

BlueNews

GENIE LIFTPRO OPERATOR MACHINE SPECIFIC TRAINING



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*Based on 2014 aerial work platform global equipment revenue (Access International, May/June 2015). Includes powered access manufacturers. Excludes telehandlers and manufacturers of non-powered access equipment.

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 *Blue News*, the magazine for Genie customers throughout Australia and New Zealand.



Brad Lawrence
General Manager, Terex AWP Australia

Three years ago, the taxi industry in Australia was dumb, fat and happy. No competition and strong barriers to entry meant that they could provide a very low level of service and charge whatever they wanted, and if you weren't happy you could always catch the bus! Fast forward to present day, and a taxi license is virtually worthless – Uber now owns the market. Industry disruption is not something new, but the speed by which Uber has transformed that market is quite staggering. It is a lesson to us all that we must be changing and evolving to survive in these uncertain times.

The rental industry is also in the sights of disrupter businesses. In the March Financial Review, there was an article about a recent startup call PlantMiner. Like the emergence of hotel, flight and insurance comparison and booking websites, PlantMiner has created an online marketplace for sourcing hire equipment for mining and construction sites. They may be small now, but they have just secured venture capital funding and have over 70 staff. Could be worth investigating!

This year, Genie turns 50 which is an amazing achievement, but it does not guarantee Genie will be around for another 50 years. If we want to remain successful in Australia, we need to change and evolve along with our customers. As part of our 3-year strategic vision of being a true "end to end" solutions provider, we are launching at the HRIA Convention "Genie 360 Support".

This new initiative involved all Genie team members in Australia and covers all areas of our business, including technical support and training, operator training, service and maintenance, parts and fleet replacement. We believe these areas of our business are critical to your success, and the reason why you buy Genie. We also understand that just because you bought Genie before, there is no guarantee you will buy again, and we need to be earning your business each and every day – that is exactly what we intend to do.

The question I most get asked when visiting customers is, "How does Genie make me more money?" Return On Investment (ROI) is what it is all about, and at this year's HRIA Convention we will be displaying two models which we believe attracts a superior rental rate. The Genie® Z™-33/18 boom lift and Genie® GS™-4047 scissor lift are models that are proving very popular with our customers due to ROI. Please visit us on the stand, and we can answer any questions you may have about these exciting new products.

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

Genie Upgrades to New Victorian Location With Enhanced Heavy Maintenance Capabilities

Reinforcing its reputation as the best team in the EWP industry, Genie has shifted its Melbourne operation, which includes its heavy maintenance facility, into a brand-new, purpose-built location in Dandenong South, in the city's south eastern suburbs.



MELBOURNE

133 Logis Boulevard
Dandenong Sth VIC 3164



Genie Clocks Up 50 Years of “Building the Future”

1966

Australian musicians Paul Kelly and Kev Carmody could easily have been writing about Genie when they penned the lyrics for their famous protest song: “From little things, big things grow.”

This year Genie, the Aerial Work Platforms (AWP) segment of Terex Corporation is celebrating a half a century of serving aerial markets around the world. Since 1966, Genie has become a truly global presence, operating in 80 countries, including Australia and New Zealand, making it the number one aerial work platform manufacturer in the world*.

“To think this success can be all traced back to inventor Bud Bushnell, who bought the manufacturing rights to a material lift that operated on compressed air,” said Brad Lawrence, General Manager Australia, Terex Aerial Work Platforms (AWP). “Customers seemed to be impressed with the ‘magic in the bottle’ that was used to raise and lower the hoist — hence, the ‘Genie’ name was born.”

As demand for material lifts and aerial work platforms has grown, products such as man-lifts, stick booms, articulated booms, light towers and telehandlers have been added to the Genie product line. Moreover underscoring the pervasiveness of Genie, its equipment is now used in a variety of industries and applications worldwide, including rental, aviation, construction, entertainment, government and military, industrial, as well as warehouse and retail. “From the very beginning, Genie has been working to develop products that solve our customers’ worksite challenges — and that process never ends,” says Lawrence.

Over the last five decades, Genie has become known for developing innovative products that make work at height more productive, including the:

- Hydraulic push-around lifts featuring a unique interlocking mast design. These evolved to AWP push-arounds that became an industry favourite, due to their ground entry for operators and portability on jobsites.
- Articulating Z™-Boom Lift category. Genie introduced the Z-30/20 model in 1985, which launched the company into the rental market.
- 40-ft Scissors: Genie offers more full-drive height models than its competitors, including the GS™-4069 and GS-4047 models.

- SX-180 Boom Lift: Genie was the first to market with the world’s tallest, self-propelled boom.
- X-Chassis: This expanding axle design revolutionised the mechanism for extending and retracting the axles on Genie booms to and from the stowed position.
- Active Oscillating Axles: This feature allows Genie boom operators to safely maintain contact with the ground on uneven and undulating surfaces, enabling the unit to retain maximum power and torque.

Genie also set new industry standards for many widely adopted products and technologies, including dual parallelogram, rotating, fully articulating and extending jibs, true crab steering and the TraX™ track drive system.

Yet the company has no intention of resting on its considerable laurels. “In the next 50 years, we’ll continue to reach new heights, fit into new classifications and categories and continue to increase our customers’ Return on Investment (ROI),” says Lawrence. **G**

*Based on 2014 aerial work platform global equipment revenue (Access International, May/June 2015). Includes powered access manufacturers. Excludes telehandlers and manufacturers of non-powered access equipment.



Bud Bushnell.



2002



50 YEARS BUILDING THE **FUTURE** **2016**

Genie 360 Support Sets New Industry Benchmark for Customer Service

Genie is revolutionising customer service to give your business the best possible outcomes.



“Driven by industry change and shaped by customer feedback, Genie 360 Support ensures we have a laser-like focus on customer needs. As a complete end-to-end customer service solution, Genie 360 Support will revolutionise the EWP industry,” said Mitch Ely, National Operations Manager, Terex AWP.

Easy access to Genie360 Support with the establishment of a single 1800 number allowing customers to access all five core areas Australia wide is a major initiative. “By calling 1800 788 633 Genie customers will be able to experience Genie 360 Support with ease Australia wide,” said Ely.

Genie 360 Support delivers reduced downtime, increased productivity and the potential for improved returns across five core areas.

FLEET MANAGEMENT SOLUTIONS

Genie 360 Support addresses industry requirements to replace or refurbish machines aged 10 years or more. Two options are provided:

FLEET REPLACEMENT

By leveraging its established resales and export channels, Genie 360 Support offers a valuable exit strategy through trade-in programs.

MAJOR INSPECTION AND FLEET REFURBISHMENT

Genie has invested heavily in state-of-the-art heavy maintenance facilities. Genie is also revolutionising the major inspection program by introducing a recently developed process that will improve ROI and reduced downtime. This is done by leveraging a global database to suggest the most efficient inspection routines.

OPERATOR MACHINE SPECIFIC TRAINING VIA LIFTPRO

Genie 360 Support offers machine specific Verification of Competency (VOC) training programs for all Genie equipment via our training arm – LiftPro. It is the first manufacturer endorsed operator training program in the Australian market.

BENEFITS FOR YOU. ADVANTAGES FOR YOUR CUSTOMERS.

Genie is the only access equipment manufacturer offering Operator Machine Specific Training to end users. “As part of Genie 360 Support, LiftPro makes perfect sense as it means your customers will be using the best access equipment in the business, safely and efficiently,” said Ely. “As a consequence, our customers will benefit from enhanced productivity and savings on maintenance costs that flow because they are using the Genie equipment more efficiently.”



"Genie 360 Support is all about giving the customer more without additional expense. We anticipate this will be a ground-breaker for the EWP industry in Australia – and will continue to underline the Genie reputation for developing smart end to end solutions, customer experience and aftersales support".

Mitch Ely, National Operations Manager, Terex AWP



GENIE GENUINE PARTS, RIGHT PART, RIGHT LOCATION

A high rate of parts fill and reduced down time is achieved through:

- › National Parts Centre – Genie customers will have a 12-hour a day parts support service with accelerated response and supply times, reduced freight costs and delivery of genuine Genie parts to any location across Australia.
- › Web portal offers 24/7 access to parts – Genie has tapped into the company's strong online presence to provide the flexibility and convenience of 24/7 online parts ordering. The web based parts portal also provides the capability for customers' purchase orders to be uploaded for seamless parts ordering and tracking.

SERVICE AND MAINTENANCE EXCELLENCE

Genie 360 Support reflects a commitment to fleet productivity through:

- › Factory trained technicians
- › Latest technology and tooling
- › Field servicing and breakdown service with 24/7 support
- › Scheduled maintenance
- › Warranty support
- › Expert workshop repairs
- › Comprehensive safety and maintenance inspections, and
- › The reassurance of genuine Genie parts

Genie has also added dedicated resources to major inspections, freeing up our field service technicians and providing increased customer support.

TECHNICAL SUPPORT AND TRAINING VIA TECHPRO

Genie 360 Support incorporates TechPro – a suite of three training solutions delivering 24/7 technical support to keep our customers up and running.

- › National Technical Support Centre – This centre will provide expert advice by qualified Genie technicians and offers an afterhours service between 4.30pm to 7.30am, 365 days a year
- › Online technical training – This free and convenient solution is ideal for busy technicians operating within the hire industry.
- › Face to face technical training – Customised training packages are available across Australia.

GENIE 360 SUPPORT PRODUCT FEATURE: Genie LiftPro – Operator Machine Specific Training

Genie is setting a new benchmark for customer service with its ground-breaking Genie 360 Support initiative.

One of the five core aftersales initiatives of Genie 360 Support is LiftPro, an innovative Verification of Competency (VOC) machine specific training program. It is the first manufacturer endorsed and manufacturer operated training program in the Australian market, according to Malcolm McIntosh – Quality, Training and Tech Support Manager Asia Pacific, Genie. “LiftPro enables us to provide operator machine specific training on Genie equipment to a worksite,” said McIntosh. “It will give machine operators greater knowledge of our equipment in a productive and safe manner.”

Lifting operator EWP experience

While there is a broad understanding of EWP machines, McIntosh believes there is a strong case for ensuring that all operators have current machine specific training experience.

“With LiftPro, we will provide operators with the competency to operate all Genie products and it will be the benchmark for operator training.”

Through LiftPro, McIntosh says operators will understand the safety features of a Genie machine, its unique attributes and how to respond in the unlikely situation that a warning signal is activated.

In terms of the finer detail of LiftPro, Genie have written and produced training manuals for slab scissor through to super booms, with the onsite training component being delivered by a registered training organisation (RTO). We are partnering with Workplace Training Centre who will provide the authorised Genie assessors to increase the integrity of the training and remove any potential bias.

This partnership has been designed to ensure all recipients meet the requirements for a Genie LiftPro licence. “There is no one better qualified to show you how to operate a Genie machine than Genie,” said McIntosh.

Customer value

McIntosh, who recently ran a trial LiftPro session for 60 operators on behalf of diversified services firm UGL Kentz, believes the Genie machine specific training will provide significant value to customers. “If a hire company that uses Genie products tenders for a job on a large site, LiftPro could assist them in getting the contract,” said McIntosh.

“LiftPro will also give those hire companies who buy Genie machines and rent them out, the ability to offer seats on a training course, as part of a supply agreement.”

To find out more about the LiftPro program contact your local sales manager. [G](#)



LiftPro Prevention the Best Medicine Says UGL Kentz

In September 2015, engineering and construction group UGL Kentz JV conducted its regular review of its EWP operator training at the Ichthys MEC-1 Project site in Darwin.

UGL Kentz JV is responsible for the engineering, procurement and construction of the onshore facilities in Darwin, including the gas processing plant at Blaydin Point. Following the review, the firm decided it would ramp up its robust training platforms to prevent machine downtime, improve operator efficiency and reduce the prospect of asset damage.

“We looked at the length of training we were doing on machines such as the Genie ZX-135 boom lift, and we thought we were doing pretty constant training,” said Mike Tuckerman, HSES Manager, UGL Kentz Ichthys MEC-1 Project Darwin. However UGL decided that prevention is the best medicine when it comes to its EWP fleet, and it invited Genie to Darwin to roll-out its brand new LiftPro training. “We got in touch with Genie who responded quickly, and they came in and trained our operators,” said Tuckerman.

“We have our own trainers, but it was fantastic to have the actual subject experts on-site. We put everyone through the training who is qualified to operate a Genie ZX-135 or Genie SX-180 boom lift and the feedback was excellent.”

Apart from minimising asset damage, Tuckerman said that the training improved operator skill levels. “The more we build on the site, the more restricted the space is that the EWPs must operate in,” he said. “Before the training, we were sometimes bumping safety baskets against some of the assets. This isn’t happening anymore. There is also less machine downtime and improved productivity.”

The onsite tuition was led by Mal McIntosh Quality, Training and Tech Support Manager Asia Pacific, who trained 60 operators working on the Ichthys site. “Every operator took away something new about a Genie machine from the session,” said McIntosh. “The training was just four hours long, yet some of the operators

said they felt like they had received the equivalent of a day’s worth of knowledge and training.”

Interestingly, McIntosh discovered that there were some issues in relation to how operators were shutting the Genie ZX-135 boom lifts down. “Some were told never to use the emergency stop. But that’s what we put the button in there for,” he said. “What we want to get across through LiftPro is an understanding of the safety processes built into our machines, and that the normal operational functions are second nature to operators. We also want to make sure they are not getting into situations that could be avoided.”

As a consequence of the strong reception to LiftPro, McIntosh is booked to return to Darwin to train an additional 190 operators. “The professionalism and service from Genie was world-class. You want that sort of partnership with your stakeholders on such a mega project as Ichthys,” said Tuckerman. “It really was a preventative action, which has taken our training to the next level.”





Genie Celebrates the First Local Sale of the Z-33/18 Boom Lift

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

Genie recently celebrated the first sale of the Z-33/18 boom lift in Australia and New Zealand. Access Solutions NZ has purchased the first four units through Genie partner Youngman Richardson & Co.

Perfect for both indoor and outdoor maintenance work, the new electric boom lifts are a welcome addition to Access Solutions NZ fleet. Michael Biddick, Director at Access Solutions NZ is looking forward to his customers' response to the Z-33/18 boom lift. "The Z-33/18 boom lift has filled a hole in the market here," he said. "We now have access to a small electric boom lift that is fit for purpose.

"Previously we would have had to fill that gap with a larger boom lift that may not have been ideal for that project."


Already, Biddick and his team have noticed a great uptake from their customers, with the Z-33/18 boom lift being used in a variety of projects. "In our Christchurch branch, it's regularly used by outdoor signage providers, while in Auckland we've seen it deployed in a variety of indoor maintenance applications. We've had a long term partnership with Genie and Youngman Richardson & Co, and the Z-33/18 boom lift is another example of what is a very successful relationship."

Z-33/18 boom lift is the perfect all-rounder

Kurt Kinder, Terex AWP, Regional Sales Manager QLD/NZ/South Pacific, has identified a growing market application

for the Z-33/18 boom lift. "It is the perfect option for customers looking for a light weight boom lift that can handle all types of projects both indoors and out."

Combining the Genie FastMast™ boom system with zero tail swing and excellent manoeuvrability, the Z-33/18 boom lift is a small footprint, lightweight, electric boom lift that excels in a variety of indoor and outdoor maintenance environments.

"It's particularly well-suited to shopping centres, airports and warehouse scenarios where its lightweight, small size and working height of up to 12 m, is a real plus," Kinder says. "Our partners, Youngman Richardson & Co in NZ have done an outstanding job delivering the first sale of the Z-33/18 boom lift in the ANZ region" Kinder added. 

All West Plant Hire Expands with Genie

Established in 2005, the Allwest Plant Hire is well-regarded in Western Australia as a hire provider of heavy earthmoving plant and skilled operators to earthworks, major civil infrastructure and mining projects.

In August last year, Allwest launched a new equipment hire business in Canning Vale, in Perth's south, with Genie machinery central to the new entity's brand awareness strategy, growth and profitability. Allwest Equipment Hire has launched with a fleet that includes the Genie GS™-1932 scissor lift, GRC™-12 vertical lift, the Genie TZ™-34/20 and TZ™-50.

Genie products help Allwest Equipment Hire with brand awareness


"We wanted to start the equipment hire business with highly recognisable products that are sound, robust and can operate in the environment that they want it to work in," said Simon Jackson, Business Development Manager, Allwest Equipment Hire. "We also wanted to be seen to support a product that people associate with quality."

Moreover, Allwest Equipment Hire is already considering a fleet expansion. "The Genie trailer mounts have been good for us and our customers. As a consequence, we're looking to add some taller scissor lifts for rough terrain work and articulated booms up to 50 feet," said Jackson.

Already Allwest is seeing a decent return on the investment in its Genie equipment. "We have customers with access equipment for hire, however they have smaller fleets than us," said Jackson. "The self-propelled Genie TZ-50 trailer mounted boom has been particularly popular with smaller hire companies. They are preferring to hire rather than buy this trailer boom and use their CAPEX elsewhere."

Genie equipment is generating new business

Allwest is also gaining favour with home renovators and builders. "We have our Genie equipment stationed in a high visibility section of the yard, and this is attracting new custom," said Jackson. "Home builders and renovators are using the smaller scissors such as Genie GS-1932, GS-3246 and the GRC-12 vertical lift."

Allwest Equipment Hire is also generating leads from existing Allwest Group customers. A customer might come into the yard for a 50 tonne excavator, but if they decide to service the machine themselves, they can also hire a scissor lift. "It's a case of the big toys creating demand for our small toys," said Jackson. "On the flipside, we're also opening up our existing customer base to new products via the equipment hire business." 

ALL WEST PLANT HIRE

Allwest Plant Hire's machinery has been used on some of WA's major infrastructure, mining and telecommunication projects, such as the laying of Telstra cable in remote locations and mine exploration sites operated by Rio Tinto, BHP, FMG, Gateway and Elizabeth Quay.



GS-4047 Scissor Lift Proves its Worth in the Field for Uphire

Proving to be a true all-rounder, the Genie GS-4047 scissor lift, which combines a small footprint with the ability to reach heights of close to 14 m, is proving popular with customers of Sydney rental firm Uphire.

An electric scissor lift, the Genie GS-4047 provides a zero inside turning radius and a width of just 1.19 m, making it the perfect solution for clients who need to work in narrow or confined spaces.


With an impressive lift capacity of 250 kg, the Genie GS-4047 scissor lift can handle multiple projects from warehouse maintenance to construction sites.

Michael Spence, General Manager, Uphire, has acquired eight Genie GS-4047 scissor lifts and is confident that the product will prove an extremely valuable addition to the firm's fleet. "It really fills a gap in the market for a small footprint lift that can extend beyond 10 m in height," said Spence.

More significantly, the Genie GS-4047 scissor lift is proving a winner with the customers of Uphire. "Being a unique scissor lift in terms of capability, it's really been useful for us with a number of customers," said Spence. "It fits nicely in areas where a customer requires a lift that can handle a tight or confined space, such as racking in a warehouse.

Versatility is another area where the Genie GS-4047 scissor lift excels. "We've also found it useful in numerous construction scenarios," said Spence. "Given that the lift provides such a good height range it can be used at different stages of a build. Where in the past we may have needed to swap to another lift when the height requirements changed during a project, we can now service the customer with the Genie GS-4047 scissor lift alone. That's a real strength for us."

Brent Markwell, Genie Territory Sales Manager NSW/ACT, is excited by what he's seen with Uphire. "It's great to see Uphire strongly supporting this model. They had some real success with customers who need a machine that provides high access, narrow passageway support," said Markwell. "For Genie, the GS-4047 scissor lift provides a best in class solution that has a great market appeal. Its speed through all functions, stable platform and working height make the Genie GS-4047 scissor lift perfect for a wide range of applications".

Markwell also stated that "The added advantage to rental companies is the high ROI compared to similar height units in the market place when the narrow machine is all that is needed instead of the wide deck version in reaching 13.7 m". 



New Aluminium Distributor for Tasmania, Victoria and South Australia Stocks Up

The recently-authorized dealer for the Genie range of aluminium equipment for Tasmania, Victoria and South Australia, Scott Spackman from SMS Access Sales Pty Ltd, is stocked up and ready to distribute after receiving a significant delivery of the material lifts.

The Genie lightweight, mobile material lifts and AWP access equipment, according to Spackman, have a wide range of uses but are most commonly used in the air-conditioning and construction industries for the lifting of materials and indoor access for maintenance.

American built

“Scott took it upon himself to visit our U.S. manufacturing plants last year to see our range of material lifts being produced,” said David Greene, Regional Manager Sales, Victoria and Tasmania, Terex AWP. “He saw for himself the quality of the Genie range of material lifts and their potential. He has returned to Australia and submitted a major order direct to Genie.”

SMS Access Sales has acquired the full range material lifts and AWP access equipment offered by Genie including the GLs, SLAs, SLCs and gas hoists to on-sell to his customers. “I really like the fact that the lifts are manufactured in the U.S., which underpins their quality and reliability,” said Spackman, whose experience with the Genie range of aluminium products dates back to 2005. “The quality of the build of a Genie model, compared to those from other manufacturers, is another point of difference for me.”

Manoeuvrable yet strong

Apart from reliability, Spackman, who launched SMS Access Sales Pty Ltd in 2009, said that the Genie material lifts are able to hoist significant weight. “They’re light and manoeuvrable to use, yet can still lift decent weights, whether it’s a commercial air-conditioning unit or ducting or a steel beam,” he said.

“This is a great opportunity to expand my business and to sell the Genie aluminium range in Tasmania, South Australia and Victoria. Being aligned with Genie is certainly an important part of my business.” 



50
YEARS
BUILDING THE
FUTURE 

CELEBRATING 50 YEARS BUILDING THE FUTURE

From the first materials lift powered by compressed air to always putting our customers first, Genie is celebrating 50 years of success.

And we're just getting started.

Genie[®]
A TEREX BRAND

TAKING
YOU **HIGHER**[™]
GENIELIFT.COM.AU | 1800 788 633

QLD/NZ/SOUTH PACIFIC

Kurt Kinder
☎ 0438 741 207

VIC/TAS

David Greene
☎ 0407 753 919

NSW/ACT

Brett Markwell
☎ 0439 770 159

WA/SA/NT

Peter Stephens
☎ 0407 131 710