

BlueNews

HRIA Convention Ignites Interest in the New Genie® Z™-33/18 Boom Lift

Crane Access leasing
to the hire industry

Genie® material lifts
prominent in major Perth
shopping centre revamp

Access Hire SA gives
online portal improvements
the thumbs up



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A QUARTERLY NEWSLETTER FOR OUR GENIE CUSTOMERS

EDITOR-IN-CHIEF

Catherine Kerton, Genie

WE VALUE YOUR FEEDBACK

www.genielift.com.au/yoursay

GOT A GREAT APPLICATION WHERE YOU HAVE USED YOUR GENIE EQUIPMENT?

We would love to hear about it. Please
contact catherine.kerton@terex.com

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Welcome

to another edition of the
Blue News, the magazine
for Genie customers
throughout Australia
and New Zealand.

This year's HRIA convention was another great success and it was very pleasing to see the show so well supported by our customers. This year we launched a record number of new products as well as bringing back our flagship product, the Genie® SX-180 boom lift.

Spearheading our new products was the Genie® Z™-62 boom which replaces our Z-60 boom and we also launched the new Z-33 boom which is a light weight electric machine for applications with floor loading issues and we expanded our 69RT scissor range to include a bi-energy model which is available in 26, 33, and 40 feet versions. To finish off our range of new products we introduced three new telehandlers. The new telehandlers come with a brand new load management system and improved reach.

The Genie SX-180 boom lift continues to exceed our expectations with over 10 machines now working across Australia in various applications. Working at extreme heights is important to the future of this industry and represents an



Brad Lawrence

General Manager,
Terex AWP Australia

exciting opportunity to enter markets and applications previously only available to truck mounts and cranes with baskets. A few months ago Genie launched the SX-150 boom lift at the annual ARA trade show and this machine will be available for sale in Australia by year end. The SX-150 boom has many of the great features of its big brother and I expect it will also be very popular.

Genie is committed to supporting our customers wherever they may be working and to this end we recently opened our new branch in Darwin. We now have six branches across Australia as well as a fulltime presence in the Pilbara. All these locations have high moving Genie parts for same day delivery and service support to maximize your machine's uptime.

**Happy reading and as always,
if you have any comments
you can call me directly
on 0408 884461 or email me
at brad.lawrence@terex.com**

Mike Davis Report: Awards Confirm Genie is on the Right Track



Mike Davis

Vice President and Managing
Director, Terex AWP Asia Pacific

The annual HRIA Convention in Adelaide was a highpoint for the Genie brand in Australia over the Autumn quarter.

Some of the highlights included our annual customer appreciation dinner at the South Australian Aviation Museum where 170 customers enjoyed a great night. The Genie stands showcased a record number of new products and the resulting customer traffic through the indoor and outdoor stands was impressive.

The HRIA Awards Night was another highlight, with Genie voted Supplier of the Year – Access Division and Best Outdoor Display for the second year in a row. Clearly, we are not in business to win awards but it confirms we are on the right track with our products and services delivery.

Crane Access Leasing to the Hire Industry


Launched in 2003, Brisbane-based Crane Access, has established itself as an innovative leader in the re-rentals of elevated work platforms (EWP).

A subsidiary of Queensland Access, an approved Genie reseller, Crane Access is a re-rental specialist that distributes telehandlers, cherry pickers, scissor lifts, knuckle booms, and other specialist access equipment. Its product line includes the Genie® ZX™-135/70 lift, the Genie® S™-125 lift and the recently launched Genie® SX-180 lift, which is the astounding, self-propelled boom lift capable of telescoping to an unprecedented 186 ft working height.

“We buy specialist and larger access platforms from the manufacturer and then sublease them to general hire and access hire companies,” says Casey Law, Director, Crane Access. “This gives these firms access to platforms, such as a Genie SX-180 lift, that they don’t necessarily have, or have enough of,” Law says. “It also means they don’t need to sublease equipment from direct market competitors.”

Crane Access is one of Australia’s few re-rental companies – the concept is more popular in the United States, according to Law. “We have a large fleet of 135s, 125s and other machines,” says Casey. “We only have a single SX-180 lift as it is still a relatively new model.”

That said, Crane Access is considering the purchase of a second SX-180 lift to support its move into new markets such as high rise and telecommunications towers. “We try and promote the benefit of a machine such as an SX-180 lift to a business,” says Law. “If an outright purchase isn’t an option, we suggest that they can rent one through their local access equipment provider, who often then subleases the machine from us.”

The SX-180 lift caught the eye of Law as it is the first boom that achieves heights once only achievable with a large truck mount EWP. “It is perfect for work on telecommunications towers, wind turbines and external maintenance for high rise buildings,” says Law. The SX-180 lift is also significantly cheaper than a truck mount machine on longer projects as it doesn’t require the hiring of an operator/driver. “On a weekly average, a similar height truck mount would be about two to three times more to lease than a SX-180 lift,” says Law. 

For further information:
www.genielift.com.au/sx-180

HRIA Convention Ignites Interest in the new Genie® Z™-33/18 Boom Lift

The revolutionary new Genie® Z™-33/18 boom lift was one of the star attractions at the HRIA Convention in Adelaide in April, where it created great interest. This translated into orders at the show, and customer interest has been running high ever since. The new Z-boom lift will be available in the third quarter of the year.

Ben Haggett, Service Manager, Access Hire SA, who attended the HRIA Convention, says the Z-33/18 boom lift is an impressive addition to the Genie stable. "The Genie Fast Mast™ boom function is a great feature, which creates speedier descent times and allows operators to get back to their desired heights quicker," he says. "It is also very light in weight and compact."

Haggett predicts that the Z-33/18 boom will prove a winner with sign erectors,

glass cleaners and construction workers, who are required to continuously ascend and descend to pick up bolts and tools.

The positive reception for the Genie Z-33/18 boom was anticipated, according to Brad Lawrence, General Manager, Terex AWP Australia, because it offers exceptional customer ROI.

"As the first entirely new compact, lightweight electric Genie Z-boom lift

designed for both indoor and outdoor maintenance applications, its versatility is unrivalled," says Lawrence.

The Genie Z-33/18 boom lift will be an advantage on jobsites where space is limited, thanks to its tight turning radius, while its non-marking solid rubber or multi-surface tyres, make it the perfect choice for use on polished floors.

"This unit is truly a new generation of Genie® booms. Distinguishing it from previous models, the new Z-33/18 boom lift includes the new Genie® product design to combine a fresh look and feel with improved ergonomic design features," says Lawrence. **G**

For further information:
www.genielift.com.au/z-33-18



Working height of 12 m

Proportional joystick control for smooth operation

Drive at maximum height, for increased operator up time

Horizontal reach of 5.57 m



BOOM LIFT

Z™-33/18

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VERSATILE

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AC drive transmission for smooth, powerful drive, sealed maintenance free motors. Low battery consumption enables long working cycles

Excellent maneuverability with tight inside turning radius and zero tail swing

Gradability of 30% to allow better outdoor terrainability

Non marking solid rubber tyres

Ground clearance of 15 cm



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“ Having Genie parts in Darwin has dramatically reduced the time it takes to deliver parts in field. ”
MICHAEL SCOTT

Genie Expands Support in Darwin with new Customer Service Centre


The long-term Genie commitment to provide the best after-sale service was boosted by the opening of a new Customer Support Centre at Yarrowonga, in Darwin, in January. Genie celebrated by hosting a joint HRIA/EWPA meeting at the new centre, giving local customers a unique opportunity to inspect the new facility and network with colleagues in the industry.

The new facility gives customers in the Top End the best local access to parts, expert technical advice, and product training. “With Darwin growing so rapidly into a thriving metropolis off the back of numerous mining and construction projects, this new centre is incredibly beneficial in supporting our customers,” says Michael Scott, Terex AWP Regional Sales Manager NSW/NT/NZ.

“Having Genie parts in Darwin has dramatically reduced the time it takes to deliver parts in field. We can now do same-day delivery, which provides a huge uptime benefit to our customers,” Scott says.

Dan Darcey, Branch Manager for Force Corp Darwin, has noticed some significant improvements: “The real benefit for us has come in the time saving in having parts locally. What may have taken a day or more to access previously we can now receive the

same day. It also significantly reduces our freight costs. Ultimately, having the parts on site faster gives us a huge productivity gain.”

Darcey also sees value in having local technical support. “We’ve really benefited from the local team’s knowledge. We’re also taking advantage of the local product training next month. Having our guys trained locally both saves us on travel costs as well as provides increased productivity, with the team spending less time out of the field,” he says. 

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Niche Product Commands High Rental Rates: Genie® GS™-4047 Scissor Lift


Recently introduced to the Australian market, the Genie GS-4047 scissor lift has become a must-have for businesses requiring a small footprint lift that is suitable for multiple applications, from warehouse maintenance to construction sites.

“Having a zero inside turn radius, combined with its compact size, makes the Genie GS-4047 scissor lift ideal for warehouse management,” says Kurt Kinder, Terex AWP Regional Sales Manager QLD. “It’s suited for commercial spaces, such as shopping centres or airports, where high ceilings require a machine that can work at height. It’s also perfect across a number of construction scenarios.

“Being the first of the smaller footprint 40ft-plus machines in the Genie fleet gives the GS-4047 scissor lift a really strong rental demand and ROI. It’s a really exciting offering in the Australian market,” says Kinder.

The GS-4047 lift can be driven while at its fully extended working height of 45 feet (13.7 metres) and has an impressive 350 kg, three people lift capacity. Its scissor stack goes to the centre of the working platform, which gives greater stability when working at height.

Serviceability is also a key feature of this machine. “The GS-4047 includes our Genie Smartlink diagnostic system, which makes the machine ‘plug and play’ when it comes to servicing,” says Kinder. “It includes a swing-out battery box, and 90% of the parts are interchangeable with others in the Genie slab scissor lift range.”

Ken Baker from Queensland hire company Height4Hire has seen the benefits of adding the machine to his fleet. “We started with one machine and now have four in total. It’s been a really good fit with our business and has a range of uses with customers, particularly across construction sites with a high roof requirement,” Baker says. 



The GS-4047 scissor lift can be driven while at its fully extended height of 13.7 metres and has an impressive 350 kg, three people lift capacity.

For further information:
www.genielift.com.au/gs-4047

Genie® GS™-1932 scissor lift popular with Access Rentals Customers


By overseeing one of the largest fleets of 19ft scissor lifts in Australia, it's fair to say that Will Reilly, Director and General Manager of Perth-based, Access Rentals Australia knows a thing or two about the popular and compact Genie GS-1932.

"The GS-1932 is one of our best products because of the features that cater to a wide and varied group of users. It also provides a great return on investment for any size business," says Reilly.

The GS-1932 is popular with businesses involved in fixing ceilings, mechanical ducting, as well as electrical contractors, according to Reilly. "They hire or buy these machines because they are lightweight, have a great platform area when the extendable platform is out to 2.74 m."

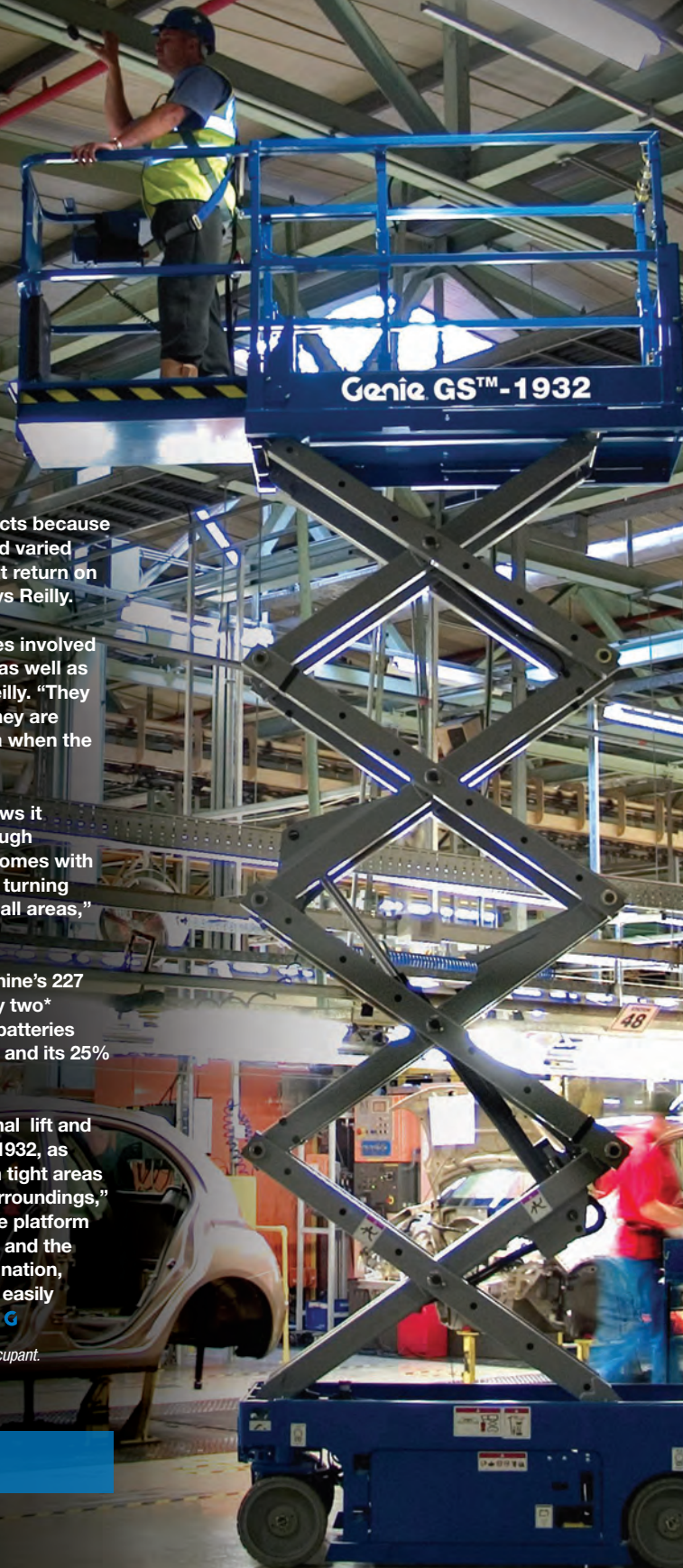
"The compact size of the GS-1932 allows it to gain access to small areas and through doorways when necessary but it still comes with great height access of 7.8 m. The zero turning radius also works to great effect in small areas," according to Reilly.

Other features of note include the machine's 227 kg lift capacity that enables it to convey two* workers and tools, the four 6 V 225 Ah batteries that keep it working for up to ten hours and its 25% gradeability for easy job site delivery.

"Our customers also like the proportional lift and drive function that comes with the GS-1932, as these features allow for great control in tight areas where you need to be aware of your surroundings," says Reilly. "I'm also impressed with the platform controller with battery charge indicator and the new easier diagnostic display. In combination, these features help the customer more easily monitor the machine's battery charge." 

* Indoor rating of two occupants, outdoor rating of one occupant.

For further information:
www.genielift.com.au/GS-1932



Genie® Material Lifts Prominent in Major Perth Shopping Centre Revamp

Commercial air-conditioning firm, Triple J Air, has successfully completed a major air-conditioning installation of Perth's largest shopping centre, the newly refurbished Lakeside Joondalup, with the assistance of a number of Genie material lifts.

"We used the SLC™-18 and the SLC™-24 lift models to help us install the air-conditioning system as these machines are much better than the competition. They are more reliable and were critical to us completing the Lakeside Joondalup project on time," John Snape, Co-owner of Triple J Air.

According to Snape, when the lifts required repairs and servicing, they were handed over to Access Service Australia (ASA), a preferred Genie service and repair provider.

"ASA did a great job servicing the machines, and we had them back in service fast."

The Triple J Air service experience is not a one-off, which Genie recently recognised with the appointment of ASA as its exclusive distributor of its entire portable personal and material lifting range in Western Australia, New South Wales and ACT.

"The exclusive agreement is a win/win for both companies as it allows us to increase the footprint of our material lifts in WA, NSW and ACT, while ASA now offers an expanded range of services to its customers," said Peter Stephens, Regional Sales Manager, SA/WA, Terex AWP.

Already, Triple J Air is taking advantage of the new agreement with an order to ASA for brand new SLC™-18 and the SLC™-24 lifters, the long term plan for Triple J Air is replace their entire current ageing stock for new Genie units.


"We'd like to extend our thanks to Mike Ashton and all his team at ASA for their

ACCESSservice
AUSTRALIA



help with the purchases of our new Genie duct lifters. We have always found ASA to be prompt and efficient with our company needs," said Snape.

For a service oriented company such as ASA, the opportunity to distribute Genie lifts, is a significant new string to its bow, according to Paul Sharples, Director, Access Service Australia.

"Genie has a peerless record for delivering quality and reliability, as well as exceptional aftermarket service and backup," he said. 

For further information:
www.genielift.com.au/materiallifts
www.accessservice.com.au
www.lakesidejoondalup.com.au

Genie Revs up Customers at HRIA Party

At the Genie Customer Appreciation night, we have a tradition of whisking customers away to a secret destination. This year, it was the South Australian Aviation Museum, in Port Adelaide.

As guests enjoyed canapés and drinks outside, a Rolls-Royce Merlin V12 engine — the type used in the fabled Spitfires — roared to life. The hangar doors slid open and everyone piled into the museum, which displays iconic aircraft from Australia's aviation history.

Guests enjoyed jazz by the Big Ol' Bus Band, then over a delicious meal were entertained by Mat Verevis, from The Voice in 2014.

In his after-dinner speech, Brad Lawrence, General Manager of Terex AWP Australia, said, "At the show this year, we have on display a record number of new products designed to improve your bottom line."

"I have never seen rental rates as low as they are now, even though most of our customers are reporting quite high utilization... Genie is committed to offering better value to help hire companies' ROI.

"A focus for Genie has been on designing new and different products that provide unique working opportunities for your customers and have been commanding a higher rental rate.

"Genie also ensures your equipment is always out there working for you. We are committed to world-class parts fill rates and service support where and when you need it," Mr Lawrence said.

A guest, Martin Foster, Force Corp's State Sales Manager for South Australia, said afterwards, "Genie does these sort of nights really well. I always enjoy them, and I really enjoyed this one. It was a great night."

“ Great venue, great band, the food was amazing... Can't wait for the next one to see what surprise is in store. ”

**RYAN LEVER
ACCESS HIRE SA**

For further information:
<http://genielift.com.au/event/hria-2015>



Access Hire SA Gives Online Portal Improvements the Thumbs up

Part of the Access Group of Companies, Access Hire SA is a market leader in providing elevated work platforms, telehandlers, forklifts, reach stackers, generators and lighting towers, boasting one of Australia's largest privately owned fleets of world leading brands such as Genie.

The Access Group launched an office in Adelaide in 2006 with 80 Genie® machines. Today its South Australian business has one of the largest fleets of Genie® machines in Australasia, according to Ben Haggett, Service Manager, Access Hire SA. "We have machines right across the Genie range including the new Genie® SX-180 boom lift," he says.

"We recommend Genie® products because they are operator-friendly and come with great after-service support. They are also reliable onsite with minimal breakdowns" says Haggett.

In keeping with Genie's extensive three-year strategy to provide industry-best aftermarket support, we recently unveiled a major

improvement to the Genie internet parts portal, which is proving to be a major time saver for our customers. The portal enables customers to place an order directly through the Genie online parts portal rather than having to generate an order for stock and parts by email, as was the case previously. "The Genie Parts Portal is by far the easiest and most informative portal among the access equipment manufacturers," says Haggett. "It's great because we can input our own purchase order numbers into the portal, so there is no double handling. This works well with our lean management principals."

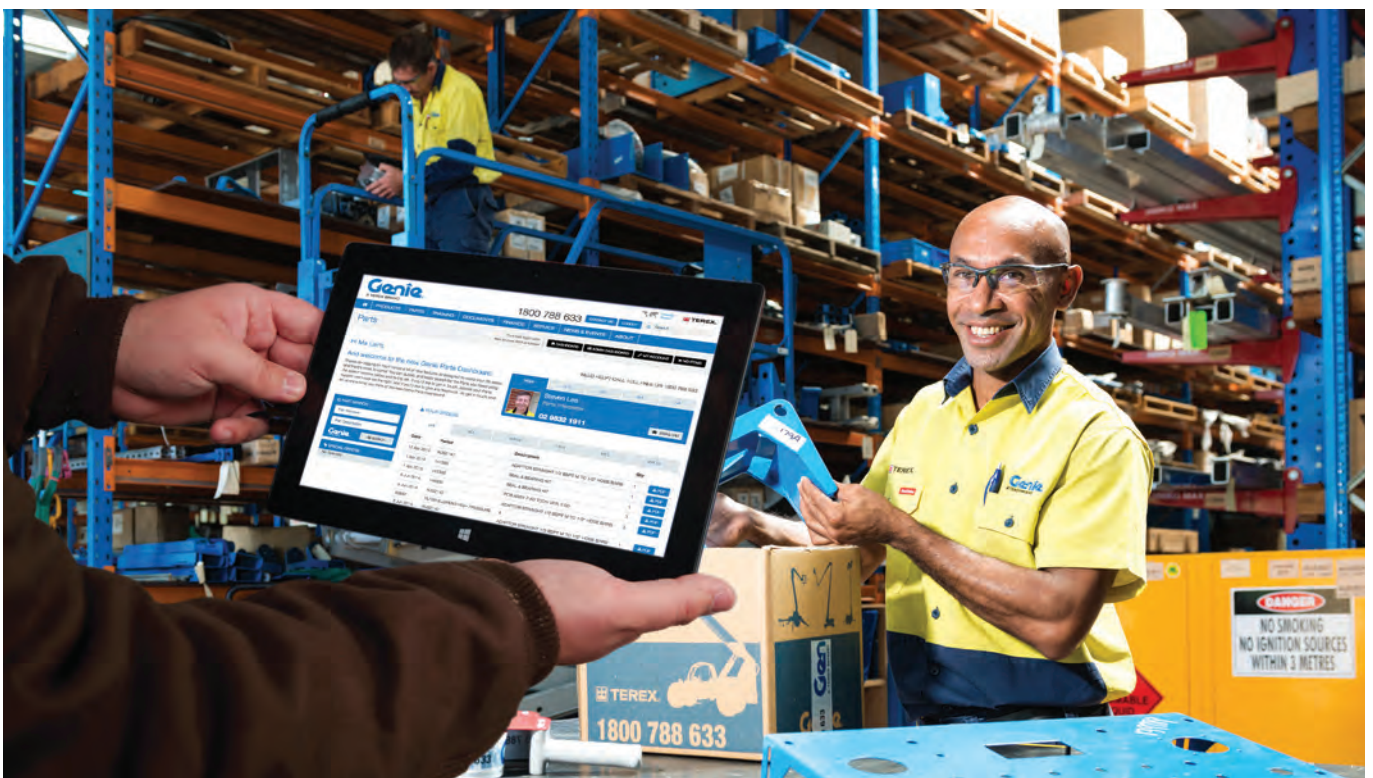
"It's just another user friendly initiative delivered by Genie that lets us see what

For further information:
www.genielift.com.au/parts

products are in stock. This helps us speed up our fulfilment processes, as we're not waiting around for stock. It's lean and fast." Said Haggett.

Michael Carmody, National Parts Manager, Terex AWP said, "The portal upgrade is a great result for our customers as it has enabled the ordering of parts through the online portal. The online portal is now truly a one-stop shop for browsing and ordering, which creates significant time savings for our customers."

Over the past three years, the online portal has enabled the Parts Group to slash the time taken to service customer enquiries by 25 percent, according to Carmody. **G**



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