PC200LC-7	U5970	8,609	\$52,000
2008 KOMATSU PC35MR-2	U50206	1,265	\$22,500
2000 KOMATSU PC35R-8	U5975	2,604	\$20,000

<b>GRADER</b>			
2004 KOMATSU GD555-3	U50205	9,592	\$85,000

<b>FORESTRY</b>			
2010 KOMATSU PC220LL-8	U50203	2,938	\$225,000

<b>BACKHOE LOADER</b>			
1998 CATERPILLAR 416C	U50173	6,160	\$31,000

Year/Make/Model	Stock#	Hours	Price
<b>WHEEL LOADERS</b>			
2011 KOMATSU WA380-7	U50208	1,750	\$199,500
2007 KOMATSU WA430-6	D0063	12,247	\$74,000
2006 KOMATSU WA250-5	U5984	8,562	\$55,000
1999 KOMATSU WA180PT-3	U5984	1,018	\$25,000
1999 CASE 621C	U5969	1,796	\$25,000

<b>PAVING/COMPACTION</b>			
2012 SAKAI SV505D	U5964	400	\$70,000
2007 BOMAG BW120AD-4	U5962	7,233	\$11,000
2004 SAKAI SW900	U50212	6,348	\$36,000
1997 INGERSOLL-RAND DD90	U50190	4,250	
1994 INGERSOLL-RAND DD91	U50175	4,380	
1993 INGERSOLL-RAND SD100	U50167		
1990 INGERSOLL-RAND SD100	U50166		3,820

<b>DOZER</b>			
2011 KOMATSU D51PX-22	U5990	1,307	\$135,000

<b>TRUCK</b>			
2009 KOMATSU HD325-7	U5965	7,350	\$275,000

For additional information, please contact your local sales representative.



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