



# ON TRACK



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**KOMATSU**

## TRI-CITY GROUNDBREAKERS, INC.

Read how adopting latest technology  
fuels growth for Midland company



John and Tamara  
Schmidt, Owners

# A MESSAGE FROM CONTINENTAL EQUIPMENT COMPANY



Mark Kelso,  
General Manager



Dear Valued Customer:

While industry groups are actively recruiting new employees to fill skilled-labor positions, a shortage of such workers remains. One aspect of today's construction industry that many potential crew members may find attractive is the growing use of technology, especially when it comes to equipment.

Komatsu revolutionized integrated GPS technology and is now taking its *intelligent* Machine Control dozers to the next level with a software upgrade to mimic the actions of seasoned operators during rough-cut application. Now, these dozers truly deliver first-to-last-pass auto blade control and continuous data collection. We believe this is another giant leap in helping novice operators become skilled dozer hands faster. You can read more about how Komatsu has continued to improve its innovative technology in this issue of your CEC On Track magazine.

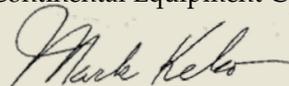
Komatsu also led the way in bringing integrated technology to excavators and has added another to the lineup with its new PC290LCi-11. It is well-suited for applications that require good stability and working range, and its size helps to avoid most transportation limits associated with larger-size-class excavators. Find out more inside.

This issue features two case studies, one shares the success story of a customer who relies on the *intelligent* Machine Control technology, while the second focuses on a waste-industry application. I think you will find both interesting as each provides insight into how their Komatsu machinery offers greater accuracy, efficiency and productivity.

Whatever equipment you use, proper maintenance is essential. Fluids are part of that and it's important to use the ones designed for the conditions you face in order to get the best protection. If high heat is a problem, Komatsu's HO56-HE hydraulic oil could be the solution. We've included an article that details its benefits.

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

Sincerely,  
Continental Equipment Company



Mark Kelso,  
General Manager

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"intelligence" to  
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# TRI-CITY GROUNDBREAKERS, INC.

## Adoption of technology and attention to detail fuel growth for Midland company



John Schmidt,  
Owner

Tri-City Groundbreakers Owner John Schmidt might be the prototype for the modern contractor. Growing up on a farm, he spent his days on machines completing various projects and honing his skills as an operator. As a self-proclaimed “tech geek,” his love for electronics and the latest gadgets fostered a deep knowledge of technology. Merging those passions made John uniquely trained for today’s construction industry.



Tamara Schmidt,  
Co-owner

“I was born at the right time,” reflected John, who is 42. “I was able to get seat time on machines when I was young, so I built that skill set on standard equipment. I also grew up right as computers and cell phones were becoming accessible. Both of those experiences were very beneficial, and I have been able to apply them to my work.”

It’s paid off. In the 13 years since Tri-City Groundbreakers opened, that machinery-

technology combination has helped the company enjoy a solid growth trajectory.

### Old school...

John’s path to the construction industry began as a youngster.

“We needed ditches cleaned, fence rows cleared and other jobs done, and dad was impatient,” recalled John. “He was tired of waiting for the local excavator to come, so he got his own machine. Once he had it, he wanted to keep it busy. So, I started doing driveways and septic fields when we were slow. By the time I was 15, I had completed a lot of projects.”

After a few more years of handling smaller commercial and residential excavations, John took a position with a contractor and began working on larger and more intricate jobs.

“That got me into a new realm,” said John. “It introduced me to road construction and underground infrastructure and taught me about the industry. It was educational.”

Finally, in 2005, he decided it was time to go on his own. With the help of his wife, Co-owner Tamara, they opened Tri-City Groundbreakers, Inc. in Midland, Mich.

“I always knew I wanted to be self-employed, I am just wired that way,” shared John. “We were living in Pinconning at the time, and I was driving to Dearborn for a job or staying down there some nights. We had three kids with a fourth on the way, and I just decided that it was time to do my own thing.”

“I remember John coming home with blueprints that first night,” recalled Tamara. “I asked him how he was going to do this, and he said ‘I’ll figure it out.’ He spread them across the

Tri-City Groundbreakers takes on a MDOT project on Highway M-15 near Davison, Mich., with the PC360LCi-11 it purchased this summer.





Tri-City Groundbreakers Owner John Schmidt uses a Komatsu PC210LCi-11 excavator with *intelligent* Machine Control at the Trumbull Street project in Bay City, Mich. “We purchased the PC210LCi this spring, and the results have been great,” shared John. “Having the ability to dig on grade is amazing, and we don’t need a person in the hole, which increases our efficiency.”

floor and got to work. Babies were crawling over the prints as he was reading them. And, he did figure it out. That’s just how his brain works.”

### ... Meets new school

With little history, no name recognition and a non-existent project list, John needed to capitalize on any advantages he could. The key was investing in all sorts of technology.

“From the beginning, we started using accounting software that helped us determine our exact cost of operations, down to the penny,” noted John. “We needed to know if we were making money or not. It helped us a lot in the bidding process. We may have lost some jobs, but we made money.”

Soon technology found its place on the jobsite as well.

“In 2007, we constructed a 35-acre stone parking lot using stakes and ribbons,” noted John. “I’d thought about getting a GPS system. After that job, I ran the numbers and found that if a system could have held my tolerance to a half-inch, it would have paid for itself on that project.

“Later that year, we had a 700-space parking lot at the same facility,” he continued. “I invested in a rover and base station and then equipped a machine with GPS. It was

awesome. We’ve been doing it that way ever since.”

Being an early adopter of technology initially came with its critics; however, after Tri-City Groundbreakers began completing more projects, others followed suit.

“People thought we were crazy,” laughed John. “We didn’t use any stakes or have a person checking grade, but the proof was there. We were finishing jobs on grade, on budget and on time. We used GPS for all types of jobs – from parking lots to small site pads. It provides an advantage on every project. I think people have followed our lead in that area.”

### Advanced excavating

Given John’s penchant for efficiency and innovative products, it’s only natural that he turns to Continental Equipment Company (CEC) for Komatsu *intelligent* Machine Control excavators with integrated GPS technology and semi-automation. Tri-City Groundbreakers currently runs a PC210LCi-11 and a PC360LCi-11.

“We purchased the PC210LCi this spring, and the results have been great,” shared John. “Having the ability to dig on grade is amazing, and we don’t need a person in the hole, which increases our efficiency.”

*Continued . . .*

# 'CEC continues to deliver for us'

... continued

John says the PC210LCi really shines on pipe installation. On a recent project, the excavator was used to install 36-inch storm sewer and eight-inch water lines on a half-mile stretch.

"The joysticks allow us to move between offsets seamlessly with the click of a button," explained John. "The operator can dig subgrade, click the button to do stone, then click it again and do sand grade for the pipe – without stopping. It's a huge timesaver."

Tri-City purchased a PC360PCi this summer and wasted little time putting it to work.

"We used it to dig footings for a four-story hospital building," detailed John. "It was a

complicated job with many unique footings. We had the plans created with every detail we needed. The operator fell in love with the PC360LCi. He could quickly cut to grade, change his increment for stone, then swing to the next footing and get to work. It was great."

Production has skyrocketed with the integrated Komatsu excavators. By eliminating stakes, using smaller crews and saving material with virtually no overdigging, John projects that the excavators have made the company 25 percent more efficient.

Support from CEC has been a strong point for Tri-City Groundbreakers as well. Area Manager Bob McCubbin also called on John's father when the Schmidts began purchasing equipment in the 1990s. Today, the relationship remains strong as several standard Komatsu excavators and wheel loaders – including WA270 and WA320 models – are in Groundbreakers' fleet.

"When we were just starting out, CEC really stepped up to support us," said Tamara. "They treated us like a company with generations of history and hundreds of employees. Today, CEC continues to deliver for us; we value that."

## Following the path

John and Tamara started Tri-City Groundbreakers with a clear growth plan. They intended to begin with residential work then advance to commercial and eventually to MDOT projects. Their progress has surprised even them.

"We fast-forwarded a little bit, which was fun, but scary," offered Tamara. "Within three years we had 12 employees and were doing some major commercial work."

Today, the firm has as many as 55 employees during busy times and specializes in road projects with underground infrastructure installation aspects. The company's booming start has the Schmidts looking forward to continued success.

"Our goal is to build freeways," stated John. "We're on our way to that. We've done some state highways, so we're close. We just need to make sure we work to get better every day. I am excited for the future." ■



Tri-City Groundbreakers Owner John Schmidt (center) calls on CEC Area Manager Bob McCubbin (left) and General Manager Mark Kelso for his equipment and service needs.

At H.H. Dow High School in Midland, Mich., a Tri-City Groundbreakers operator uses a Komatsu WA270 to move material.



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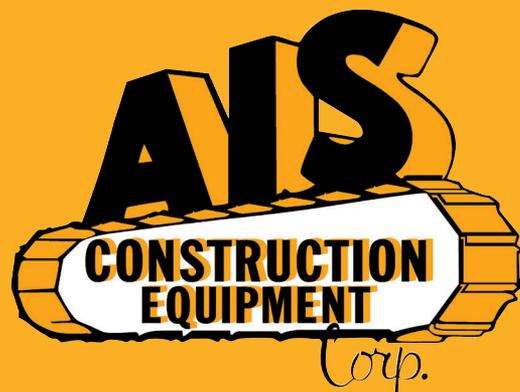
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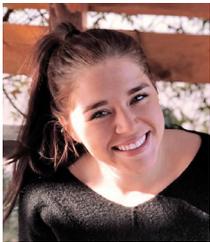
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# TAKE A DIFFERENT ROUTE

## Construction careers often pay as much or more than those requiring traditional four-year degree



Deanna Quintana

Deanna Quintana emphasizes that careers in construction and the skilled trades can be as, or more, lucrative and rewarding than those requiring the traditional route of higher education that leads to a four-year degree.

As our children grow up, we continually ingrain in them that there is one route to success – a four-year degree. However, higher education is not solely defined by a bachelor’s degree. There are other paths that will guide them in the right direction before entering the workforce.

While there are misconceptions about the construction and skilled-labor industry, numbers prove that there are millions of jobs available in this field and compared to college graduates, they’re well-paid. The average starting salary for college graduates stands at \$50,004; however, student debt is on the rise and the class of 2018 graduated with an average of \$29,800 in loans. One of the most important reasons students choose to pursue a four-year degree is to land a high-paying job. The truth is, multiple careers in construction make an average of \$65,000 per year and do not require a degree from a large institution.

This poses the question: How does one get higher education without going to a traditional college or university? The answer is simple: apprenticeships; technical

or community colleges; and career and technical education (CTE).

### Earning while learning

Apprenticeships provide valuable on-the-job training and are structured programs relating to the technical and academic competencies that apply to the job. In fact, the construction industry in the United States represents approximately 30 percent of all active, registered apprentices. Construction is one of the few industries where individuals are given the opportunity to develop skills and knowledge about a career, while earning a paycheck.

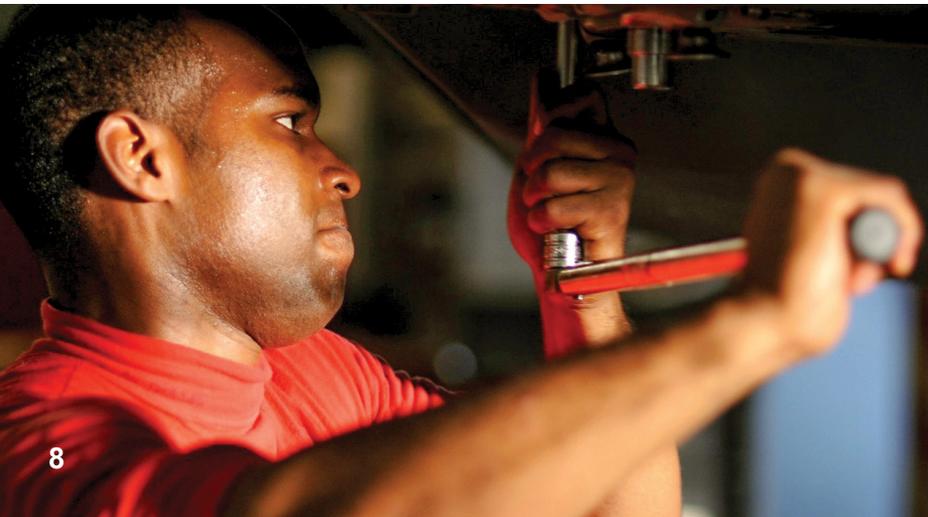
Technical or community colleges offer shorter time spent in school and can be just as beneficial and rewarding as a four-year degree. In these programs, minimal debt is incurred, and the skills and education obtained apply directly to careers upon graduation.

CTE prepares secondary, postsecondary and adult students with the hard and soft skills needed to build a successful career and life. Classes prepare students for a variety of high-skill, high-wage and high-demand careers.

While a four-year degree may be the path for some, it is not the only form of post-secondary education. Higher education is about acquiring skills and knowledge that will help you succeed in your desired career path. ■

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*Deanna Quintana is a marketing intern at the National Center for Construction Education and Research (NCCER). She is learning about the industry and how to recruit and educate new craft professionals. This article is excerpted from a blog post, and reprinted with permission from “Breaking Ground: The NCCER Blog” at [blog.nccer.org](http://blog.nccer.org).*



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# EMBRACING TECHNOLOGY

## Construction companies adopting innovations; expert advises using a measured approach

*Editor's note:  
Some information  
for this article was  
supplied by Damon  
Haber, Co-founder  
and Chief Revenue  
Officer at Record360.*

During the past two decades, the development and acceptance of construction technology has made huge strides. GPS-based grade control is a perfect example. It has evolved from masts and cables on the outside of machines to integrated systems that can automatically raise and lower dozer blades. Today, companies are increasingly accessing information about their machinery via mobile platforms such as smartphones and tablets, using Wi-Fi or cellular networks.

Construction companies that fail to embrace these new strategies may fall behind those that do and could eventually be forced to close. It's essential to adopt innovations

in today's world, although firms should take a measured and realistic approach to implementation, says Damon Haber, Co-founder and Chief Revenue Officer at Record360, which helps businesses add the latest products to their operations.

"I was an operator before I became a tech guy, so I understand how it is affecting companies and individuals," Haber said. "Like equipment, devices and apps don't create outcomes; however, they can be valuable tools that help achieve them. Failures often happen when companies try to do too much or have no clear objectives as to why they want to implement certain solutions."

Other obstacles to successful adoption include leaving key personnel out of the process and underestimating the impact of change. "Definitely take those factors into consideration prior to any final decisions," advised Haber.

### Mobile on the rise

Mobile solutions continue to grow in the construction industry, and this is one sector where caution is especially necessary, according to Haber. Technology can be used to track equipment for maintenance, order parts, locate machines and much more.

"Every major manufacturer has an app, and all are proven," said Haber. "So, it's not an issue of whether a construction company can use them; however, they must look at the technical considerations."

Haber points to the devices themselves as a critical item for examination. "It's important to consider the costs, as well as the features and benefits of each device. For instance,



Best practices for adopting technology include starting small, setting measurable goals and outcomes as well as securing commitments from end-users. "You can always get bigger," said Damon Haber, Co-founder and Chief Revenue Officer at Record360. "You should also look at today's modern solutions and see how they can flex to match desired business goals."



Mobile technology continues to grow in the construction industry, and this is one area where caution is especially necessary, according to Damon Haber, Co-founder and Chief Revenue Officer at Record360. "Every major manufacturer has an app, and all are proven," said Haber. "So, it's not an issue of whether a construction company can use them; however, they must look at the technical considerations."

Apple and Android each have advantages and disadvantages."

Additional factors to weigh include using Wi-Fi or cellular networks, data costs, native versus web platforms, security encryption, level of support from your provider and provider integration capabilities.

"All are important to analyze, although they should not deter companies from using mobile options," said Haber. "Embracing them could be a key aspect in attracting new talent. Today's younger workforce is already very familiar with how to use mobile devices. Studies show that millennials use their smartphones up to 223 minutes per day."

### **Best practices include starting small**

There are some best practices for introducing technology, mobile or otherwise. Among them are starting small, setting measurable goals and outcomes in addition to securing commitments from end-users.

"You can always get bigger," Haber emphasized. "Before full implementation, it's wise to do a pilot study and do it well. You should also look at today's modern solutions

and see how they can flex to match desired business goals."

Best practices also include managing expectations, according to Haber. "Not everything needs to integrate or be perfect. There must be a clear vision for what success looks like."

### **A more competitive future**

Staying flexible and open to the latest advancements will remain vital to construction companies' competitiveness and, ultimately, their survival. The future will continue to bring innovations that make jobsites more productive and efficient, if implemented with sound practices.

"We are on the cusp of major changes right now," Haber stated. "5G for mobile is right around the corner, and it will be 100 times faster than 4G. Everything cellular will be affected, and we will be able to do things that were not possible before.

"I also believe artificial intelligence, including machine learning, will gain more prominence, as will augmented reality," he added. "Companies should not be afraid of or intimidated by technology. They should view it as a means to enhance and improve their practices and increase competitiveness." ■

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# OVERWHELMINGLY POSITIVE

## Drone use report: Most companies say benefits of the technology far outweigh the cost

Ninety-two percent of companies that use drones say the benefits of this innovation exceed the costs, according to the “State of Commercial Drone Use” report recently released by Blue Research, which contacted more than 1,700 medium and large businesses for its study. The findings noted that 10 percent of surveyed companies with revenues of more than \$50 million currently use drones.

For 88 percent of respondents that utilize the technology, return on investment was achieved in a year or less. About half said that taking drones away would negatively affect their bottom lines.

Construction is one of the prominent industries using drones, with a 35-percent adoption rate. Nine out of ten firms with drones reported that the devices allow them to capture more information, save time and increase efficiency. Seventy-five percent said drones increase worker safety, and 71 percent cited a competitive advantage as a benefit.

“One of the things we really struggled with was figuring out how companies are using drones. Much of the research focused on hobbyists, the military, etc.,” explained Mariah Scott, President of Skyward, which commissioned the study and prepared a subsequent webinar titled, “Drones in Big Business: The State of Drones at \$50M+.”

### Majority handle it in-house

The report also found that less than 40 percent of companies hire outside help for their drone programs, including flights, data processing and data analysis. “Sixty-three percent are not outsourcing any of these activities,” shared Scott. “This number was much higher than expected. It’s very

encouraging news about the ability of large companies to incorporate new technology.”

Challenges to adopting a drone program included staying up to date on laws and regulations. Access to controlled airspace was another obstacle.

Two percent of respondents plan to start a drone program within a few months. Another 7 percent said they will begin using drones at some time in the future. ■



Large companies that use drones are overwhelmingly positive about the technology, citing the ability to capture more information, save time and increase efficiency among the primary benefits, according to a recent study. Almost 90 percent of companies that use drones said they saw a return on investment within a year.

# NEW INTELLIGENT EXCAVATOR

## PC290LCi-11 uses 3D design data to deliver first-to-last-pass accuracy



Andrew Earing,  
Senior Product  
Manager, Tracked  
Equipment

Komatsu augmented its *intelligent* Machine Control lineup with the addition of the new PC290LCi-11 that provides first-to-last-pass accuracy. Like its predecessors, the excavator features Komatsu's unique sensor package – stroke-sensing hydraulic cylinders, an inertial measurement unit sensor and global navigation satellite system antennas – that utilizes 3D design data to accurately check its position against the target elevation and semi-automatically limit overexcavation.

“The PC290LCi-11 is perfect for applications where customers are looking for good stability and working range. It has a 30-ton-class undercarriage and an upper structure similar to our standard PC240LC model. This excavator also includes a 3.2-meter

(10.49-foot) arm,” said Andrew Earing, Senior Product Manager, Tracked Equipment, noting that a 3.5-meter arm option will be available soon. “Its size helps to avoid most transportation limits associated with larger size-class excavators, making it a good fit for residential and utility work, as well as smaller nonresidential jobs.”

Users can load design data into the *intelligent* Machine Control box. It is displayed on a 12.1-inch monitor in a simple screen layout. A touch screen icon interface, instead of a multistep menu, simplifies operation.

The machine and design surface are shown in a realistic 3D format. The angle and magnification of the views can be changed, allowing the operator to select the best option, depending on working conditions.

### Easily switch modes, offset functions

Operators can choose between manual and semi-automatic modes,

Komatsu's new PC290LCi-11 offers good stability and working range with a 30-ton-class undercarriage and the upper structure of the standard PC240LC model as well as an arm that reaches past 10 feet.



as well as design offset functions using switches on the joysticks. The semi-automatic mode features Auto Grade Assist. As the operator moves the arm, the boom adjusts the bucket height to trace the target surface and minimize the chance of digging too deep.

Additionally, the PC290LCi has Auto Stop Control that halts the working equipment when the bucket edge reaches the design surface, which reduces design surface damage. Minimum Distance Control regulates the bucket by automatically selecting the point on the bucket closest to the target surface. Finally, the Facing Angle Compass shows the operator the facing angle relative to the target surface, allowing the bucket edge to be accurately positioned square to the target surface.

“Komatsu introduced *intelligent* Machine Control excavators four years ago with the PC210LCi, which is now in its second generation with the dash-11 model,” said Earing. “As we continued to expand our intelligent product line, we heard customers asking for a PC290LCi. With the introduction of this model, we are pleased to demonstrate our commitment to our customers.”

## Covered by Komatsu CARE

The PC290LCi-11 has Komatsu’s KOMTRAX Level 5 technology that provides machine data such as fuel and diesel exhaust fluid (DEF) levels, Komatsu Diesel Particulate Filter (KDPF) regeneration status, machine location, cautions and maintenance alert information.

Whether rented, leased or purchased, the PC290LCi-11 is covered by Komatsu CARE, complimentary for the first three years or 2,000 hours. It includes scheduled factory maintenance, a 50-point inspection at each service interval and up to two complimentary KDPF exchanges and two DEF tank flushes in the first five years. ■

### Brief Specs on Komatsu’s PC290LCi-11 Excavator

**Model**  
PC290LCi-11

**Net Horsepower**  
196 hp

**Operating Weight**  
70,702-72,091 lb

**Bucket Capacity**  
.76-2.13 cu yd

Operators can choose between manual and semi-automatic modes, as well as design offset functions using switches on the joysticks. Features of the semi-automatic mode include Auto Grade Assist. As the operator moves the arm, the boom adjusts the bucket height to trace the target surface and minimize digging too deep.



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## CASE STUDY



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# COMPLETING MORE JOBS FASTER

## R.A. Alexander & Sons saves time, money with *intelligent* Machine Control equipment

Three years ago, Bill Jagoe, Owner of Jagoe Excavating, approached Mark Ballard, President of R.A. Alexander & Sons, about expanding the existing relationship between the two companies. The new collaboration helped both firms immediately by filling gaps for each. Together, the two businesses can now handle nearly any earthwork-related project.

Benefits for R.A. Alexander & Sons included the ability to offer utility-installation services and the opportunity to upgrade its equipment fleet. For the latter, Ballard contacted his local Komatsu distributor to discuss adding additional *intelligent* Machine Control equipment to complement the D51PXi dozer he purchased in 2015. Ultimately, Ballard acquired a second D51PXi in addition to a D61PXi dozer and a PC210LCi excavator. All feature factory-integrated grade control technology that makes operators even more effective from start to finish.

### Advantages immediately apparent

“Augmenting our fleet with *intelligent* Machine Control pieces made us 40 to 50 percent faster, and we’re achieving accuracy within two-tenths of an inch,” stated Ballard. “Having a model that we can plug in and follow, speeds us up significantly. We save the most time on minor details associated with parking lots and streets. It’s also phenomenal on earthmoving projects with major grade changes. There’s no lost time with operators stopping to read plans or ask questions. Everything is on the in-cab monitor.”

Jagoe said the results were noticeable right away. “I was surprised there weren’t any stakes at the jobsite. However, I noticed that

the machines never stopped moving, and they were finishing jobs sooner. The *intelligent* Machine Control products save us money on things like surveying and material costs. Plus, we are able to do more projects because we can work so much faster.” ■



An *intelligent* Machine Control D61PXi dozer and a PC210LCi excavator enable R.A. Alexander & Sons to finish jobs sooner, allowing it to take on more projects. “Augmenting our fleet with *intelligent* Machine Control pieces made us 40 to 50 percent faster, and we’re achieving accuracy within two-tenths of an inch,” stated President Mark Ballard.



Mark Ballard,  
President,  
R.A. Alexander & Sons



Bill Jagoe,  
Owner,  
Jagoe Excavating



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**Brian (left) and Thomas Cronin / Prosperity Construction / Jackson, MS**

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## CASE STUDY



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# EQUIPPED FOR SUCCESS

## Excavator fleet outfitted with waste packages helps recycling firm meet production goals

Lakeshore Recycling Systems (LRS) is one of the largest waste and recycling companies in the Chicago area. In order to process the massive amount of waste material that comes through its seven locations, LRS requires equipment that is dependable, versatile and durable. It found a solution with a fleet of 15 Komatsu PC210LC excavators outfitted with Komatsu waste packages.

“Our PC210s run up to 20 hours a day – sometimes as many as 11 hours straight – which is vital to keeping us on schedule,” explained LRS Managing Partner Rich Golf. “We know that they are going to run every day.”

The company uses its PC210LC fleet to sort through piles of waste material, removing pieces that can hinder the performance of its production line.

“It is an instrumental tool,” shared Golf. “Operators can identify items that might be harmful to machines downstream like hoses, electrical cords, plastics or bulky items.”

Golf touts the versatility of the PC210LC for its ability to feed the operation, a task typically reserved for a large wheel loader.

“It takes up less space, uses less fuel and eliminates tire costs,” said Golf. “It does the job of a WA500 wheel loader, just more efficiently.”

### Enhanced performance

To help the PC210s perform 20-hour work days in unforgiving conditions, LRS equips its excavators with Komatsu waste packages.

“Overheating can be a serious problem,” stated Golf. “However, the Komatsu package includes an enhanced cooling feature with

wider fins and radiators that swing out. It improves access to the area and allows us to blow them out quicker to keep everything cool.”

The waste package also includes an enhanced boom arm and stick as well as extra safety guarding around the cab. Golf credits the Komatsu waste package as one reason why LRS excavators work past the 15,000-hour mark – with some already at 25,000 hours. They also play a role in ensuring that those hours are completed safely.

“Komatsu has done a great job of creating waste packages that meet our needs,” noted Golf. “This helps make the machines more durable as well as safer for the operator. Safety has been our top priority from day one, and that has been important in our relationship with Komatsu.” ■



Rich Golf,  
Managing Partner,  
Lakeshore Recycling  
Systems

A Lakeshore Recycling Systems operator uses a Komatsu PC210LC excavator equipped with a Komatsu waste package to manage a pile of material. “Komatsu has done a great job of creating waste packages that meet our needs,” noted Managing Partner Rich Golf. “This helps make the machines more durable as well as safer for the operator.”



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**Marv Selge (with Noah & Justin) / Selge Construction, Inc. / Niles, MI**

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## HANDS-ON EXPERIENCE

### Komatsu revamps Demo Days to provide ultimate customer event

This spring, more than 300 customers, distributor representatives and industry professionals attended Komatsu's Demo Days at the Cartersville Customer Center in Georgia where they experienced a newly tailored schedule for the event.

"We've been using this site for more individualized customer demonstrations, and we learned a lot from them," said Komatsu Instructor and Developer Isaac Rollor. "We applied a good deal of the feedback we received from those interactions to enhance this group event. As a company, Komatsu is always looking to improve in all aspects, and that includes Demo Days."

The new format significantly increased attendees' time at the demo site. The morning session featured walk-arounds for 30 machines, including the full family of *intelligent* Machine Control dozers and excavators, with Komatsu experts on-hand to answer questions.

"After registration and a short safety meeting, we got customers up on the hill," said Rollor, referring to the demo site location. "In the past, we held the morning session in our auditorium, but we want Demo Days to be as interactive as possible. We felt it was important to increase the amount of individualized time customers spent with our people and on the machines to achieve that goal."

#### Food trucks, raffles and competitions

The morning ended with an *intelligent* Machine Control dozing demo and then Atlanta-area food trucks provided lunch. The afternoon was reserved for machine operation.

"By the time customers go home, we want them to feel as confident with the Komatsu product as we are," noted Rollor. "This new setup provides more time for them to talk with Komatsu personnel, operate equipment and have all of their questions answered."

In addition to machine demos, the gathering also featured raffle prizes; timed wheel loader and mini excavator challenges; and a factory tour of Komatsu's Chattanooga Manufacturing Operation. Demo Days also included a "Help Build the Machine of the Future" area, which invited customers to share what they want to see from Komatsu in five, 10 and 15 years. ■



Isaac Rollor,  
Komatsu Instructor  
and Developer

Komatsu Demo Days attendees had the opportunity to operate 30 machines, including the new GD655-7 grader and the full line of *intelligent* Machine Control equipment. The event also featured walk-arounds, competitions, a factory tour and other interactive sessions.





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## INTUITIVE TECHNOLOGY

### Proactive Dozing Control logic interprets data, makes decisions to mirror seasoned operators



Derek Morris,  
Komatsu Product  
Marketing Manager

When Komatsu unveiled its revolutionary *intelligent* Machine Control system in 2013, the integrated, mast- and cable-free, semi-automated GPS program promised increased production and precision grading. It delivered, and now Komatsu is taking the technology to another level with Proactive Dozing Control logic.

“The first iteration of *intelligent* Machine Control was a starting point,” explained Komatsu Product Marketing Manager Derek Morris. “Once that was accepted in the market and became a viable part of a construction site, we focused on how to make it better.”

To do that, Komatsu designed its Proactive Dozing Control system to more closely resemble

an experienced operator during initial rough-cut applications – a point when operators were not utilizing *intelligent* Machine Control.

“Traditionally, end-users were only using automation to perform final grade,” noted Morris. “That happened because the system would work to get the blade to grade as soon as possible, creating aggressive cuts that could stall a machine. During that phase, experienced operators would typically cut and carry large but manageable loads, so they could move the material to other parts of a jobsite. We added this logic and practice.”

The result is an intuitive technology that delivers productivity gains of within 6 percent of an experienced operator.

“Proactive Dozing Control logic tracks, collects and interprets terrain data, then makes decisions based on that information,” said Morris. “It can now calculate when to cut and when to carry material, while also allowing the operator to provide input on where the blade should be based on existing ground. The new system enables the operator to use automatics in applications such as stripping topsoil or spreading fill.”

#### ‘Grass to grade’

With Proactive Dozing Control logic, operators are able to use the technology at all times, boosting efficiency and productivity.

“Using machine control exclusively for fine grading meant it was utilized only 10 to 20 percent of the time,” said Morris. “Proactive Dozing Control logic gives Komatsu *intelligent* Machine Control dozers grass-to-grade automatics, which delivers greater return on investment.” ■

Available on new Komatsu D51i-24 and D61i-24 dozers, the latest version of *intelligent* Machine Control improves automation during rough-cut applications by more closely operating like an end-user. “Proactive Dozing Control logic tracks, collects and interprets terrain data, then makes decisions based on that information,” said Komatsu Product Marketing Manager Derek Morris.



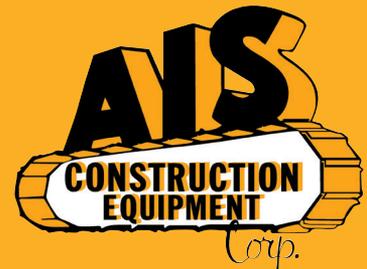
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# GOING BEYOND THE SALE

## VP – Marketing Communications says Komatsu helps customers gain knowledge to maximize production



*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.*

**Evelyn Maki, Vice President – Marketing Communications**

Originally from Brazil, Evelyn Maki went to college with a focus on building a career in tourism. While in school, she interned at a heavy equipment manufacturer, took a position there upon graduation and has been supporting the industry ever since.

“I have been involved with sales, data analysis, forecasting and dealer development,” said Maki. “I enjoyed those, but marketing is what I love. I really enjoy today’s modern practices and am always thinking about ways we can shape our industry from a marketing perspective.”

Maki moved to the United States when she was transferred to Wisconsin by her previous employer in the early 2000s. About eight years ago, she began working for P&H, then part of the Joy Global organization, now owned by Komatsu. Today, she is the Vice President – Marketing Communications for Komatsu. Maki oversees global marketing for Komatsu Mining, as well as for construction, forestry, forklift and industrial presses for North America.

“Komatsu is about more than manufacturing quality, dependable equipment; it’s focused on building relationships by taking care of customers from every standpoint: sales, service and support,” said Maki. “From a marketing perspective, that’s what we want to highlight because, at the end of the day, this is what creates customers for life.”

**QUESTION:** Komatsu is known as a “total solutions provider.” What does that entail?

**ANSWER:** It means we can take care of customers throughout their machinery’s life cycle. For instance, if a customer is looking for a machine with GPS-grading capabilities, Komatsu has several options including our integrated *intelligent* Machine Control dozers.

In addition, we, and our distributors, have expert personnel who can provide mapping services, jobsite setup, training, consultation and more. Most of our latest models come with Komatsu CARE, so scheduled maintenance is covered for the first three years or 2,000 hours. Programs are available to extend that, and we have other solutions to take care of maintenance and repairs.

**QUESTION:** What are the roots of Komatsu’s customer-focused approach?

**ANSWER:** Our approach stems from our origins and from listening to customers. Komatsu was started nearly 100 years ago by Meitaro Takeuchi. He saw that the copper mine in Komatsu City, Japan, was about to exhaust its resources and close. The city’s economy centered around that mine, so he started an equipment manufacturing company to provide new jobs and help people in his community develop new skills. That’s how Komatsu was created.

For nearly a century, we have expanded globally because we visit jobsites and mines around the world to talk with customers in order to better understand their needs and challenges. Knowledge gained from those conversations helps develop equipment and solutions to meet those needs and alleviates challenges so customers can concentrate on



Komatsu has a long history of dedication to developing solutions for people and their businesses, according to Evelyn Maki, Vice President – Marketing Communications. “Komatsu was started nearly 100 years ago by Meitaro Takeuchi,” said Maki. “He saw that the copper mine in Komatsu City, Japan, was about to exhaust its resources and close. The city’s economy centered around that mine, so he started an equipment manufacturing company to provide new jobs and help people in his community develop new skills.”

getting their jobs done more effectively and efficiently, backed by Komatsu.

**QUESTION: How is Komatsu reaching customers to provide information about its equipment and support?**

**ANSWER:** There are several avenues. From a global perspective, information is available on our websites, and that’s a good starting point for research. Customers can also gain information from our social media pages and video library on YouTube.

**QUESTION: In addition to online resources, how can customers learn more about Komatsu equipment?**

**ANSWER:** We encourage them to contact their distributor personnel. From a manufacturer marketing standpoint, we develop content that helps distributors and their representatives provide the most accurate, detailed information possible so that customers can make highly informed decisions. We serve as a support tool.

One way we do that is with events, such as Demo Days, where distributors can bring customers to our Cartersville Customer Center to operate machinery, and our experts provide insight into maximizing machine usage as well as other valuable content.



During Demo Days at the Cartersville Customer Center, Komatsu experts provide valuable insights about maximizing machine production and more.

Our distributors are excellent resources and can directly help customers with details about equipment and the programs to maintain it, such as Komatsu CARE for Tier 4 construction equipment. We encourage anyone seeking information to contact their distributor and/or sales representatives who have the knowledge to put them in the right machine for maximum production and efficiency. ■

# HIGH-HEAT PROTECTION

## Specially formulated HO56-HE hydraulic oil helps solve oil degradation in hot environments



**Bruce Gosen,**  
Senior Product  
Manager, Komatsu  
Parts Marketing

Using the proper fluids delivers bottom-line benefits, potentially increasing productivity and lowering operating costs. “Fluids designed to match the conditions you face offer the best protection, resulting in less downtime and extended equipment life,” said Bruce Gosen, Senior Product Manager, Komatsu Parts Marketing.

Gosen pointed out that Komatsu’s HO56-HE hydraulic oil is a good example. It is a zinc-based, anti-wear oil made from synthetic fluid, as opposed to traditional hydraulic fluids created from mineral oil. “This product is specially formulated to help solve oil degradation issues in hot environments,” explained Gosen. “It’s an ideal choice for equipment operating in desert regions or in high-temperature industrial facilities.”

Specific benefits of HO56-HE:

- It has outstanding cold-start performance and excellent resistance to oxidation at high temperatures.

- It is specially formulated to maintain viscosity range throughout the full life of the fluid.
- The fluid performs with greater efficiency to reduce fuel consumption and extend oil drain intervals.
- It prevents valves from sticking, resulting in less “reactive maintenance” downtime.

“HO56-HE is more energy-efficient, so it can reduce overall fuel costs compared to conventional anti-wear hydraulic fluids,” said Gosen. “HO56-HE has the potential to last longer too, reducing downtime for routine oil drains.

“It’s compatible with most machines, so many companies can consolidate multiple hydraulic oils across their fleets, simplifying ongoing maintenance, which can lead to greater savings,” Gosen added. “We encourage anyone needing a high-performance hydraulic oil to contact their distributor for HO56-HE.” ■

Komatsu’s HO56-HE hydraulic oil is specially formulated to help solve issues of oil degradation in hot environments, making it an ideal choice for equipment operating in desert regions or in high-temperature industrial facilities.



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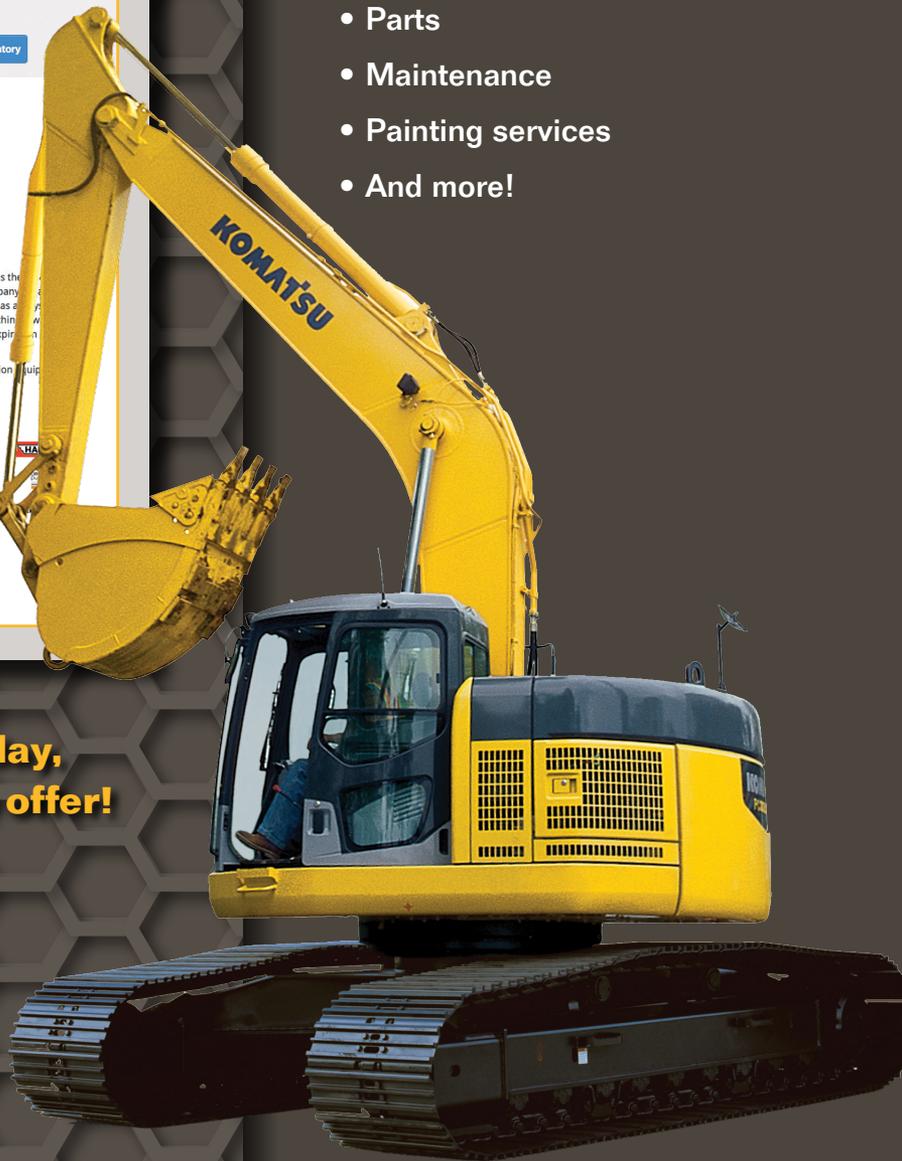
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The screenshot shows the CEC website homepage. At the top is the CEC logo (Continental Equipment Company) and a navigation bar with links for HOME, PRE-OWNED MACHINES, CONTACT US, and CUSTOMER EXPERIENCE. A search bar is located in the top right. Below the navigation are several content blocks: 'New Inventory' with a description of new construction equipment; 'Re-Marketing' for certified used equipment; 'Pre-Owned Inventory' listing over 600 machines; and 'Komatsu IMC' for intelligent machine control. A large image of a yellow Komatsu excavator is featured in the center. Below this is a search bar for pre-owned machines with filters for categories, manufacturers, and certification. Further down, there are sections for 'New Online Services', 'About Continental Equipment' (celebrating 50 years), 'Latest News' (including a Michigan Master Farmer award and a tax savings update), and 'Featured CEC Brands' with logos for Komatsu, Atlas Copco, Allianz, ESCO, Felling, Finn, Gradall, H+V, KPM, NPK, metso, SAKAI, and Vögele.

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# WASTE EXPO DRAWS CROWDS

## Solutions and support for rugged landfill operations showcased in Las Vegas

Companies from across the country gathered in Las Vegas for the 2019 Waste Expo to see the latest innovations for the waste management industry. Educational sessions and networking opportunities supported the exhibit area where customers met with manufacturers and inspected machines.

At the Komatsu America booth, attendees could visit with company representatives to learn about new solutions for the industry.

"We're building strong relationships with our waste-market customers and developing the machines that meet their applications," said Komatsu America Chairman and CEO Rod Schrader. "Then, in partnership with our dealers, we support them very effectively with local service and parts departments."

### Customer success

Waste industry professionals who utilize Komatsu products note the positive impact the equipment has made on their operations.

"We recently switched to Komatsu and, in the past year, have added more than a dozen machines, including excavators and wheel loaders," said DTG Recycling Group COO Tom Vaughn. "The maintenance support has been fantastic."

Andrew Springer with Sun Recycling in Beltsville, Md., relies on Komatsu equipment for the company's roll-off dumpster hauling and C&D recycling operations.

"We run Komatsu wheel loaders and excavators exclusively," noted Springer. "Our environment is very rough on machines, and they stand up to the test. The most critical piece has been the dealer support in getting the parts we need, when we need them."

Komatsu featured two industry-specific machines, the D85-18 dozer outfitted with a waste package and the WA380-8 wheel loader with waste-handling capabilities. Both offer solutions for landfill operations.

"The D85PX-18 dozer is fully-equipped and ready to push trash," noted Komatsu America Marketing Engineer Scott Ruderman. "It features an 18.4 cubic-yard blade with a trash rack to handle the lighter material and 30-inch track pads with clean-out holes for easier maintenance. The engine compartment is sealed, and the exterior hoses have been removed to prevent debris from contacting or damaging critical components."

Komatsu designed the WA380-8 wheel loader to be ready for harsh applications as well.

"We fully protect the bottom of the machine using a front frame underground, powertrain guard, fuel tank guard and axle seal guards," noted Ruderman. "Due to market demand, we've developed a guard that protects the fan cooling unit and rear grill from contact as well. The machine also has a corrugated screen outside of the intake system to prevent debris from entering the engine system." ■



Rod Schrader,  
Chairman and CEO,  
Komatsu America

The 2019 Waste Expo featured the latest innovations in the waste management industry, including a fully guarded Komatsu WA380-8 wheel loader and D85-18 dozer outfitted with a waste package.



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**Dawn Mallard / D.Grimm, Inc. / Conroe, TX**

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**aw47vf**  
2014 KOMATSU PC200-10  
Stk# W43105, 2,766 hrs., S/N: 452463  
..... \$129,500



**ay54lo**  
CAT 930K  
Stk# W43383, 6,072 hrs, AIS Certified,  
Aux Hyds, Bkt, Frk, Cplr .... \$107,500



**ba25hc**  
2014 KOMATSU WA320-7  
Stk# W43184, 4,179 hrs., Enclosed  
ROPS, S/N: A36070. .... \$119,500



**az10ou**  
2015 KOMATSU WA270-7  
Stk# W43423, 2,248 hrs, EROPS,  
Komatsu "A" Certified, Bkt \$129,500



**ba25hd**  
2014 KOMATSU PC210-10  
Stk# W43042, 2,569 hrs, EROPS,  
Komatsu "B" Certified, Aux Hyds  
..... \$129,500



**aw45ts**  
2014 KOMATSU PC210-10  
2,390 hrs., S/N: 451511, 24" Shoes,  
Aux Hyds, 43" Bkt ..... \$142,900



**av71ei**  
2012 KOMATSU PC360LC  
Stk# W43035, 5,431 hrs, Allied AMS,  
50R Shear, Aux Hyds ... \$295,000



**ay66sq**  
2014 KOMATSU PC128US-10  
Stk# W43185, 2,340 hrs, EROPS,  
20" Shoes w/ Bolt on. .... \$103,500



**ay91xy**  
2017 JCB 260T  
Stk# u215253C, 2,559 hrs, 74 HP,  
EROPS, 2 spd, Smooth ride  
system, AC..... \$59,900



**az10ox**  
2014 KOMATSU PC128US-10  
Stk# W43186, 2,588 hrs, EROPS,  
20" Rubber pads ..... \$102,500



**az61rt**  
2014 KOMATSU PC128US-10  
Stk# W43217, 2,155 hrs, EROPS,  
20" Rubber pads. .... \$109,500



**as64uo**  
2014 KOMATSU WA320-7  
Stk# W42554, 1,358 hrs., S/N: A36100  
..... \$174,500



**aw47vk**  
2008 KOMATSU PC128US-8  
Stk# W43058, 4,123 hrs, Blade, 39" Bkt  
..... \$84,500



**az10ov**  
2014 KOMATSU PC128US-10  
Stk# W43216, 3,166 hrs, EROPS,  
Komatsu "B" Certified, 20" Rubber pads  
..... \$98,500



**az01ta**  
2016 KOMATSU PC360LC-11  
Stk# W43310, 2,865 hrs, Komatsu  
Certified "B", Long Arm (13') \$219,000



**as64wr**  
1995 SAKAI T2  
Stk# W42423, 2,334 hrs.,  
S/N: 2180. .... \$45,500



**av71em**  
2013 KOMATSU PC40MR-3  
Stk# W42902, 1,280 hrs, Cab/AC,  
Steel track w/ Bor. .... \$44,500



**ay67su**  
2016 CAT 926M  
Stk# W43370, 2,779 hrs, AIS "C"  
Certified Unit ..... \$128,500



**ba06oi**  
2016 CAT 926M  
Stk# W43371, 1,961 hrs., EROPS, Komatsu  
Certified, Bkt, Aux Hyds ..... \$129,500

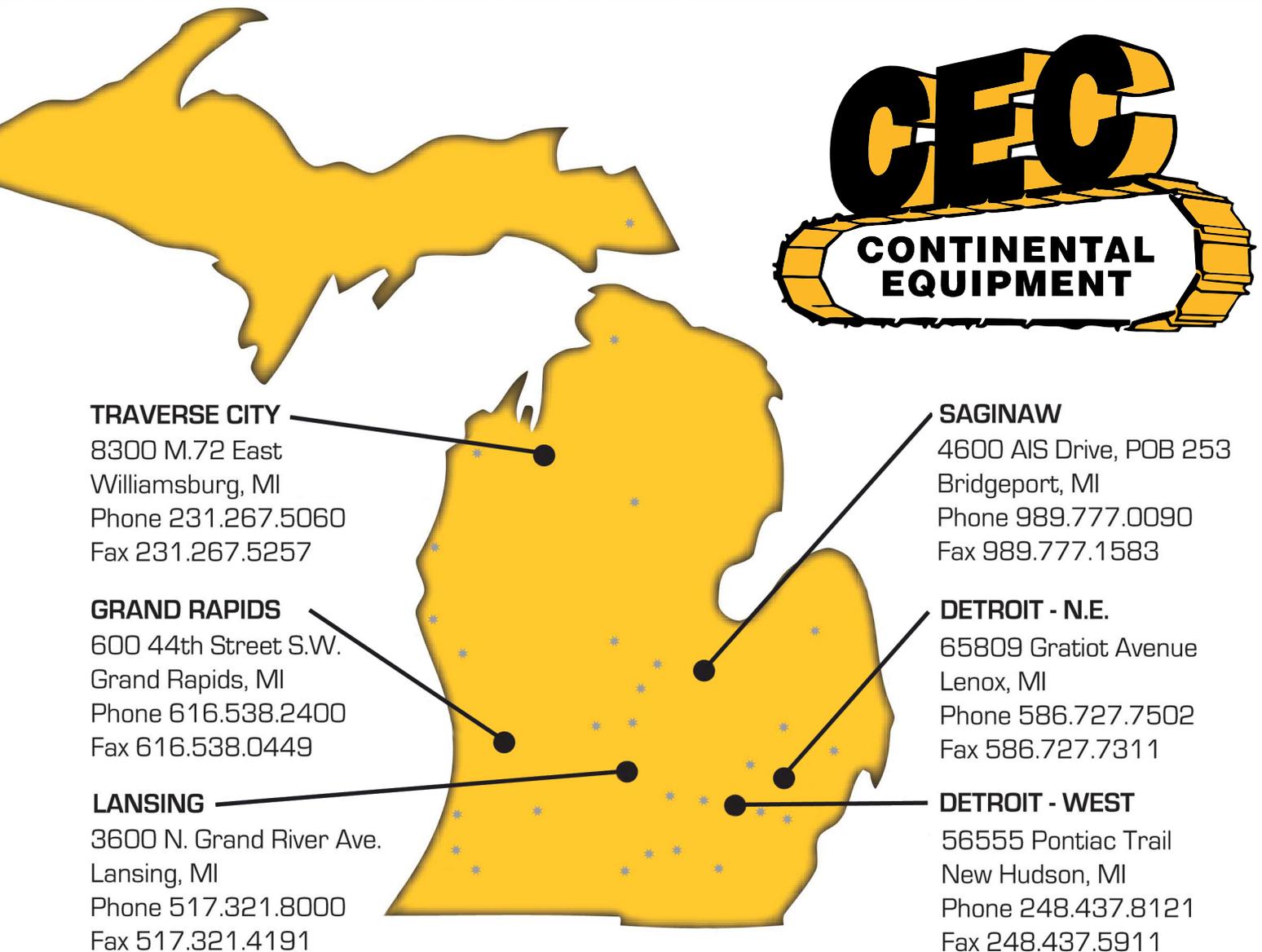


**ba06oi**  
2016 CAT926M  
Stk# W43371, 1,961 hrs, EROPS,  
Bkt, Aux Hyds ..... \$129,500

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