

BlueNews

NEW GENIE® Z™-60/37 FE BOOM LIFT

**NAMED BEST
NEW PRODUCT
AT HRIA AWARDS**

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A QUARTERLY NEWSLETTER FOR OUR GENIE CUSTOMERS

EDITOR-IN-CHIEF
Catherine Kerton, Genie

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

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



Brad Lawrence
General Manager, Terex AWP Australia

In my mind, the race to the bottom with rental rates is a combination of two independent causes. Firstly, as I have mentioned before, there is a lack of credible information as to what is an average rental rate is for particular models in the market. The U.S. rental industry has dealt with this issue by independently reporting average rental rates so owners have another source of rate information. I recently read in the HRIA magazine that our association is going to start gathering this information in Australia, which is a positive development for our local industry and hopefully will provide long-term benefits for our customers.

The second reason centers around end user's "perceived value" between your company and your competition. Quite often, rental companies are required to meet the competition on price because the end user does not see the additional value being offered. When there is no difference in "perceived value," the only thing left to negotiate is the price.

As suppliers, we at Genie have an important role to play when it comes to end user's "perceived value." The end user is the ultimate customer, and meeting — or exceeding — their perceived value is critical to our future success in this industry. The areas that I feel Genie can directly impact end user's perceived value is:

- 1. Product features & benefits** – The new award-winning Genie® Z™-60/37 FE boom is a perfect example of a product specifically designed for increased value. This product replaces the need to have two machines because it can be used both inside and outside. For outdoor use, it has true rough terrain capability with AC drive motors, and for indoor use, it can be switched to all electric and outfitted with non-marking tyres for slab work.
- 2. Genie 360 Support** – When a machine has issues, the end user needs support fast because downtime costs money, and ultimately, the rental company as well. Genie offers real 24/7 tech support for end users, and if necessary, we dispatch our team of factory trained technicians to get the machine back up and running. We have technicians all over Australia supporting the end user every day.

- 3. Genie Parts** – When a machine is down, getting the right part quickly is critical to meeting the end users expectations of value. In Australia, we have always held over \$6M in spare parts to support customers, but in the past, if we didn't have the part it would mean going to the U.S. to get it. This has all now changed with the new Genie master distribution centre being set up in Singapore. For the end user, this means we have access to a much wider range of parts, which we can get to Australia more quickly, resulting in minimal downtime.
- 4. Genie Lift Pro™ Training/VOC training** – In some instances, end users are required to provide a machine specific license for the equipment they are operating on a particular jobsite. Genie can provide this training nationally on every model we sell. This solution allows the end user to get on with the job.

By focusing on end user "perceived value," we can do our part in supporting rental companies in this very challenging market.

On another note, I want to take this opportunity to announce that Mitch Ely has been promoted to a senior position with Genie in the U.S. and will be moving to Seattle with his wife. Mitch has been instrumental to the success of Genie in Australia and will be missed. To replace Mitch, we have decided to promote two team members from within: Mal McIntosh will be the new National Customer Support Manager, and Tim Merritt will be the National Product Support Manager. Both men are outstanding team members, and I am confident this change will over time provide an increased level of service for our customers. Also as part of the reorganization, we have promoted Kurt Kinder to National Sales Manager. Kurt is a great customer-focused sales leader, and in this new role, he will ensure the business stays laser focused on our customers and how Genie can provide value.

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.

Genie Announces Significant Promotions

Underlining the success of Genie in Australia, National Operations Manager Mitch Ely has accepted an exciting opportunity to relocate to the company’s U.S. headquarters. Genie Australia took this as a chance to look at the business, promoting several high performers into new management roles and changing some reporting structures.

Ely is moving to Seattle as the company’s Director of Customer Satisfaction and Reconditioning. “Mitch has been critical to our success over the past three years, and I am pleased to see his hard work and dedication to Genie has been recognised with an overseas appointment,” said Brad Lawrence, Genie General Manager, Terex AWP.

Ely joined Genie in 1998 after a decade of experience as a technician in the hire industry. Starting out in field services, he was promoted to National Operations Manager in 2000. Responsible for Genie’s technical services, Ely oversaw design, engineering, spare parts, service, training and quality control. Until he moves in mid-August, he’s onboarding the new Genie managers into their roles.

“Mitch’s support over the next few transitional months will ensure that it will be business as usual at Genie for all our customers,” said Lawrence.


Kurt Kinder has been promoted to National Sales Manager, responsible for sales in Australia and NZ. “Kurt has a wealth of sales management experience from previous roles in national rental companies and his own access business in NZ,” noted Lawrence, to whom Kinder will report.

Richard Gannon has accepted the role of Regional Sales Manager (QLD/NZ). Gannon arrives at Genie from Haulotte, with over 10 years of AWP sales experience. “Richard is a very well-respected sales manager in our industry and we are lucky

to have him as part of the Genie team,” said Lawrence.

Malcolm McIntosh has been promoted to National Customer Support Manager, responsible for all service, pre-delivery, workshop and heavy maintenance teams. “Mal has extensive management experience from previous roles in a number of other companies, and this experience will be invaluable as we continue to roll out our ‘Customer Experience’ and ‘Genie 360 Support’ strategies,” said Lawrence.

A new position has been established: National Product Support Manager, reporting to Lawrence. Tim Merritt steps into the position, responsible for technical support, training, quality and the newly created role of sales support. “Tim has outstanding technical knowledge and is well respected — these attributes will be invaluable to the sales team moving forward,” said Lawrence.

John Radford has been promoted to Customer Support Manager — Victoria. “John has been an outstanding Genie team member for many years, and this promotion is just reward for his dedication,” said Lawrence. 



Mitch Ely



Kurt Kinder



Malcolm McIntosh



Tim Merritt



Richard Gannon



John Radford



Genie® Z™-60/37 FE Boom Lift Named Best New Product at HRIA Awards

The innovative Genie Z-60/37 FE hybrid boom lift was awarded “Best New Product – Access” at the Hire Industry Excellence Awards at the recent HIRE17 Conference in Sydney.

The award was presented by Jeff Bernard, National President, Hire and Rental Industry Association (HRIA), and accepted by Brad Lawrence, Genie General Manager, Terex AWP. “Recognising outstanding achievement and industry excellence, the Hire Industry Excellence Awards pay tribute to the exceptional standards of service and innovation displayed throughout the hire sector,” said James Oxenham, CEO, HRIA. “The prestigious Hire Industry Excellence Awards are a showcase of members of the HRIA who provide outstanding service in all categories of the hire and rental market.”


The Genie Z-60/37 FE model proved very popular with visitors to the company’s stand at HIRE17, with many orders taken at the show. “The Genie Z-60/37 FE boom will help our customers achieve what the latest innovations deliver, and it was an absolute thrill to accept this award on behalf of the team at Genie who have

developed the new technology for the hybrid boom,” said Lawrence.

“Businesses who have used the Genie Z-60/37 FE boom lift since its global launch in April 2016 have reported significant cost savings and a marked reduction in their carbon footprint, while getting increased performance and versatility from their aerial work platforms,” he added.

Suitable for indoor and outdoor use, the Genie Z-60/37 FE boom lift combines advanced diesel power and four-wheel-drive performance with the energy efficiency and quieter operation of compact, low-weight electric-powered booms. It can travel 25 percent faster than other typical diesel-powered units. In full-electric mode, it offers a whole day of emission-free performance on a single charge, and in hybrid mode it runs for more than a week on a single tank of diesel.

“The Genie Z-60/37 FE boom lift is a revolutionary approach to our mid-size Z-boom family, and it adapts to our customers’ increasing needs for high performance, high efficiency and low emissions,” said Mitch Ely, Director of Customer Satisfaction and Reconditioning, Terex AWP. Ely presented a well-received toolbox talk at HIRE17 promoting the new hybrid technology developed for the Genie Z-60/37 FE boom lift.

“On long-term jobs, even when on-site power is not available, this machine is versatile enough to handle tasks ranging from work on rough and unprepared ground to indoor applications where it’s important to keep noise and emissions to a minimum,” said Ely. “It is just the kind of machine to be the first on the jobsite and the last off – exactly what rental customers are looking for to improve their profitability,” added Ely. 

Skyreach Buys Award-Winning Genie® Z™-60/37 FE Fuel-Electric Boom Lift

Skyreach, one of Australia's largest EWP hire specialists, has added to its fleet the Genie Z-60/37 FE fuel-electric boom lift, which was named "Best New Product – Access" at the Hire Industry Excellence Awards 2017.

Skyreach was so impressed with the design of the lift that they made their first order when it was still on the drawing board. "We had to replace our 10-year-old electric boom fleet," said Rod Leech, Managing Director of Skyreach. "Genie mentioned they were developing the Genie Z-60/37 FE boom and we ordered six straight up.

"I went to the Genie 50-year celebration in Seattle last year and saw the machine for the first time. It confirmed it was a good idea. We have ordered a few more since."

More versatile, better ROI

The versatility of the Genie Z-60/37 FE boom lift is a major selling point for Skyreach. "They can go to a dedicated, indoor job where someone needs only electric," Leech said. "They are designed to be first on site and last off site. They have the fuel-electric option and four-wheel-drive capacity to get around a worksite. Then when the building is closed up, they can go to electric mode only. They can go to any job."

In the past, Skyreach used 60-foot electric booms. "But these machines were restricted to indoor use only," noted Leech. "When a big indoor job finished, they'd sit in the yard, whereas a Genie Z-60/37 FE can go to any job and they have great scope. They can go out on a heavy-duty construction site, to a boggy site, or work inside a convention or shopping centre."

The lift's versatility enables Skyreach to achieve total market utilisation. "We get a better ROI with these compared to a dedicated electric boom. They can go out on any electric or diesel job," said Leech.


Greater fuel efficiency, lower emissions

Skyreach estimates that the Genie Z-60/37 FE boom lift will run on one diesel tank a week. "It offers a better emissions outcome as the machine can simply charge the battery when required. We'll be the first to grab any other Genie machines that use this sort of hybrid technology," said Leech. "We're only just

starting with this technology, but our first two machines are out on jobs already — and, our customers are over the moon with them."

A perfect match

With its versatility and fuel efficiency, the Genie Z-60/37 FE boom lift is a perfect match for Skyreach's value proposition. "We are specialists who have been around for a long time servicing the Australian east coast from the top to the bottom," said Leech, who launched the firm in 1994 from the back of his car and built it into the business it is today.

Genie is thrilled its award-winning hybrid boom lift will be contributing to the Skyreach success story, said Kurt Kinder, Genie National Sales Manager, Terex Australia. "When Rod saw it and what it could do, he wanted the Genie Z-60/37 FE boom lift in his fleet. We've been only too happy to help," said Kinder. 

For more information on the Genie Z-60/37FE, visit genielift.com.au/z60



Complete Hire Moves Into Glossy New Premises

After launching from a small factory in Laverton North in 2003, Complete Hire Equipment's rapid expansion continues, with the hire firm relocating to a shiny new, facility at 377-383 Grieve Parade, Altona North.

"We probably outgrew our last location in Sunshine about five years ago, and the new location offers a brand new facility that is much bigger for our rapidly expanding operation," said Mark Batten, Director of Complete Hire Equipment. "This new premises is double the size of our Sunshine location, where we were based since 2006."

New premise and new Genie equipment

As part of Complete Hire's growth, the firm has added several new Genie® machines including two GS™-2669 RT rough terrain scissor lifts and a GS-3390 RT scissor lift. "We have also ordered a new Genie Z™-60/37 FE fuel electric hybrid (FE) boom lift and purchased three lightweight maneuverable lifts, the Genie AWP™-25 DC, AWP-30 DC and AWP-36 DC models," said Batten.

The decision to purchase the new rough terrain scissors was triggered by the need to upgrade older machines. "We have upped the ante with two additional RT machines due to

increased demand from businesses involved in construction and other areas," noted Batten.

In the hire industry, reliability is important, said Batten. "It helps a lot that if one of our machines, whether it's a Genie rough terrain scissor or an aerial work platform, has a breakdown that the manufacturer can have them back up and running in 1-2 hours. This is less downtime and keeps the customer happy."

No need for a hard sell

The counsel and support of David Greene, Genie Regional Sales Manager, Victoria & Tasmania, Terex AWP, has proven crucial to cementing the relationship with Complete Hire Equipment. "David has invested the time in understanding our business model," said Batten. "He's seen our growth over the years and always works with us and never forces Genie product on us. He lets the machines do the talking for him." 

"Our clients love the machines but at the end of the day, we selected Genie products because they are superior in terms of return on investment and maintenance. Moreover, the Genie service and backup is second to none."

Mark Batten
Director, Complete Hire Equipment





Kennards Builds Its Trailer-Mount Fleet

Australia's number one family-owned supplier of high quality, hire equipment, Kennards Hire has secured seven Genie® TZ™-34/20 trailer-mounted boom lifts, with more orders pending.

Kennards Hire has located its latest Genie TZ-34/20 trailer mounted booms at Thomastown and Brooklyn in Victoria. They also have units stationed at its Bundamba and East Brisbane branches in Queensland and in Penrith, St Marys and Artarmon in NSW.

Features and applications

"The Genie TZ-34/20 Metre High Platform (MHP) is a sound fit for Kennards Hire because it is rugged, yet lightweight enough to use on lawns, slate or gymnasium floors" said

Mark Zimmer, National Equipment Manager, Kennards Group. "Other significant features include its extension boom with its auto-levelling capability. Also, the unit's variable-speed control system caught our eye, together with the hydraulic outriggers with interlocks and illuminated outrigger indicators."

Other features that appealed to the leading hire equipment business include the unit's 359° non-continuous turntable rotation, it's battery-powered AC power to platform, the tilt alarm/sensor and its ability to be towed easily behind a ute or 4WD. "We have also put in place a set price preventative maintenance program for all Genie booms and scissors lifts," noted Zimmer.


"The Genie TZ-34/20 MHP applications include painting, electrical and sign installation, cleaning and general maintenance."

The Australia wide footprint of Genie and its fantastic customer support proved attractive to Kennards Hire. "Also with a complete and comprehensive preventative maintenance

plan, this allows us to manage our repair and maintenance while reducing the work load at the branch level," said Zimmer. "We look forward to having these machines in our fleet for 10 years plus."

Reduced costs and improved ROI

The Genie TZ-34/20 trailer-mounted boom lift is a popular machine as it's easy to tow around and there are no transport charges, noted Brent Markwell, Genie Territory Sales Manager NSW/ACT, Terex Australia. "A Genie TZ-34/20 MHP can be used for as few as 3-4 hours on site before it is towed back to base."

The flexibility and user-friendliness of the Genie TZ-34/20 trailer-mounted boom lift, together with its relative short worksite stints makes it a relatively easy machine to maintain. "The ability to service the machine frequently and get it onto worksites easily are central to why the Genie TZ-34/20 trailer-mounted boom lift is one of the best EWP's for return on investment," said Markwell. 

Crane Access Secures First Genie® SX-135 XC™ Boom

The Genie SX-135 XC self-propelled telescopic boom delivers industry-leading outreach and capacity through a full working envelope for incredible operational versatility and accessibility.

Crane Access purchased the massive boom to support the expansion of its re-rental business. A surge in infrastructure projects in Queensland's south-east has seen the SX-135 XC quickly deployed to a local jobsite, said Casey Law, Director of Crane Access. "We have a high demand in Queensland which will keep the boom busy in the medium term," he said.

Extra capacity is proving a winner with hire companies

The telescopic boom is being hired by rental companies to support a wide range of infrastructure projects in Queensland, according to Law. "We're a wholesaler and my customers are all re-rental firms," said Law. "We bought the Genie SX-135 XC

boom because it's the first machine that reaches further than 80 ft. It reaches 90 ft, and our customers get asked for this extra capacity on a regular basis."


Genie SX-135 XC boom starts work

The first jobsite for the Genie SX-135 XC boom was a large project in South-East Queensland. "The Genie SX-135 XC went there along with some other of our Genie machines," said Law.

The Genie SX-135 XC boom was chosen for the project due to its lift capacity and outreach. "It's for these reasons we purchased the machine in the first place, along with its underbridge capabilities," revealed Law. "We are so impressed, we

intend to get another Genie SX-135 XC boom to support our Sydney re-rental business."

Aftermarket service is fundamental Genie difference

Crane Access owns many Genie machines including a Genie SX-180 boom lift. "We have enjoyed a long-term professional tie with Genie," said Law. "We like working with Genie because from a re-rental viewpoint it consistently delivers reliability, quality and rapid aftermarket support and a comprehensive range of equipment." 

For more information on the new Genie SX-135 XC boom, visit genielift.com.au/xc



Genie® 360 Support Makes Inroads Into the Kimberley

Genie is targeting the Kimberley in Western Australia's far north, as a strategic growth market for its holistic customer service solution, Genie® 360 Support.

Famed for its diamond mining, the Kimberley region is bordered on the west by the Indian Ocean, to the north by the Timor Sea, in the south by the Great Sandy Desert and the Pilbara. It shares an eastern border with the Northern Territory. The region's biggest towns are Broome, Derby and Kununurra.

Rheece Mengler, a Genie Service Technician based in Karratha in the Pilbara, recently travelled the almost 900 km to Broome, and then to Kununurra, to connect in person with some of the firm's northernmost Australian clients. "I oversee the Pilbara and the southern parts of the Kimberley," said Mengler.

Putting a name to a face

In the Kimberley, there are numerous outposts of some of the larger hire firms, including Caps Hire, and independent businesses. "We did a run out to Kununurra to catch up with some hire firms and a small company at Derby," recalled Mengler.


"When I arrived in the Kimberley, our customers were thrilled that I made the effort to call in. They usually just get on the phone and talk to tech support."

Having face-to-face meetings with an employee from one of the world's biggest AWP manufacturer is a unique opportunity for hire companies based in the Kimberley. "It underlines once again our commitment to customer service whether you're in Sydney, Melbourne or Kununurra," noted Mengler. "Since my visit, hire firms and building companies will call me up now for virtually anything. Maybe they're ordering parts and need a clarification. It's about delivering the Genie 360 Support that Genie is renowned for to one of Australia's most isolated regions."

The majority of the firms in the Kimberley hire small boom and scissors lifts. "Genie® GS™-1932 scissor lift, Z™-34/22 N articulated booms and GS-2669 RT scissor lifts are quite common in the Kimberley," noted Mengler, who is an advocate of Genie 360 Support.

Awareness of Genie 360 Support

Genie 360 Support reflects the AWP leader's commitment to end-to-end customer service solutions. Genie 360 Support takes care of every aspect of customers' AWP needs from initial sales and service through to technical support, operator training and even comprehensive management of an ageing fleet.

"Many of the mining companies in the Kimberley and Pilbara prefer using new or near new machines; therefore, we talk to hire companies about the benefits of Genie 360 Support, and the value of trading in ageing machines for new stock," said Mengler. 

"It's all about keeping the mines happy."

Rheece Mengler
Service Technician,
Terex AWP



Genie360
A TEREX BRAND SUPPORT

The Genie® SX-135 XC™ Boom Lift and the Baby Animals Rock the Genie Customer Night

Celebrating the launch of the Genie® SX-135 XC™ boom lift, more than 200 Genie customers danced to the legendary tunes of the Baby Animals, one of Australia's favourite rock bands at this year's annual Genie Customer Appreciation Night held in early May.

The event was hosted by Jim Barr, Vice President and General Manager, Asia Pacific – Terex AWP and Mitch Ely, Director of Customer Satisfaction and Reconditioning, Terex AWP. The customer appreciation night ran in parallel with HIRE17, the HRIA's annual convention, held this year at Rosehill Racecourse, in Sydney's west.

Rock and the role of innovation and technology

The appreciation night was held at inner Sydney's Red Box theatre space, and guests were treated to an extensive menu of culinary delights and silver service. The Baby Animals with lead singer Suze DeMarchi rocked the cavernous venue with their iconic hits such as 'One Word,' 'Painless,' 'Rush You' and 'Early Warning.'

As part of the event's entertainment, the experimental Black Light theatre group produced an artistic performance with the new Genie SX-135 XC boom lift as its centrepiece. The mighty boom was skilfully maneuvered into the purpose built 20 m x 24 m Red Box space.

"Innovation is the theme we chose for this customer appreciation night and for HIRE17," Ely told guests at the customer appreciation night. "This makes sense as we are a leading global manufacturer of elevating work platforms, and we can sum up what innovation means in three clear statements: improved safety; improved utilisation; and improved return on investment."

"The first machine in our Genie XC range, the Genie SX-135 XC boom has an

industry-leading outreach of 90 ft (27.43 m) and we have used innovation to achieve this," said Ely. "The term XC stands for Xtra Capacity, as the market has matured over the last five years we have seen the need to increase the capacity of our machines."

The rental industry is the Genie compass

Jim Barr, who presented at HIRE17, and at the customer appreciation night, reaffirmed the rental industry will always point Genie towards its 'true north.' "The rental industry shows us where we need to drive our innovation and more importantly, I'd like to restate we are listening," said Barr.

Likewise, the residual value of a Genie machine should never be understated, noted Barr. "We have a common saying in the United States that the proof is in the pudding," he said. "In other words, the sum of all the technology and innovation which goes into a Genie unit will one day be proven by its residual value."

"You might ask whether a unit will stand the test time." With Genie, the overwhelming answer is: Always yes. **G**

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Auslift and Genie Give Government Minister a Lift

When Victorian Minister for Energy, Environment and Climate Change Lily D'Ambrosio wanted to see firsthand an example of the benefits of an agreement between her government and the Sustainable Melbourne Fund to help businesses reduce energy costs, one contender stood out.

Perched on the roof of packaging manufacturer Class Plastics in Melbourne's western suburbs are 1,460 solar panels generating a massive 365kW of power and saving the company \$100,000 a year on electricity.

The problem was: Who could find a vantage point for Minister D'Ambrosio to view the rooftop array of solar panels?

Lending a helping hand

It was George Surace, sales manager of general hire firm Auslift, and Genie who came to the rescue. "The event was a great idea to help showcase the largest private installation of solar panels on the roof of

a factory in Victoria. Only Toyota has a larger rooftop solar panel installation," said Surace. "The task assigned to Genie and Auslift was to provide a safe and effective way for the Minister and some government officials to view the installation."


Surace got wind of the ministerial visit in May through his government contacts and immediately asked for help from David Greene, Genie Regional Sales Manager Victoria/Tasmania, Terex Australia. "With its extra lift capacity, the Genie® GS™-5390 RT scissor lift was the appropriate aerial to get the Minister the best view of Class Plastic's solar panels," said Greene. "A normal scissor lift will hold two operators only. The Genie GS-5390 RT scissor lift will hold

many more people than that, making it perfect for this event."

Genie and Auslift earn ministerial tick of approval

The ministerial visit was a valuable opportunity to showcase Genie and Auslift, noted Surace, who operated the machine and gave the Minister a safety induction. "She asked about the role of hire companies and machine supply companies in the field of solar installations.

"The Minister was very impressed by the machine, its ability to deliver its payload of passengers, but also its ability to deliver solar panels onto the roof of even the tallest factories," said Surace.

As for his decision to seek David Greene's support, Surace said it was a no-brainer as Genie is an RT leader. "I wanted to test drive the Genie GS-5390 RT unit, and David was happy to oblige. Working with Dave is always easy and the Genie machines are great units. There's never a drama working with Genie." 



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The Genie® Lift Guard™ Contact Alarm is designed to alert ground personnel when an operator makes contact with the platform control panel, interrupting boom movement, sounding an alarm and flashing a warning light. The system is designed to be unobtrusive, featuring a activation cable fitted above the boom lift's control panel.

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