



WAUKESHA-PEARCE INDUSTRIES, INC.

UPDATE

A PUBLICATION FOR AND ABOUT WAUKESHA-PEARCE INDUSTRIES, INC. CUSTOMERS • 2014 No. 1

MAVERICK CONTRACTORS

Focus on earthwork pays big dividends
for Houston-area company

See article inside . . .



KOMATSU®

Mike and Connie
Whitlock, Owners



A MESSAGE FROM THE VICE PRESIDENT



Bruce Truesdale

**New machines
offer significant
owner benefits**



Dear Valued Customer:

One of the biggest pushes in emissions regulations takes effect this year with the introduction of Tier 4 Final for 175- to 750-horsepower machinery. Compliance for 76- to 174-horsepower equipment begins in 2015. These requirements mean that NOx and soot emissions will be near-zero for new machines, making them the cleanest ever.

We're aligned with excellent manufacturers, such as Komatsu, who have worked hard to meet the evermore stringent requirements that each new tier level has brought. They've met the requirements in innovative ways that, in addition to reducing emissions, often produce machines that are more productive and efficient and improve your bottom line.

In order for that to continue during your equipment's lifetime, proper maintenance is essential. Komatsu and WPI's innovation shines in this area too, with the introduction of the Komatsu CARE program, which began in conjunction with Tier 4 Interim models. The program provides complimentary scheduled maintenance for the first three years or 2,000 hours, whichever comes first. Komatsu recently completed the 10,000th service under Komatsu CARE, which you can read about in this issue of your WPI *Update* magazine.

We're proud of our contribution to that impressive number. Our service departments track Komatsu Tier 4 Interim machines in an effort to pro-actively respond to scheduled service intervals. Our trained technicians perform work at times and locations convenient for you, which maximizes your uptime and reduces your owning and operating costs.

World-class products backed by world-class service are what you expect from an equipment dealer. We're committed to delivering on both counts.

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

Sincerely,
WAUKESHA-PEARCE INDUSTRIES, INC.



Bruce Truesdale
Vice President of CMD Operations

THE POWER PEOPLE ®

A PEARCE INDUSTRIES, INC. COMPANY



WAUKESHA-PEARCE INDUSTRIES, INC.

UPDATE

A PUBLICATION FOR AND ABOUT OUR CUSTOMERS

IN THIS ISSUE

MAVERICK CONTRACTORS

Discover how a focus on earthwork is paying big dividends for this Houston-area company.

GUEST OPINION

ARTBA President & CEO Pete Ruane notes that what we pay to fund transportation infrastructure lags far behind spending on other necessities.

INDUSTRY EXTRAVAGANZA

Read about CONEXPO 2014, which will showcase innovative new products and technology.

NEW PRODUCTS

Find out how the new Komatsu PC170LC-10 excavator was designed to provide greater lift capacity.

MORE NEW PRODUCTS

Take a look at the new WA500-7 Yard Loader Arrangement with specially designed buckets to increase capacity and productivity.

GREEN TECHNOLOGY

Learn about the fast and fuel-efficient Hybrid HB215LC-1, which, in the right application, offers unmatched performance.

SPECIALTY EQUIPMENT

See how the PC360LC-10 Pipeline Arrangement handles heavy-duty applications such as oil and gas pipelining.

Published by Construction Publications, Inc. for



RELIABLE EQUIPMENT
RESPONSIVE SERVICE

www.wpi.com

AUSTIN, TX
P.O. Box 14684
16029 I.H. 35 North (78660)
Austin, TX 78761-4684
(512) 251-0013
(512) 251-0748 FAX

CORPUS CHRISTI, TX
P.O. Box 9267
5226 Interstate I-37 (78407)
Corpus Christi, TX 78469-9267
(361) 884-8275
(361) 882-2416 FAX

HOUSTON, TX
P.O. Box 35068
12320 S. Main (77035)
Houston, TX 77235-5068
(713) 723-1050
(713) 551-0798 FAX

KILGORE, TX
3106 North Highway 42
Kilgore, TX 75662
(903) 984-2011
(903) 984-1596 FAX

SAN ANTONIO, TX
P.O. Box 200163
3740 S.E. Loop 410 (78220)
San Antonio, TX 78220-0163
(210) 648-4444
(210) 648-7602 FAX

EDINBURG, TX
P.O. Box 2179
5934 North Expressway 281
Edinburg, TX 78540-2179
(956) 386-0107
(956) 386-0475 FAX

TOMBALL, TX
P.O. Box 1677
1720 Hicks St. (77375)
Tomball, TX 77377
(281) 351-9016
(281) 351-9042 FAX

BEAUMONT, TX
P.O. Box 2066
8903 S. Hwy. 69 (77640)
Port Arthur, TX 77643
(409) 721-5305
(409) 721-6192 FAX

BUFFALO, TX
28425 IH 45 South
Buffalo, TX 75831
(903) 322-7150
(903) 322-4535 FAX

Printed in U.S.A. © 2014 Construction Publications, Inc.

THE PRODUCTS PLUS THE PEOPLE TO SERVE YOU!

Louis M. Pearce, III, President
Bruce Truesdale, VP CMD Operations
Scott Smith, Director of Sales
Ray Singleton, Director of Service
Dick McCorkle, Director, Parts-CMD
Jeff Cox, Director of Retail Finance
Mike Andrews, Major Accounts Manager
Jess Widner, Major Accounts Supervisor
Mike Wenske, Major Accounts Representative
Pete Crabtree, Utility Equipment Sales Manager
Heston Thomas, Remarketing Manager
Mark Reeves, Technical Services
Dan Galor, Customer Support Manager
Rusty Yarbrow, Sales Manager

AUSTIN, TX

Rick Hutchens, Branch Manager
Eddie Lowden, Service Manager
Jesse M. Ratliff, Parts Manager
Ed Perry, Sales Representative
Sean Casey, Sales Representative
Tim Hesskew, Product Support Sales

CORPUS CHRISTI, TX

John Dietz, Store Manager
Eddie Medrano, Service Manager
Jeff Harper, Sales Representative
Cris Perez, Product Support Sales

HOUSTON, TX

Byron Michael, Service Manager
James Crosby, Parts Manager
Kevin Cagle, Sales Representative
Rusty May, Sales Representative
Mark Rickett, Sales Representative
Steve Robinson, Sales Representative
Jesse Russell, Customer Support Sales
Ernesto Gachupin, Customer Support Sales
Gabriel Saenz, Technical Solutions Expert

KILGORE, TX

Jack Smelley, Jr., Branch Manager
Randy Plaschke, Service Manager
Blayne Fannin, Parts Manager
Max Nation, Sales Representative
Mark Bewley, Sales Representative
Richard Smith, Sales Representative
Randy Berry, Product Support Sales

SAN ANTONIO, TX

Robert Barrera, Branch Manager
Randy Wadsworth, Service Manager
Mike Hunter, Parts Manager
Brian Childress, Sales Representative
Shorty Pena, Sales Representative
Mike Harris, Product Support Sales
Tres Forester, Product Support Sales

EDINBURG, TX

L.C. Smith, Branch Manager
Frank Perez, Parts Manager
Darryl Woods, Sales Representative
Alex Maldonado, Product Support Sales

TOMBALL, TX

Les Frazier, Branch Manager
Gary Gregory, Service Manager

BEAUMONT, TX

Joseph LaBouve, Branch Manager
Ryan Pyburn, Sales Representative
Jimmy Hight, Service Department

BUFFALO, TX

David Price, Branch Manager
Gregg Cairns, Sales Representative

KOMATSU®

MAVERICK CONTRACTORS

Focus on earthwork pays big dividends for Houston-area company

When Mike Whitlock decided to go into business for himself, he made a conscious choice to focus the business on what he knew best. In 20 years, Maverick Contractors has never strayed from that original intent.

"Our concentration is earthwork," stated Whitlock, who along with his wife, Connie, founded Columbus, Texas,-based Maverick Contractors in 1994. "I had a lot of experience in earthwork, so it made sense to focus our business in that direction. We handle everything from clearing to final grading, with a special emphasis on mass excavation and soil stabilization, including constructing detention ponds, building pads and road subgrades.

"We do offer full site development packages, which means that utility installation sometimes falls under our scope of work," he added. "If that's the case, we sub that out to other solid contractors who we believe are the experts in utility work. That approach has served us well."

In addition to other contractors, Whitlock has built longstanding relationships with several developers. Maverick Contractors works with them on a repeat basis, and they rely on the

company to deliver projects on time and on budget.

"Customers trust us because we give them a fair and honest price, and when we finish a job, it is done to their satisfaction," said Whitlock. "We take great pride in the quality of our finished product. We approach every project as if we were doing it for ourselves, which has helped us gain additional work from our existing customers, and those same customers have referred us to new ones."

Projects large and small

That approach led to rapid growth for Maverick Contractors. The Whitlocks started the business with Mike and a couple of other hands in the field, including his father. Connie oversaw the bookwork, payroll and accounts receivable/payable, which she still does from Maverick's office in Columbus.

"Our first project was a \$20,000 regrading job at the Houston polo fields. Not long after that job, I began building the site for a new outlet mall in Sealy," recalled Mike. "It was 15 acres of cutting, filling and balancing about 100,000 yards of dirt. That one really put us on the map."

Maverick Contractors performs jobs both large and small, with its average project being \$500,000. The company generally has four or five projects going at any one time, and it works within about a 50-mile radius of Houston.

To date, its largest project was site work for the Methodist Hospital in Houston. Maverick Contractors bid it as a full site package, subbing out the utility installation.

"In terms of yardage, it wasn't the most we've ever done on a project," said Mike, who estimated that Maverick moved between 50,000



Mike and Connie Whitlock founded Maverick Contractors 20 years ago. The Columbus, Texas, company's specialty is earthwork, including clearing, grading, mass excavation and soil stabilization performed within about a 50-mile radius of Houston.



► VIDEO

Maverick Contractors uses a fleet of Komatsu equipment, including Tier 4 Interim excavators and articulated dump trucks. “We face some tough conditions in this area, so having equipment that can handle any issue productively and without breaking down is essential,” said Owner Mike Whitlock. “Komatsu has provided that from day one. All our Komatsu equipment is easy to operate and fairly priced, and when it comes time to trade a piece in, I know I’m going to get good value.”

and 60,000 yards of dirt. “The site was tight, and that made it challenging, but we don’t shy away from that type of work.”

Today, Maverick Contractors is working on another phase of an ongoing project that’s presented challenges as well. The current phase involves building about a mile and a half of roadway for access to a new sand and gravel operation south of Columbus. The company cleared the right-of-way and is overexcavating the roadway to get down to more solid ground.

“The ground is sandy, so we had to go down about three feet on average to get to firm clay,” Mike explained, saying that wet conditions have also been an issue. “We’re borrowing good dirt from locations on site to fill back in. We’ll put rock on the top when it’s finished, some of which will come from current borrow pits. In total, we’ll move about 100,000 yards during this phase.”

Excellent, experienced staff

Completing such challenging projects, as well as more routine projects, is possible thanks to a staff of about 30. Key personnel include General Superintendents Sidney Oliver and Jim Robinson and Estimators Mike Stasney and Dan Andres.



► VIDEO

General Superintendent Sidney Oliver levels a load of dirt with a Komatsu D65PX dozer on a project near Columbus.

“I can’t give our staff enough credit,” Whitlock stated. “They’re as dedicated to customer satisfaction as I am, and their experience plays a big role in our ability to ensure that each of our customers is pleased with our work. Jim has been here from the beginning, and Sidney has been here for about 15 years. We have many others who have been with us a long time, so we have very little turnover.

Continued . . .



Scan this QR code using an app on your smart phone to watch video.

Embracing technology has increased efficiency

... continued



VIDEO
Sidney Oliver,
General
Superintendent

"I've always adhered to the adage of surrounding yourself with good people, and we certainly have," he added. "Taking care of them and treating them the way I want to be treated is important to me as well. For instance, despite business being down during the recession a few years ago, we didn't lay anyone off. I figured that eventually the work would come back, and I wanted us to be in a position to take advantage of it."

Komatsu, Bomag, WPI from the beginning

Another staple of Maverick Contractors is Komatsu equipment, which Mike began using from the start. Working with WPI Sales Rep Steve Robinson, he's rented and purchased numerous pieces over the years. Recently, he bought Tier 4 Interim dozers (D65PX-17s), excavators (a PC360LC-10 and a PC490LC-10) and haul trucks (HM300-3s), which were added to a fleet that includes several other Komatsu pieces.

"We face some tough conditions in this area, so having equipment that can handle any issue

productively and without breaking down is essential," said Mike. "Komatsu has provided that from day one. With each new model, they've made upgrades that have increased production and efficiency. We especially like the excavators because of their versatility. We use them to clear, dig and load trucks. They perform exceptionally well in all applications. All our Komatsu equipment is easy to operate and fairly priced, and when it comes time to trade a piece in, I know I'm going to get good value.

"I also appreciate the added benefits that Komatsu offers with programs such as Komatsu CARE on the Tier 4 Interim machines," he continued. "WPI contacts me when a service is due, and they come to the machine. I don't have to worry about those intervals being done on time, which is great peace of mind. KOMTRAX is a good feature too, as it lets us see where a machine is, its hours, how it's being used and idle time."

Maverick Contractors has also purchased Bomag mixers, stabilizers and compactors from WPI. "When I started, I had no equipment," said Mike. "Steve helped me get what I needed, and that's always been the case with him and WPI. I consider them partners – we wouldn't be where we are today without them."

Embracing technology

Whitlock began using GPS grading several years ago and continues to equip his dozers with Topcon systems. He also uses software for estimating and bidding.

"Technology has improved considerably since I started in earthwork, both in machinery and other areas, and we've embraced it," said Mike. "It's increased our efficiency, but what hasn't changed is our approach to how we treat customers. I still believe in being hands-on and providing the best value possible.

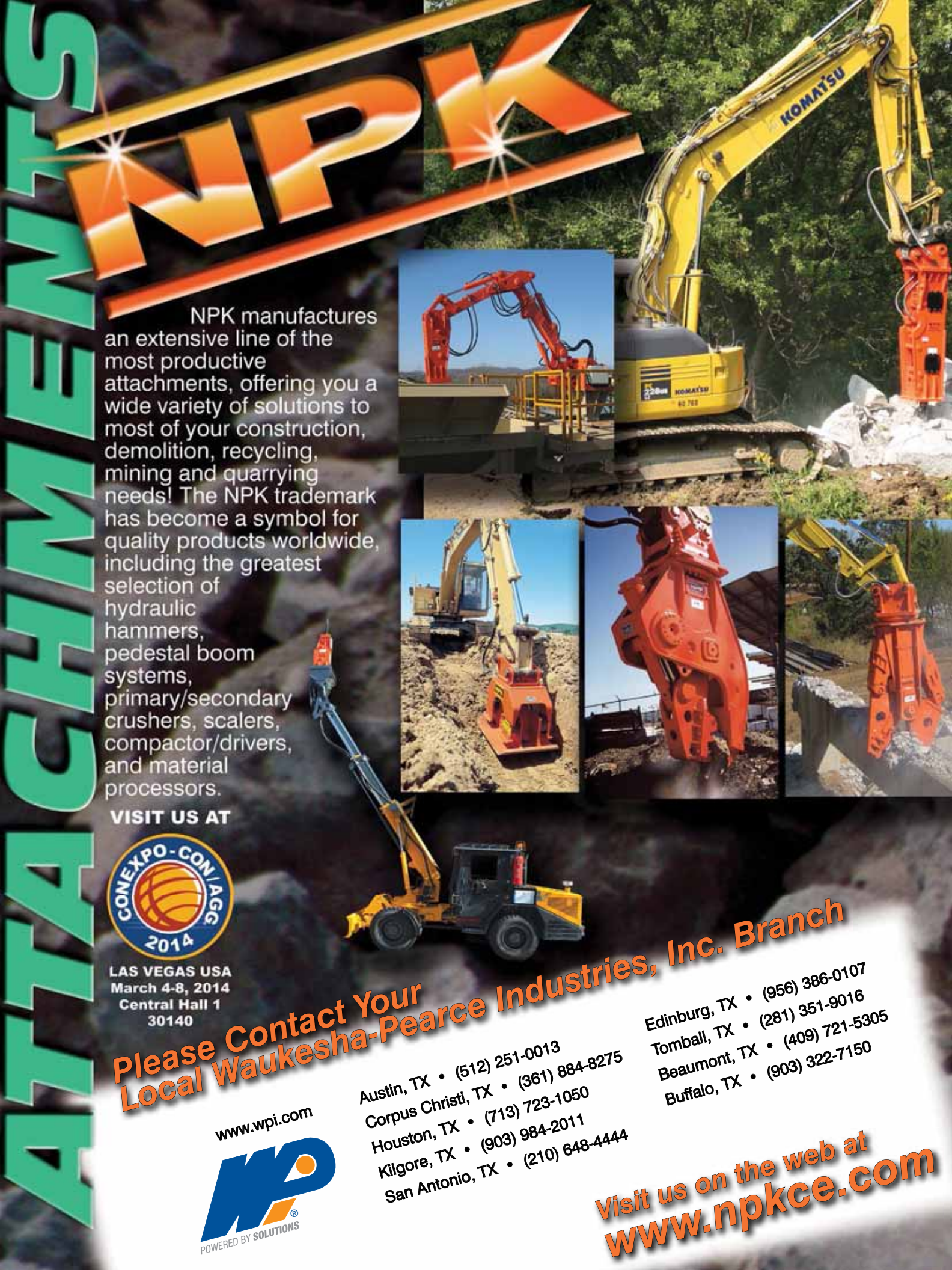
"We've grown a lot in recent years, and I believe we're just the right size now," he added. "I honestly never thought we'd get to this point. It proves that hard work and dedication to service pay off in the end. People tell me that I work too hard, but I don't believe that. If you truly like what you do, it's not really work at all." ■

(L-R) Mike and Connie Whitlock meet with WPI Sales Representative Steve Robinson at Maverick Contractors' office in Columbus. "When I started, I had no equipment," said Mike. "Steve helped me get what I needed, and that's always been the case with him and WPI. I consider them partners – we wouldn't be where we are today without them."



Maverick Contractors used a combination of Bomag and Komatsu equipment to stabilize soil on a commercial project in Houston.





ATTACHMENTS

NPK

NPK manufactures an extensive line of the most productive attachments, offering you a wide variety of solutions to most of your construction, demolition, recycling, mining and quarrying needs! The NPK trademark has become a symbol for quality products worldwide, including the greatest selection of hydraulic hammers, pedestal boom systems, primary/secondary crushers, scalars, compactor/drivers, and material processors.

VISIT US AT



LAS VEGAS USA
March 4-8, 2014
Central Hall 1
30140



**Please Contact Your
Local Waukesha-Pearce Industries, Inc. Branch**

www.wpi.com



Austin, TX • (512) 251-0013
Corpus Christi, TX • (361) 884-8275
Houston, TX • (713) 723-1050
Kilgore, TX • (903) 984-2011
San Antonio, TX • (210) 648-4444

Edinburg, TX • (956) 386-0107
Tomball, TX • (281) 351-9016
Beaumont, TX • (409) 721-5305
Buffalo, TX • (903) 322-7150

Visit us on the web at
www.npkce.com

See us in
Las Vegas
Booth #4264
Silver Lot



CUSTOMIZED
BOOM AND
STICK
CONFIGURATIONS

BUILT-IN SAFETY,
PRODUCTIVITY
AND COMFORT

FUEL EFFICIENT,
LONG LIFE
AND EASY
MAINTENANCE

WHEELED/CRAWLER/
RAIL/PEDESTAL/
GANTRY
AND
CUSTOM MOUNTS

Purpose-built from the ground up

Material handlers from **SENNEBOGEN** - 44,000 lbs. to 750,000 lbs.

Simple design... Lift more. Move faster. Save fuel. Run longer.

www.sennebogen-na.com

Tel: +1-704-347-4910

SENNEBOGEN[®]

GUEST OPINION

A KITCHEN TABLE ISSUE

What we pay to fund transportation infrastructure lags far behind spending on other necessities

Many Americans have little idea about how much money they personally pay every month to maintain and improve the roads, bridges and public transit we use. But 75 to 80 percent of them say having safe, efficient and well-maintained transportation infrastructure is at least as, if not more, important to their personal livelihood and well-being than good cable, cell phone, internet, water, sewage, and household electricity and natural gas.

These were the key results in a national Ipsos Public Affairs survey that was recently commissioned by ARTBA as part of the “Transportation Makes America Work” campaign, which is aimed at gauging public sentiment about the role of transportation in daily life relative to other modern necessities we rely upon.

Among the other notable poll findings: 78 percent said driving a motor vehicle is “very” or “extremely” important to our ability to conduct our daily lives and 21 percent said the same about public transportation; 88 percent said transportation infrastructure is important to maintaining a strong U.S. economy; 74 percent agreed that “investing in transportation infrastructure should be a core function of the federal government.”

However, the survey did reveal one major disconnect between the perceived value of transportation mobility and an individual’s personal investment in the infrastructure that provides it. When asked how much their household pays each month in gas taxes (the primary means of financing highway and transit capital improvements), 40 percent of respondents said they “didn’t know.” In fact, according to FHWA data, the average household paid \$46 per month in gas taxes in 2011 – the most current year available.

U.S. Commerce Department 2011 data shows the average household spends about three-and-a-half times more each month for household electricity and natural gas service than we pay in state and federal gas taxes. We also pay three-and-a-half times as much monthly, on average, for landline and cell phone service, and nearly two-and-a-half times as much for cable and satellite television, radio and Internet access.

The bottom line is that this research helps bring the transportation investment conversation down to the kitchen table level, rather than talking about trillion dollar needs. If system beneficiaries – the public and businesses – invested in transportation infrastructure in line with what we routinely pay monthly for other necessary services, we would see reduced transportation costs for business, faster commutes, and safer, smarter, more durable roads, bridges and transit. ■



Pete Ruane,
ARTBA President
& CEO

Editor’s note: This is excerpted from an article by Pete Ruane, President & CEO of the American Road & Transportation Builders Association. To see the full article, visit ARTBA’s website, www.artba.org.

Most Americans say that transportation infrastructure is important to them but have little to no idea how much they pay in gas taxes that go toward funding roads, bridges and public transit, according to Pete Ruane, ARTBA President & CEO.



INDUSTRY EXTRAVAGANZA

CONEXPO 2014

Construction industry event will showcase innovative new products and technology

"If it's new, it's here" is the theme of CONEXPO-CON/AGG 2014, and by all indications, there will be plenty of new products, educational opportunities and amenities at the event. Held every three years, CONEXPO 2014 is scheduled for March 4-8 at the Las Vegas Convention Center.

Billed as the largest construction industry event of its kind, CONEXPO is expected to draw in more than 130,000 visitors and 2,400 exhibitors in the asphalt, aggregates, concrete, earthmoving, lifting, mining and utilities sectors, among others. Show personnel designed CONEXPO 2014 with better-defined product concentration areas to promote more efficient and productive use of attendees' time.

"The goal, as with all our planning, is to provide the best trade show value and create

the most return on investment for attendees and exhibitors to connect with the people and companies they want to see," said Megan Tanel, Show Director and Vice President Exhibitions and Events for the Associated Equipment Manufacturers (AEM), which is a lead sponsor of CONEXPO. "These moves will definitely make a positive difference for 2014; attendees can spend less time searching for what they need and spend more time with exhibitors doing business on the show floor."

New for 2014 is a Platinum Lot where asphalt production/paving, aggregate processing and drilling equipment will be showcased. Located across from the South Hall on Swenson Drive, it will have both indoor and outdoor exhibits, the primary registration area, a full-service restaurant and one of two shuttle stops.

A Demolition & Recycling Exhibits Pavilion is also being rolled out for the first time. Sponsored by the Construction Materials Recycling Association, attendees will find products specific to construction and demolition recyclers and demolition contractors.

"Recycling is an important facet of our industries; more demolition contractors are attending the show, and this pavilion is one way CMRA serves the industry needs," said Tanel.

Attendees can use an enhanced internal shuttle system to easily get from one show area to another, for example from one of the outside lots where lifting equipment such as cranes can be found, to the North or Central halls where earthmoving machinery will be located.

Thousands attend CONEXPO every three years as it's considered the premier construction industry event. The show returns to the Las Vegas Convention Center March 4-8.





New products, such as Komatsu's innovative D61i-23 *intelligent Machine Control* dozers, will dominate CONEXPO's landscape. The show will have products grouped by categories, including earthmoving, paving, demolition/recycling and aggregate processing along with many others.

intelligent Machine Control

Komatsu will feature its *intelligent Machine Control* dozers that provide automated grading, from rough cut to finish, through integrated and factory-installed 3D machine control technology. Personnel will be on hand to answer questions, including members of Komatsu's *intelligent Machine Control* Technology Division, which helps customers implement technology into their operations. Also, new Tier 4 Final products will be prominently featured in the 30,000-square-foot Display Area, located in the North Hall, Booth #10016.

Visitors can check out other Komatsu technology such as its KOMTRAX remote machine monitoring system, including its mobile app, which provides users valuable equipment data from a secure website. It will also showcase parts and service capabilities like Komatsu CARE, a complimentary scheduled maintenance program for new Tier 4 Interim and Final machines.

Visitors can also browse the store where apparel, die-cast models and other logoed items will be available.

Projects, people recognized

During the show, attendees will see a CONEXPO campaign focused on raising awareness of the construction industry's accomplishments. The campaign publicizes the positive benefits of construction projects and shows how they can elevate the nation's quality of life. Prior to the event, CONEXPO is inviting those in the construction industry to submit projects that illustrate construction's contributions. Fifty will be chosen and given special recognition.

"CONEXPO-CON/AGG 2014 is the global gathering place in North America every three years for the construction and construction materials industries. It provides an ideal context for the culminating recognition event that will focus on the people of the construction industry and their significant contributions to our modern way of life," said Glen Tellock, CONEXPO Chair.

Recognition will also be given to "young leaders" in construction during a special event on March 5. Those under 40 are encouraged to participate and share ideas that will contribute to the future of the industry.

Continued . . .

CONEXPO-CON/AGG 2014: "If it's new, it's here"

... continued

Educational seminars

Educational opportunities designed to help businesses increase productivity and efficiency are on the docket from March 4 -7. Led by industry professionals, these 90-minute presentations cover subjects such as aggregates, asphalt, concrete, cranes, earthmoving, equipment management, recycling and more. Continuing education units are available as are DVDs of the sessions.



Komatsu personnel will be available throughout the show to explain features of products and the technology and engineering behind them.

Komatsu's CONEXPO display will highlight new products, parts and service capabilities and technology along with areas reserved for fun and games and a company store.



As in the past, CONEXPO is co-located with the International Fluid Power Expo, an exposition and technical conference dedicated to the integration of fluid power with other technologies for power transmission and motion control applications. More than 400 exhibitors are expected to participate in IFPE, which also has educational opportunities, including college-level courses in hydraulics and pneumatics.

Its theme is "Where all the solutions come together, and connections are made." An International Fluid Power Summit, with leaders from associations around the world will also be held.

"Attendees will find focused industry education, with the latest techniques and information, that they need to run their businesses most efficiently," said Melissa Magestro, IFPE Show Director and AEM Senior Director Exhibitions. "The opportunity to share experiences and ideas with industry peers adds another dimension to the show experience."

Online show preparation

Preparing for the show can be done by visiting its website at www.conexpoconagg.com. The site provides a list of exhibitors and their locations via a floor plan of the Convention Center, educational seminar topics, registration and hotel information, meeting information and an agenda planner. You can also sign up to receive e-mail alerts about CONEXPO. An enhanced internal show transportation system with a show-specific mobile app will also be available.

As in the past, CONEXPO-CON/AGG is sponsored by several industry groups with which attendees are affiliated, including the American Concrete Pavement Association, American Road & Transportation Builders Association, The Associated General Contractors of America and Construction & Demolition Recycling Association.

"Attendees will find the newest products and technologies and technical experts ready to discuss product features and applications," said Tanel. "In the space of a few days, in one place, visitors can examine and compare the best of what our industries have to offer." ■

Innovative. Intelligent. Integrated.



North Hall
Booth #10016



D61i-23

Next Generation Machine Control

No Masts

No Cables

No Connections

Factory installed Intelligent Machine Control — standard on the new D61i-23.
Automated dozing — 1st to last pass with finish grade performance.
Intelligent blade assistance minimizes track slip and improves efficiency.

Komatsu — Customer driven solutions.



Scan here to see the video.



KOMATSU®

www.komatsuamerica.com

KOMATSU FINANCIAL

Financing Your Success



The experienced professionals at **Komatsu Financial** provide financing solutions to help grow your business. Working with your Komatsu dealer, we can provide the following:

- ✓ New and Used Equipment Financing
- ✓ Leasing Programs
- ✓ Parts and Service Financing
- ✓ Equipment Credit Lines
- ✓ Flexible Terms and Payment Plans
- ✓ Industry Expertise
- ✓ Superior Customer Service



North Hall
Booth #10016

KOMATSU®

www.komatsuamerica.com



kfcustomerservice@komatsuna.com
888-500-6001

NEW PRODUCTS

STRONG OPTIONS

Find out how the new Komatsu PC170LC-10 excavator was designed to provide greater lift capacity

Whether you prefer a lighter, more mobile unit or the heavier piece with added lift capacity, Komatsu's new PC170LC-10 excavator can provide exactly what you need.

The new PC170LC-10 is available with two counterweight options, both of which are heavier and provide added lift capacity compared to the counterweight on the PC160LC-8 model that it replaces. The heavy counterweight option is 1,389 pounds heavier with 15-percent more lift capacity, and the lighter option adds 309 pounds and 5-percent more lift.

"Making the choice really depends on the user's preferences and applications," said Rob Orlowski, Product Manager, Excavators. "An advantage of choosing the lighter counterweight is mobility. In that configuration, the PC170LC-10 can be hauled with a bucket on a 40,000-pound tag-along trailer. That's beneficial to contractors who rely on a powerful excavator in a small package for applications such as residential or non-residential construction, while customers looking for still more lifting power can find it in the PC170LC-10 equipped with the heavy counterweight."

More fuel efficient

The PC170LC-10 has the same horsepower as its predecessor, but it is up to 10-percent more fuel efficient, depending on the application and conditions. Efficiency comes in part from a variable-flow turbocharger that provides optimal airflow under all speeds and load conditions. It also has a Komatsu Diesel Oxidation Catalyst (KDOC) that does not have a scheduled replacement interval as would be required for a unit with a diesel particulate filter.

"With the KDOC there is no active regeneration required; it's 100-percent passive," said Orlowski.

"No particulate filter equates to less maintenance over the life of the excavator. Of course, because it's a Tier 4 Interim machine, Komatsu covers the scheduled maintenance for the first three years or 2,000 hours through the Komatsu CARE program."

Orlowski said the closed-centered hydraulics and harmony of systems give the PC170LC-10 the smooth feel and control that makes Komatsu excavators famous.

"The PC170LC-10 offers more capability at a lower cost, which is what every contractor wants," said Orlowski. "The machine offers a solution to customers with a variety of needs." ■



Rob Orlowski,
Product Manager,
Excavators

* Includes heavy-counterweight bucket, thumb and coupler combo

Brief Specs on the Komatsu PC170LC-10

Model	Net Hp	Operating Weight	Bucket Capacity
PC170LC-10	115 hp	38,100-41,600* lbs.	0.48-1.24 cu yds.

Komatsu's new PC170LC-10 comes with two counterweight options, both of which provide greater lift capacity compared to the previous PC160LC-8, and the PC170LC-10 is up to 10-percent more fuel efficient.



WA500-7

From Komatsu - The Loader Experts



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

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

KOMATSU®

www.komatsuamerica.com



North Hall
Booth #10016



MORE NEW PRODUCTS

FEWER PASSES

New WA500-7 Yard Loader Arrangement with specially designed buckets increase capacity, productivity

Whether loading trucks, stockpiling or charging hoppers, you want to move material as quickly as possible. Komatsu designed its new WA500-7 Yard Loader Arrangement with specific features that provide increased productivity for applications involving re-handled or loose material.

“Right away, users notice the larger, flat-floor buckets that keep more material inside. These buckets also significantly increase capacity and decrease the number of passes needed to load 24-ton and 26-ton on-highway trucks,” said Rob McMahon, Product Manager, Wheel Loaders, noting that both 9.1- and 9.8-cubic-yard buckets are available. “These buckets offer several other advantages as well, such as reduced abrasion wear of the floor, less force to penetrate a pile and a wear package that’s lightweight and highly effective.”

Komatsu also added a larger-diameter bucket cylinder for increased bucket forces and additional counterweight for better stability and tipping loads.

“The counterweight’s unique shape provides more ground clearance for stockpiling materials, which is a distinct advantage over competitive machines,” said McMahon. “Other standout features include 29-inch rims and low-profile tires for increased stability; a brake cooling system (front and rear), which maximizes brake life in extended-carry and high-speed applications; and full rear fenders for enhanced protection from debris and thrown material.”

The WA500-7 Yard Loader Arrangement features a Tier 4 Interim engine and is

backed by Komatsu CARE, which provides complimentary scheduled maintenance for the first three years or 2,000 hours, whichever comes first.

“The WA500-7 Yard Loader Arrangement has many of the same great features as our base WA500-7, and it offers even greater productivity,” said McMahon. “I encourage anyone who wants that combination to try one in their construction and/or quarry operations.” ■



Rob McMahon,
Product Manager,
Wheel Loaders

Brief Specs on the WA500-7 Yard Loader Arrangement

Model	Net Horsepower	Operating Weight	Bucket Capacity
WA500-7 Yard Loader	353 hp	79,162-79,630 lbs.	8.2-9.8 cu. yd.

Komatsu’s new WA500-7 Yard Loader Arrangement features larger, flat-floor buckets that increase capacity and productivity for applications involving re-handled or loose material. It’s designed to load 24-ton to 26-ton on-highway trucks in fewer passes.



Go online or scan this QR code using an app on your smart phone to watch video.

www.WPIUpdate.com



KOMATSU HYBRID EXCAVATOR

Fast and fuel efficient, in the right application, the HB215LC-1 offers unmatched performance

www.WPIUpdate.com



Go online or scan this QR code using an app on your smart phone to watch video.

In late 2009, Komatsu introduced the Hybrid PC200LC-8, the first hybrid hydraulic excavator in North America. The second-generation HB215LC-1 remains the only hybrid excavator in the popular 25-ton class size. Today, however, it's not the uniqueness or novelty that sets the unit apart, but the performance.

"People generally associate a hybrid with fuel savings – and the HB215LC-1 is definitely fuel-efficient," said Komatsu

Excavator Product Manager Rob Orłowski. "On average, it uses 25-percent less fuel than the Komatsu PC200LC-8, a similar-size, traditional excavator. In the perfect application (light digging with lots of swinging), we've had reports of fuel-savings much greater than 25 percent.

"But what surprises equipment operators most is the machine's speed," he added. "The swing motor in the hybrid is exclusively dedicated to the swing function, which makes it faster and more productive."

Other benefits include:

- Quiet, inside and outside the cab;
- Better company image among the general public and many governmental entities;
- Komatsu engine, hydraulics and hybrid technology work together for maximum performance.

"Of course, the HB215 is not the ideal machine for all applications," Orłowski noted. "For example, if you're using a hammer (although there is a service valve to power hydraulic attachments) or performing deep, heavy work with limited swing involved, this machine may not be the perfect fit. But, in a swing-heavy application such as truck loading, it's tough to beat the fuel-savings and speed advantages of the HB215."

The HB215LC-1 comes with a five-year, 7,000-hour warranty on hybrid powertrain components. If you're considering purchasing a hybrid, now is a good opportunity as Komatsu Financial is offering special financing on the HB215 for a limited time. ■

Brief specs on the Hybrid HB215LC-1 excavator

Operating Weight	Power	Bucket Capacity
48,175 lbs.	139 hp	1/57 cu. yd.

The Komatsu HB215 hybrid excavator is 25-percent more fuel efficient than the PC200LC-8, and operators report the swing speed is faster than the traditional model.

► VIDEO



HYBRID EXCAVATOR

From Komatsu - The Green Experts



North Hall
Booth #10016



Komatsu continues to strengthen its innovation leadership with the HB215LC-1. Komatsu hybrid excavators have accumulated more than 1 million operating hours in the field, proving their reliability, along with fuel and emissions savings.

- With every swing, the HB215LC-1 regenerates energy – yielding an average fuel savings of 25% with an equivalent 25% fewer CO₂ emissions.
- Hybrid powertrain components are backed by a 5-year/7,000-hour warranty.

KOMATSU®



www.komatsuamerica.com

SPECIALTY EQUIPMENT

EQUIPPED FOR ENERGY PRODUCTION

PC360LC-10 Pipeline Arrangement handles heavy-duty applications such as oil, gas pipelining



Kurt Moncini,
Product Manager,
Excavators

Growth in the oil and gas industry has created a unique need for specialty equipment that can handle rugged terrain, trenching and heavy pipe. Specially-equipped Komatsu excavators perform well in those situations, including the popular PC360LC-10 Pipeline Arrangement. Special features that make this a pipeline machine include: anti-drift/anti-burst valves to provide optimum precision when working with heavy loads; single grouser tracks; and heavy-duty under guards.

Pipe sections are often heavy and the excavators have to hold the load for an extended period of time. These units offer an HKX anti-drift/burst valve package that provides superior

load-holding capabilities, including minimal pipe movement under load.

"Excavators are often called on to perform the role of a side boom to hold pipe sections in place during welding," said Kurt Moncini, Product Manager, Excavators. "Maintaining precise pipe position is critical, and the anti-drift valves play an important role in the process."

"If a hose or hydraulic tube fails, boom and arm anti-burst valves help protect against uncontrolled load lowering, ensuring compliance with hose burst requirements," added Moncini. "This is especially important when loads are lifted in close proximity to workers and welders."

Several other options are also available, including a wide range of hydraulic kits and line packages for powering attachments. If steep ground or rough terrain are issues, the PC360LC-10 Pipeline Arrangement can be equipped with single grouser shoes for increased traction and maneuverability, which is especially important when working on steep sections of pipeline right-of-way. Special under guards are available for the upper frame (Heavy Duty are 3.2 mm thick and Severe Duty are 9 mm thick) to protect engine and hydraulic components from potentially damaging debris rolling along the top of the tracks.

"Excavators are very flexible products for pipeline applications, and the PC360LC-10 Pipeline Arrangement is an especially good option," said Moncini. "Its hydraulic systems are easily adaptable for a broad spectrum of attachment uses. For instance, aside from digging pipe trench, they can be used as pipe handlers in distribution and storage yards, to power bedding material screening buckets, run hydraulic hammers and many other applications requiring hydraulically-driven attachments." ■

Brief Specs on the PC360LC-10 Pipeline Arrangement

Model	Horsepower	Operating Weight	Bucket Capacity
PC360LC-10 Pipeline Arr.	257 hp	78,255-79,930 lbs.	.89-2.56 cu. yds.

Komatsu's PC360LC-10 Pipeline Arrangement works well for holding heavy pipe sections during welding thanks to a standard anti-drift valve. An HKX anti-burst valve package is available and gives superior load-holding capabilities, including precision load control.



Surestrike

available through

Waukesha-Pearce Industries, Inc.



Surestrike attachments break your rock or concrete without breaking your carrier.

They feature:

- ✓ Higher production
- ✓ Quieter operation
- ✓ Faster cycle time
- ✓ Lower maintenance

Call WPI today and ask about Surestrike's "Try and Buy" offer!



SURESTRIKE



SURESTRIKE INTERNATIONAL, INC.

www.surestrike.biz • info@surestrike.biz



www.wpi.com

Austin, TX
(512) 251-0013

Houston, TX
(713) 723-1050

San Antonio, TX
(210) 648-4444

Tomball, TX
(281) 351-9016

Buffalo, TX
(903) 322-7150

Corpus Christi, TX
(361) 884-8275

Kilgore, TX
(903) 984-2011

Edinburg, TX
(956) 386-0107

Beaumont, TX
(409) 721-5305

Scan to visit
Surestrike's
YouTube page



TAKEUCHI

Those in the know, know Takeuchi

EXPERIENCE THE DIFFERENCE

Takeuchi offers the most innovative and advanced line of compact equipment on the planet. Come and see what everyone else is talking about. Experience Takeuchi - Visit your local dealer today.



Find us at
Booth #30706



www.wpi.com

Austin, TX
(512) 251-0013

Corpus Christi, TX
(361) 884-8275

Houston, TX
(713) 723-1050

Kilgore, TX
(903) 984-2011

San Antonio, TX
(210) 648-4444

Edinburg, TX
(956) 386-0107

Tomball, TX
(281) 351-9016

Beaumont, TX
(409) 721-5305

Buffalo, TX
(903) 322-7150

< FIND OUT WHAT OTHERS KNOW. VISIT TAKEUCHI-US.COM TO FIND THE DEALER NEAREST YOU. >

NEW PRODUCT LINE

WPI ADDS TAKEUCHI LINE

Industry-leading compact track loaders, wheel loaders, excavators now available

Takeuchi is responsible for innovations that include the world's first compact excavator and the first compact rubber-track loader in North America. You can now add those machines, as well as compact wheel loaders, to your fleet through Waukesha-Pearce Industries, Inc.

"Takeuchi machines are rugged, reliable and user-friendly, and make a great addition to our product offerings," said WPI Utility Equipment Sales Manager Pete Crabtree. "We only offer our customers the best equipment, and Takeuchi definitely fits into that category. Both our sales and rental customers will be pleased with this new line in our fleet."

WPI carries the full Takeuchi lineup of 12 excavators, including zero-tail-swing models, six compact track loaders, three compact wheel loaders and six skid steer models. All perform well in a variety of tasks, including general construction, landscaping and agricultural applications.

"WPI is committed to providing outstanding service that exceeds its customers' expectations," said Kim Robinson, Takeuchi National Sales Manager. "By investing in people, products and facilities, WPI ensures excellent value and consistent service to customers. Takeuchi is proud to partner with WPI, and we believe our alignment will benefit both companies and, most importantly, our customers."

For more information on this powerful new product line, contact your WPI territory manager, or call or stop by your nearest branch location. ■



WPI Utility Equipment Sales Manager Pete Crabtree says sales and rental customers will be pleased with Takeuchi's compact loaders and excavators. "Takeuchi machines are rugged, reliable and user-friendly and make a great addition to our product offerings."



BEYOND THE STANDARDS

Mike Ueno says innovative approaches help Komatsu meet and exceed emissions regulations



Mike Ueno,
Komatsu Executive Vice President
& Chief Technical Officer

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

This year marks Mike Ueno's 30th with Komatsu, and during his tenure with the company he's held several positions. He started with the design of 15-liter engines and later helped develop 30-liter engines.

Ueno became Komatsu's Executive Vice President and Chief Technical Officer about three years ago, giving him overall technical responsibility for the company. That includes overseeing products at the Komatsu operations in Chattanooga, Tenn., where construction and forestry equipment is manufactured, as well as in Peoria, Ill., where Komatsu produces mining equipment.

He was also Vice President and President of Industrial Power Alliance, a joint venture between Komatsu and Cummins. Ueno was an executive officer for the Engine and Hydraulics Business Division at Komatsu, which involved plant management.

"Engine technology has evolved tremendously through the years," said Ueno. "I'm proud of the way we've implemented the tier emissions standards and made equipment that's more productive, reliable, durable and efficient at the same time. What's really gratifying is that many of the features that make those attributes possible came from listening to our customers and implementing their recommendations."

Mike and his wife celebrated their Silver Anniversary last year. The couple has three children.

QUESTION: Tier 4 Interim requirements finished at the end of last year. How would you assess Komatsu's implementation of the regulations?

ANSWER: I'd say it was very successful. We met the requirements of reducing soot and NOx, and in some cases, exceeded them with an innovative approach that differentiated us from other manufacturers. For instance, to reduce soot we use a diesel particulate filter (DPF) to capture the particulate matter, and we burn it off with the aid of a variable-geometry turbocharger. This process promotes regeneration during production, and in most circumstances, the operator has to take no action. With other-brand machines, operators often have to take them out of production for a significant period of time. That lost productivity can be costly.

We have learned a lot about our DPF system from customers and from our field experience, as we strive for continuous product improvement. From this sense, I would like to express my sincere appreciation to all our distributors and others who promote our products.

QUESTION: How is Komatsu handling implementation of Tier 4 Final regulations, which begin this year?

ANSWER: The biggest challenge Tier 4 Final presents is a further decrease in NOx, taking emissions to near zero. To do that, we will use a selective catalytic reduction (SCR) and urea to regulate and virtually eliminate the amount of NOx emitted from construction equipment. Our SCR-fitted machine tests also show a decrease in fuel consumption. Komatsu's engineering and manufacturing personnel have been integrating the SCR into new models for quite some time, and as with previous regulations, we're ready for Tier 4 Final. We'll also be ready when it's time to implement Tier 4 Final on mining equipment, which begins in 2015.



Komatsu met emissions regulations with its Tier 4 Interim machines, and in many cases, increased production and fuel efficiency. Mike Ueno, Executive Vice President and Chief Technical Officer, says Tier 4 Final machines show further increases in fuel economy.

Another significant challenge with Tier 4 Final standards is the number of machines it affects. During the Interim phase, Komatsu introduced about 20 new machines. During Tier 4 Final, that number will be almost double. In fact, the next few years will involve re-engineering our entire fleet.

QUESTIONS: One new machine Komatsu recently introduced was its first *intelligent Machine Control* (iMC) dozer model, the D61i-23. Where does it fit in?

ANSWER: The D61i-23 is a Tier 4 Interim machine. It's also a perfect example of how Komatsu exceeded emissions requirements. The iMC dozers, with integrated GPS systems, provide automatic blade control that optimizes the amount of material moved from rough-cut to finish grading. All the operator has to do is control direction by moving the joystick control forward or backward, making even the most inexperienced operators more effective and productive. Feedback has been phenomenal, and customers are looking for more automated models.

QUESTION: Will Komatsu have more automated machines?

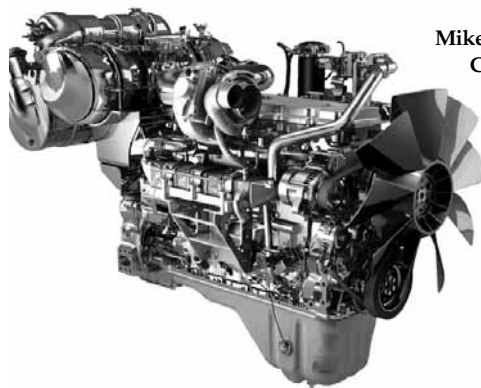
ANSWER: Most definitely, and relatively soon for some models. Komatsu plans to introduce additional *intelligent Machine Control* dozers, as well as iMC excavators. Other products could follow. And the future may hold further possibilities, such as autonomous machines requiring no operator. We've already had autonomous haul trucks for several years.

QUESTION: What else may be on the horizon?

ANSWER: From a machinery standpoint, another hybrid excavator. We introduced the



The *intelligent Machine Control* D61i-23 dozer provides automated blade control from rough-cut to finish grade, with integrated GPS technology. More automated products are on the horizon, according to Mike Ueno, Komatsu Executive Vice President and Chief Technical Officer.



Mike Ueno, Executive Vice President and Chief Technical Officer, says Komatsu is ready for Tier 4 Final regulations which begin this year. Engine technology in new machines aims to further reduce emissions, including virtually eliminating NOx.

first and are now in our second generation with the 20-ton-class HB215LC-1. A new, 30-ton model would be next.

Technology is always improving, and Komatsu will continue to implement it. One example is our KOMTRAX mobile app for smart devices. Since we introduced KOMTRAX, we've continued to add features and data that allow users to track hours, idle time, location, machine usage, modes and a whole host of other critical information. Tracking the SCR and urea level will be integrated with the Tier 4 Final machines. ■

MAINTENANCE MILESTONE

Komatsu CARE hits 10,000th service interval; successful program increases longevity of machines



Tony Rizzo, Deputy Director of Komatsu CARE Program Development and Operations

Milestones are often marked in big numbers. For Komatsu CARE, its latest big number is 10,000. This is meaningful because it represents the number of services performed since the program's launch in 2011, which came with the introduction of Tier 4 Interim machines.

Komatsu CARE provides complimentary scheduled maintenance for the first three years or 2,000 hours, whichever comes first, on Tier 4

Interim machines. It also includes up to two Komatsu Diesel Particulate Filter exchanges. Komatsu distributor technicians perform the services using genuine Komatsu OEM parts and fluids.

"We wanted to work with our distributors and customers to provide a solution to the new technology coming into the marketplace with the Tier 4 Interim machines," said Tony Rizzo, Deputy Director of Komatsu CARE Program Development and Operations. "We also wanted to help our customers reduce the owning and operating costs associated with maintenance. Komatsu CARE is a proactive approach designed to meet those needs. The program is a tremendous success, thanks in large part to the dedication of our distributors."

Both customer-owned and rented machines are covered under Komatsu CARE. Distributors track the machines with KOMTRAX to determine hours and machine location, and then work with customers to schedule service intervals at a convenient time and place.

The 10,000th service was an initial 250-hour interval performed on a WA470-7 wheel loader. Similar to many service intervals performed under the Komatsu CARE program, it was done on site by a Komatsu distributor field technician.

"There are a couple reasons for reaching 10,000 so fast," said Rizzo. "Having a tremendous number of Tier 4 Interim machines in the field is one. Another is that those machines are highly utilized, so there are a lot of hours put on them. Komatsu CARE assures that the services are done on time, which in turn may help increase the longevity and dependability of the machines." ■

A Komatsu distributor technician performs the 10,000th service interval under the Komatsu CARE program. The program provides complimentary scheduled maintenance for the first three years or 2,000 hours, whichever comes first, on Komatsu Tier 4 Interim machines. It also includes up to two Komatsu Diesel Particulate Filter exchanges.



Komatsu, distributor and customer personnel celebrated the 10,000th service interval performed under the Komatsu CARE program.



COMPLIMENTARY TIER 4 SERVICES



Komatsu CARE for Komatsu Tier 4 Interim models is a new, complimentary maintenance program designed to lower your cost of ownership and improve your bottom line. It provides factory-scheduled maintenance on the machines for the first three years or 2,000 hours, whichever comes first. This includes up to two exchange Komatsu Diesel Particulate Filters. Be sure to contact your Komatsu distributor for all the details.

Once again, Komatsu leads the industry.

It's what you've come to expect from the service experts at Komatsu.

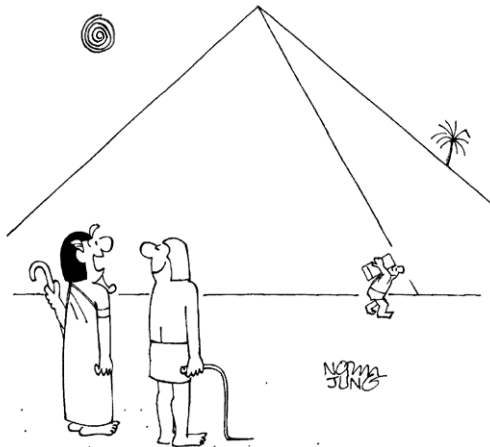
KOMATSU®



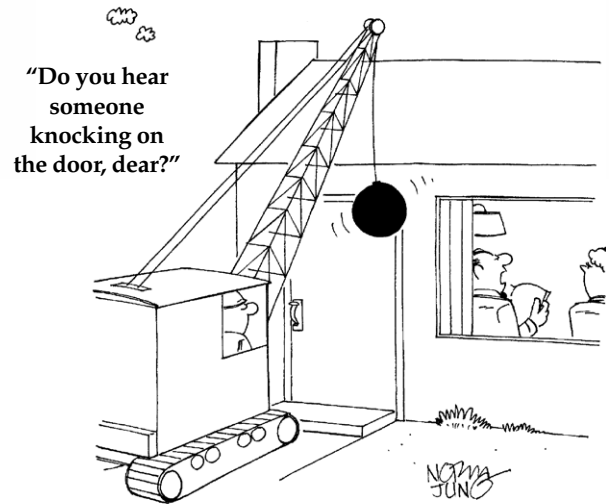
www.komatsuamerica.com

SIDE TRACKS

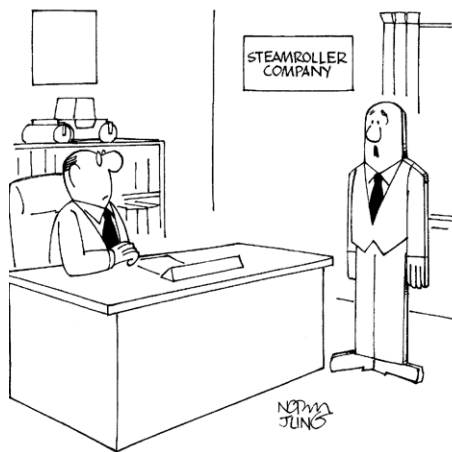
On the light side



"I like it. Build me two more."



"Do you hear
someone
knocking on
the door, dear?"



"Mr. Woodhouse,
I'd like to report
an accident."

Did you know...

- A cow gives nearly 200,000 glasses of milk in her lifetime.
- Queen Elizabeth II served as a mechanic and driver in World War II.
- In 1537, England's King Henry VII officially declared February 14 the holiday of St. Valentine's Day.
- The human brain is more active during sleep than during the day.
- A honey bee must tap two million flowers to make one pound of honey.
- The average person drinks about 16,000 gallons of water in a lifetime.
- Chocolate was introduced into the United States in 1765 when cocoa beans were brought from the West Indies to Dorchester, Mass.
- Napoleon Bonaparte is the historical figure most often portrayed in movies. He has been featured in 194 movies, Jesus Christ in 152, and Abraham Lincoln in 137.

Brain Teasers

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

1. RIET _ _ _ E _ _
2. HUSCR _ _ _ _ S _
3. NALGFE _ L _ _ _ _
4. NCOPXOE _ _ _ _ _ X _ _
5. KAOTHCRE _ R _ _ _ _ H _ _

MORE INDUSTRY NEWS

Private developers increasingly require surety bonds

A rise in defaults during the past several years has also increased the demand from private developers that contractors provide surety bonding on their projects, according to a recent Business Insurance article. Surety bonds are normally associated with public

works projects, but due to sluggish recovery in the construction industry, developers are now seeking the same assurances that their investments will be protected against contractors and subcontractors who are unable to perform contracted work, the article notes. ■

LEED projects top 10 billion square feet

A report from the U.S. Green Building Council shows about 60,000 projects across the globe total more than 10 billion square feet of building being built under its LEED (Leadership in Energy and Environmental Design) certification program, which is aimed at reducing energy and water usage, emissions and maintenance costs among other items.

The U.S. ranks first among world-wide countries with more than 17,000 LEED-certified commercial and industrial projects, representing approximately 2.3 billion square feet. Nearly 30,000 more U.S. projects are currently pursuing LEED certification. Canada comes in second with about 4,400 LEED-certified projects. ■

Don't just take our word for it...

"Paladin attachments have the **durability** and performance I can always count on."
Jim W., Pipeline Contractor

"My Paladin attachment allows me to gain **versatility** on the jobsite and enhance my machine's capability."
John B., Forestry Management

"When relying on **cost** effective solutions, Paladin attachments are my solution."
Steve H., Equipment Dealer

"I don't get anything less than maximum **performance** from my Paladin attachments."
Eric J., Landscape Contractor



PALADIN
POWERFUL ATTACHMENT TOOLS

The Power of Combined Excellence®

BRADCO

CP

CUSTOMWORKS

FFC

HARLEY

J:B

McMILLEN

SWEEPSTER



Connect with Paladin:



www.paladinattachments.com

Division of
IES
INTERNATIONAL
EQUIPMENT
SOLUTIONS

Customer Care

From Komatsu - The Product Support Experts



A photograph of two men in industrial settings. The man on the left wears a white hard hat and a light-colored short-sleeved button-down shirt. The man on the right wears a yellow hard hat and a light blue short-sleeved button-down shirt with a 'KOMATSU' name tag. He is holding a tablet computer. They are standing next to a yellow piece of heavy machinery, which has a 'DANGER' warning sign visible. The background shows more of the machinery and a blue and yellow striped safety barrier.

KOMATSU CARE
COMPLIMENTARY MAINTENANCE

You need your machines running to keep your business running. And you need complete confidence in your expert service team to keep them running at maximum productivity. Komatsu certified, factory-trained technicians have the knowledge and determination to make repairs right the first time. Our parts inventory and distribution systems allow us to get most replacement parts to you in 24 hours or less. At Komatsu, customer satisfaction is our number-one priority.

KOMATSU®



www.komatsuamerica.com

THE PEOPLE INSIDE

JEFF COX

Director of Business and Finance Development says creating value for customers is always a priority

Jeff Cox describes himself as a “sales enabler.”

“My primary responsibility is to create value for our customers. I work hard to understand their requirements and financial needs so I can help them find financing for a lease or a purchase,” said Cox, WPI’s new Director of Business and Finance Development. “That may involve customizing a manufacturer’s program to fit a customer’s needs or working through third-party lenders.

“We also offer parts and service programs that will allow customers to finance large purchases and repairs,” he added. “I’m here to help however I can.”

Cox joined WPI about six months ago, bringing with him nearly 10 years of experience in construction equipment finance. After working in transportation and the plastics manufacturing industry, he started working for a construction equipment dealership in administration. He handled human resources, IT and finance.

“I eventually left there and took a position with an equipment manufacturer,” said Cox. “The balance of experience from both the dealership and manufacturing sides gives me a good perspective when it comes to providing solutions that benefit both WPI and our customers.”

Jeff is based at the company’s Houston headquarters, but works with all nine WPI locations. “WPI has the benefits of both a large and small company. Our size allows us to leverage access to many different opportunities in the marketplace. But, it’s

also a family-run business that has a ‘mom and pop’ feel to it and great customer relationships. I’m very happy to be here.”

A native of Tennessee, Jeff and his family moved to Houston from North Carolina when he took the position at WPI. Jeff and his wife, Kim, will celebrate their 20th anniversary this year. They have two sons, Colton and Porter.

“I enjoy spending time with my family and coaching the boys’ sports activities,” said Cox, who also does some fishing and participated in his first dove hunt last year during a WPI customer appreciation event. ■



Jeff Cox, Director of Business and Finance Development, works with customers to find the right fit when it comes to financing equipment. “I consider myself a sales enabler,” said Cox, who joined WPI about six months ago.

C.P.I.
P.O. Box 1689
C.R., IA 52406-1689

Presorted Standard
US Postage Paid
C.P.I.

Change Service Requested

YOUR SOURCE FOR Exceptional Products & Services



KOMATSU®

WPI
POWERED BY SOLUTIONS

SERVING YOU FROM THE FOLLOWING LOCATIONS:

AUSTIN (512) 251-0013 (512) 251-0748 FAX	KILGORE (903) 984-2011 (903) 984-1596 FAX	CORPUS CHRISTI (361) 884-8275 (361) 882-2416 FAX	SAN ANTONIO (210) 648-4444 (210) 648-7602 FAX	HOUSTON (713) 723-1050 (713) 551-0798 FAX
EDINBURG (956) 386-0107 (956) 386-0475 FAX	BEAUMONT (409) 721-5305 (409) 721-6192 FAX	TOMBALL (281) 351-9016 (281) 351-9042 FAX	BUFFALO (903) 322-7150 (903) 322-4535 FAX	

www.wpi.com