

BlueNews

**NEW
GENIE®
SX-135XC™**

**XTRA
CAPACITY
& EXCEPTIONAL
RANGE
OF MOTION**

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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

One of the biggest challenges facing rental companies in 2017 is the decision of what to do with 10-year old machines. In 2016, Genie Australia developed "Genie 360 Support" to provide fleet replacement solutions to this difficult challenge. As I see it, rental companies have two choices for a 10-year old machine: Replace it or complete a 10-year inspection. Both options have costs and benefits, and to be honest, most companies are opting for a combination of both.

When a customer chooses the replacement option, Genie Australia will trade in the machine and replace with a new one. Customers are choosing this option when they want the latest technology, or they want to change the model mix of their current fleet. This option also allows customers to reduce the average age of their fleet, which is an important metric for measuring the future value of a rental business. New machines also come with full warranty, thus reducing maintenance costs. And, many customers are simply saying, "Interest on new machines is cheaper than maintenance on old machines."

However, some customers are also choosing to complete a 10-year inspection on their machines. This allows them to use the machines for an additional five years before another inspection is required. Customers chose this option on some models where technology has not significantly changed over the past 10 years, and the machines has been reliable and remains in good condition. This decision is also impacted by machine ROI, as well as the utilization/rental rate achieved on that model over the past 10 years. Genie Australia has state-of-the-art inspection facilities across Australia, and being the original equipment manufacturer, we know what is required. Contact the local customer support manager for a quote.

ROI has been another big challenge facing this industry for the past three years with utilization often winning out over rental rates with the result being a less than acceptable ROI for most models. For the first time in quite a few years, though, most customers in Australia are commenting that they are very busy and expect that this will not change for the rest of 2017. Because

of this long-term positive outlook, many customers are working hard to drive up rental rates to levels where an acceptable ROI can be achieved.

The age-old battle of utilization versus rental rates will never go away, and often I think it is a lack of accurate information rather than the economy which has driven down rates. The U.S. dealt with the issue by independently reporting weekly rates by model, thus providing another source of information on which to base decisions. Long-term, I hope Australia can go down the same path as the U.S. and report average rental rates so that customers have another source of information from which to base their decisions.

Another way to increase rental rates is to design equipment that provides enhanced value to the customer. At the HRIA show in May, we will be launching the new Genie® SX-135 XC™ and Z™-60/37 FE boom lifts. The Genie SX-135 XC is a stick boom with industry-leading reach of 90 ft, and the Genie Z-60/37 FE is fully hybrid knuckle boom with excellent rough terrain capability. These products have been specifically designed to increase customer ROI by expanding their use, and this is only the beginning of what is to come with new products over the next three years!

Enhancing operator safety is another challenge the whole industry is facing with secondary guarding being a hot topic. Genie has just released its next generation of secondary operator protection on boom lifts. The new Genie Lift Guard™ Contact Alarm system is simple but very effective solution that now come standards on most new Genie booms. And, it can be retrofitted on most older machines. This new secondary guarding system will also be on display at the HRIA show and available in July.

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.

Quick Access Quick to Secure Genie SX-180 Boom Lift

In a first for Melbourne, early adopter Quick Access has taken ownership of a mighty Genie SX-180 self-propelled boom lift, and owner operator Craig Barr is delighted.

The Brooklyn-based firm offers an extensive fleet that includes boom lifts, duct lifters, scissor lifts, telehandlers and vertical lifts. "This machine has the wow factor we are looking for," said Barr, who expects the super boom to feature prominently at large building and infrastructure construction sites throughout Victoria.

Cutting edge technology makes the Genie SX-180 Boom Lift number one


A 30-year veteran of the access equipment industry, Barr says the size and cutting edge technology used in the Genie SX-180 is extraordinary. "Over three decades, I've seen the largest machines increase in size from 120, to 135 to now 180 feet," said Barr. "In a competitive market, you need to be doing more than simply offering a cheaper price. This is why we've acquired the Genie SX-180."

According to Barr, the Genie SX-180 offers some surprising performance data. "For a machine so large, it only takes 4.5 minutes

to get to 55 metres (180 feet), which is remarkable." Other features of note include the 340-kilo lift capacity and the 60-degree rotating jib. "Other machines don't offer this flexibility and this is another arrow in the quiver for the SX-180."

As part of his enthusiasm for the super boom, Barr has registered "1800 MASSIVE" and will be running campaigns with the toll free number as a marketing centrepiece.

If you offer it – they will come

The SX-180 is only one example of Barr's overriding belief in the appeal of new generation Genie equipment. Quick Access recently acquired the Genie Z™-33/18 electric knuckle boom, GS™-3369 RT, the rough terrain scissor, the GS™-3232 and a GS™-4047 narrow high reach scissors. 

For more information visit genielift.com.au/SX180

"My fleet is over 50% Genie, and my customers never complain when I send them a Genie. If you've got what the customers want, they'll ring you. They want Genie, and we've got them."

Craig Barr
Quick Access



Genie SX-135 XC Boasts Expanded Outreach and Exceptional Range of Motion

The Genie SX-135 XC self-propelled telescopic boom lift is going where no boom lift has gone before by delivering industry-leading outreach and capacity throughout the full working envelope for incredible operational accessibility.

The first model in the new Genie Xtra Capacity™ (XC) family, the Genie SX-135 XC boom lift is packed with features, including 27.43 m (90 ft) of outreach, 300 kg (660 lb) unrestricted lift capacity, the ability to work 6 m (19 ft 8 in) below grade and a 3.94 m (12 ft 11 in) x 4.11 m (13 ft 11 in) compact footprint.

Ideal for challenging job sites

With 3 m (10 ft) more outreach and 32% more capacity than a typical self-propelled boom of this size, the Genie SX-135 XC boom lift is ideal for rental customers working on challenging job site applications thanks to its unique up-and-over style capability to navigate obstacles at height, according to Brad Lawrence, Genie General Manager Australia.

For more information visit genielift.com.au/XC

Enhanced Versatility and Flexibility


The new Genie SX-135 XC boom also boasts exceptional range of motion with a 5.48 m (18 ft) to 9.14 m (30 ft) Telescoping Jib-Extend™ jib, which offers operators up and over capabilities as well as 125° of jib articulation, boasting 55° down to 70° up of vertical articulation. The working envelope is also increased with this boom's extended reach out and down capability — 6 m (19 ft 8 in) of reach below grade.

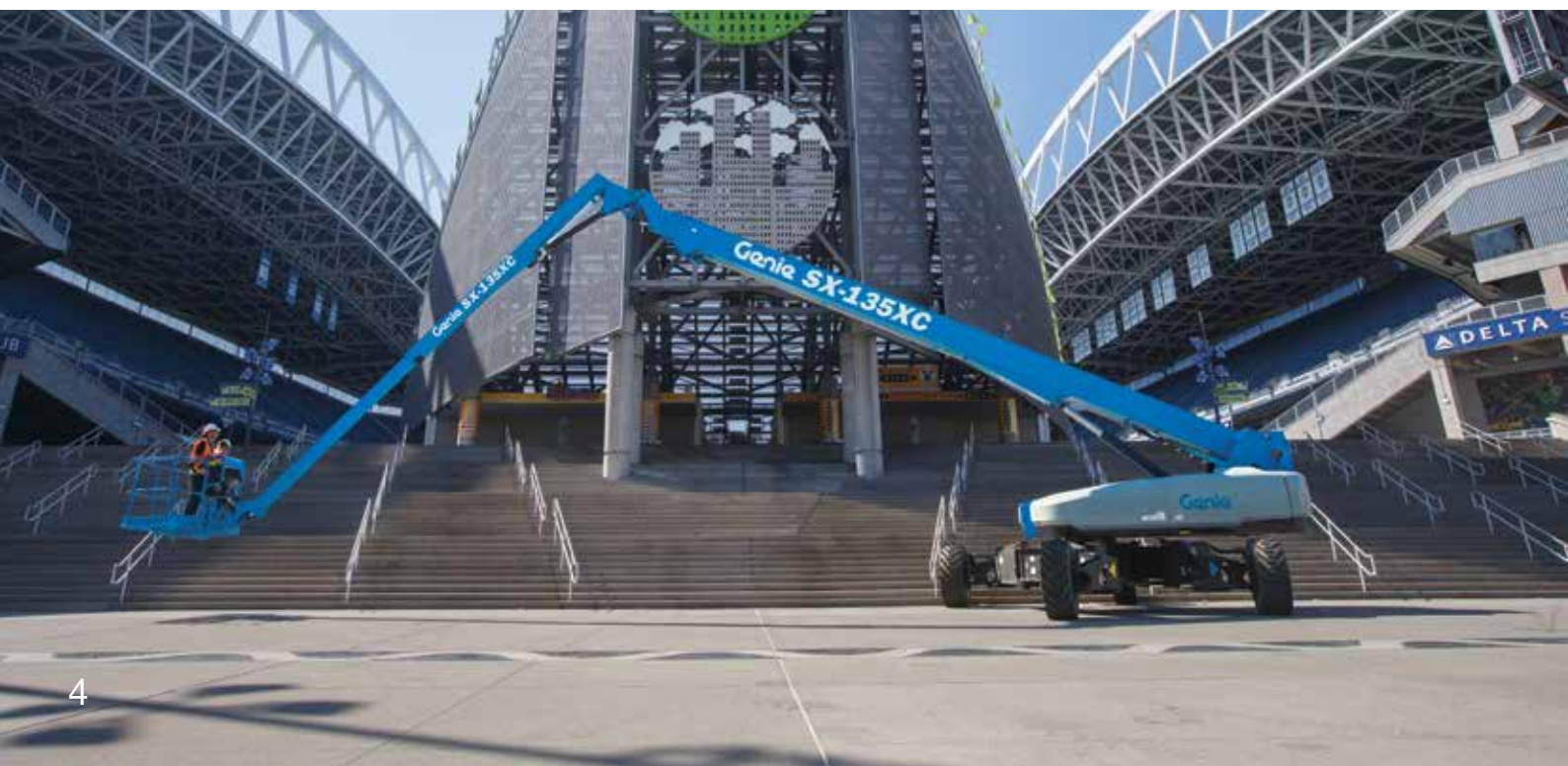
"To accommodate the Genie SX-135 XC boom lift's increased capacity and range of motion, Genie engineers developed a new hydraulically Telescoping Jib-Extend design that is robust enough to handle all of the up, over, out and below tasks rental customers need to do. And when the job is done, the jib is designed to be stowed under the primary boom for ease of transport," says Lawrence.

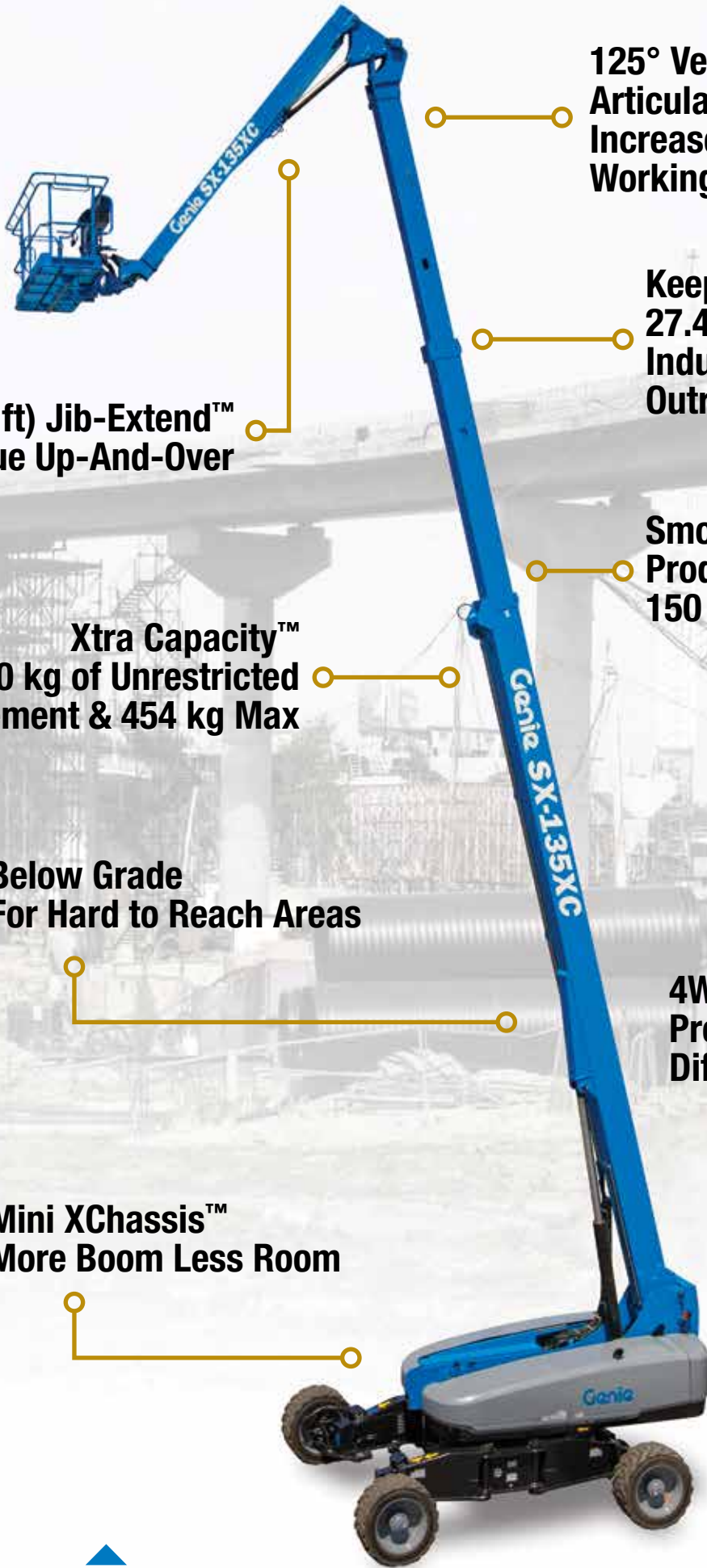
Xtra Capacity Is Standard

With the ability to perform a wider range of heavier lift and access tasks on rough terrain using a single machine, the new Genie family of XC boom lifts, including the Genie SX-135 XC model, offer a dual lift capacity of an unrestricted 300 kg (660 lb) and a restricted 454 kg (1,000 lb). This gives your customers the ability to work with up to three people onboard while still leaving room for tools and job-site materials. The new XC design includes a standard 2.44 m (8 ft) tri-entry platform with side-swing gate.

The Xtra Capacity (XC) also name lets rental customers know that this new boom complies with the overload restriction guidelines in the Australian AS 1418.10 standards. Lawrence notes that all Genie XC models include a new low-maintenance load sense cell technology that monitors the weight on the platform and disables function if the load exceeds the platform load limit.

The new Genie SX-135 XC boom shares design, parts, accessories and serviceability benefits, including easy access to crucial service points, in common with all Genie products. The Genie SX-135 XC will be on display and available for sale at HIRE17 Convention in May 2017. 





**125° Vertical Jib
Articulation 650%
Increase in Jib
Working Area**

**Keep Reaching
27.43m (90 ft)
Industry Leading
Outreach**

**9.16 m (30 ft) Jib-Extend™
Unique Up-And-Over**

**Smooth and
Productive – Under
150 Sec to Full Height**

**Xtra Capacity™
300 kg of Unrestricted
Movement & 454 kg Max**

**Below Grade
For Hard to Reach Areas**

**4WD and 4WS for
Performance on
Difficult Terrain**

**Mini XChassis™
More Boom Less Room**

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Solutions for an Ageing Fleet

It can be tough deciding whether to replace or refurbish an elevated work platform when it reaches 10 years of age. At Genie, we're committed to end-to-end life cycle service, so we offer two easy solutions: A trade-in for a new machine or a refurbishment.

Trade-in

Trading in your old equipment with Genie brings benefits such as:

- New equipment has a in service period of 10 years, double that of refurbished machines
- 5-year structural warranty, and, 2-year electrical and hydraulic warranty backed by Genie for peace of mind
- It keeps the average age of your rental fleet younger
- New machines are fitted with the latest technological advances
- Lower maintenance costs and less downtime with new equipment.
- Trading in takes the time-consuming hassle out of disposing of old equipment
- It's cost-effective because you tap into our expertise in fleet movement

Genie has an extensive global network were Australian machines would be compliant, and most traded-in equipment is moved overseas to avoid selling to our customers' competitors. The remainder of the old equipment is sold to private buyers, not access hire companies.

According to Kurt Kinder, Regional Sales Manager, QLD/NZ/South Pacific, for Genie Australia, one of the biggest drawcards of trading in with Genie is the ease of the process. "A truck will roll up and put a brand-new machine in your yard with a full warranty, and it will take away your old machine. You don't have to worry about trying to send your machine to auction or putting it on eBay. It is one simple transaction.

"Moreover, with an ever changing world market for used equipment, you just might be surprised at the trade-in figure you get for it," Kinder says.

Refurbishment

If trading in is not an option, having a 10-year inspection can add five years to a machine's lifespan. Genie 360 Support offers cost-effective solutions, and we have invested in state-of-the-art heavy maintenance facilities around Australia to support your decision.

"With market competitive pricing and being able to draw on global knowledge and resources, who better to complete the inspection than the original equipment manufacture ,," says Kinder. **G**



 **CALL YOUR SALES MANAGER**

 **WE ASSESS YOUR OLD UNIT**

 **THE DEAL IS CONFIRMED**

 **OLD UNIT IS PROCESSED**

 **TRANSACTION COMPLETED**

 **NEW UNIT ARRIVES**

For more information visit genielift.com.au/genie360



Queensland's Local Hire Goes for Genie to Help Expansion

After supplying material handling, access and generator rentals to the construction and event sectors for the past couple of years, Gold Coast and Brisbane-based Local Hire, and its affiliate Local Equipment Sales, is targeting national growth with the support of Genie.

Led by Julian Eyers, Local Hire's fleet comprises Genie GS™ -1532 to GS™ -3246 scissor lifts, as well as numerous electric, diesel scissors and knuckle booms. It offers several Genie Runabouts™ (GR™ units) lifts, and more Genie knuckle booms will be added soon.

Local Equipment Sales has a standing for selling quality products, and they choose Genie products to enforce this reputation. "We provide great equipment for both sales and rental backed by excellent service and mechanical support," says Eyers.

Genie machines represent about 25% of the Local Hire fleet, many of which are small scissors, as mentioned earlier. "But, this is changing with some of the other types of equipment that Genie supplies now included in our fleet," says Eyers, who started in general hire in 1996. Eyers then switched to material hoists, before a stint in access equipment and mobile and tower crane rentals.

"The goal is to grow our business on the Gold Coast and in Brisbane and then expand interstate – we already have some stock in Sydney. With these ambitions, it's crucial to have a brand such as Genie behind us," said Eyers. "We are seeking to grow our fleet by 30% in 2017 and wish to expand the product range offered by our small fleet in Sydney."

After restructuring the business two years ago, Local Hire is progressively looking to Genie to support its access equipment needs. Eyers explained, "We started buying Genie equipment a year ago, and we've recently hired a sales manager, hire controller and mechanic with a background in access. This appointment is enabling us to ramp up this part of the business.

Local Hire

"What we're trying to do is to build a business based on half a dozen product types and to do them well with the help of brands such as Genie," Eyers adds.

The reputation of Genie is a major advantage to a new firm, according to Eyers. "Genie machines will hold their value, and their aftersales service is very good.

"We want to have a reputation for good quality equipment that works well," Eyers finishes, "I'd rather go with a brand such as Genie that has a reputation for reliability, which also means paying less over the life of the machine."

While the 2018 Commonwealth Games preparations is still driving some revenues for firms on the Gold Coast, Eyers says longer-term, general construction, event work and geographic spread will keep his fleet busy. **G**



LIFT ^ GUARD™ CONTACT ALARM

The first in the next generation of innovative accessories, the new Genie Lift Guard™ Contact Alarm system will launch in Australia next month, and in some circumstances, it will provide additional operator protection.

Genie Introduces a New Generation of Secondary Operator Protection

The Genie Lift Guard™ Contact Alarm system is engineered as an electronic secondary guarding system designed to alert ground personnel when an operator makes contact with the breakaway cable. This new accessory is configured as a standard accessory on most new Genie Z (articulated) and S™ (telescopic) boom lifts. It is active whenever the footswitch on the boom is enabled.

“Genie protective solutions continue to evolve,” says Mitch Ely, Genie National Operations Manager Australia. “Operator safety is a paramount concern for Genie, and we have developed the new Genie Lift Guard Contact Alarm with this goal in mind. This new configuration is a significantly different design from its predecessor, the Genie Operator Protective Alarm (OPA).”

Advantages of the Genie system

“We engineered the new Genie Lift Guard Contact Alarm system to be visible from the ground with its bright yellow colour. In the

platform, it is as unobtrusive for the operator as possible,” says Ely. “It is simple to use, and it is used in conjunction with operator training required by industry standards worldwide that could enhance safe work practices on aerial job sites.”

This new design includes an additional free-movement zone between the cable and the control panel that may allow for operator mobility once the system is activated. “Unlike other devices on the market, the Genie Lift Guard Contact Alarm system could reduce the risk of operators applying unintentional contact pressure on the boom’s control panel,” adds Ely.

The Genie Lift Guard Contact Alarm system is available installed standard from the factory or as an aftermarket kit, which can easily be installed in less than 30 minutes with only a few fasteners and electrical harness connectors. It fits on platforms in the Genie Z- and S-boom families and can be retrofitted on units dating back to 2003.

This accessory is not yet available on Genie Z-33/18 articulated boom lifts or Genie TZ™-34 and TZ-50 trailer-mounted booms.

Enhanced safety

In addition to this new accessory, Genie continues to offer its Operator Protective Structure (OPS). “Genie genuine parts and accessories, including the new standard Genie Lift Guard Contact Alarm system are specifically designed and tested for our machines. This means these accessories will fit correctly every time and may enhance operators’ safe work at height procedures,” says Ely.

The Genie Lift Guard Contact Alarm system will be available in June 2017 and will be on display at HIRE17 Conference (10-11 May) in Sydney. 

For more information on the new Genie Lift Guard Contact Alarm system, visit genielift.com.au

Genie 360 Support is Delivering Globally

If you're operating in Honiara or Hobart, your hire business can now profit from Genie 360 Support, the revolutionary end-to-end customer service solution, through increased productivity, reduced downtime and the potential for improved returns.

Construction firm Vitech Solomon Islands, for example, has given Genie 360 Support the thumbs up, after members of the AWP leader's Parts and Technical Support team came to its assistance, when it was seeking advice and parts for one of its older boom lifts.


Jimmy Crockett, Manager, Vitech Solomons Ltd acknowledged Rikki Sands in the Parts department in Brisbane, and, Angus McDonald and George Gregory from Technical Support for their assistance in helping to find the parts suitable for his ageing Genie lift.

"We had a problem with the lift rising and were given instructions about how to find the problem and then assistance with organising spare parts, which were sent by airfreight to Solomon Islands within days," said Crockett. "We were under pressure to have the machine repaired quickly as our client needed to get some high-level lights replaced that were inaccessible by ladder."

Crockett added, "The Genie guys were extremely helpful in finding and locating the parts, as well as organising the prompt dispatch."

"I deal with many overseas suppliers operating in the Solomon Islands and the performance of these guys was outstanding — a credit to Genie. Many suppliers don't even bother to ring back."

"When we bring the Genie 360 Support team together, it's extremely powerful for our customers such as Vitech," said Mitch Ely, Genie National Operations Manager, Terex Australia. "Whether you're operating Genie equipment in the Solomon Islands or Sydney, through Genie 360 Support, we deliver solutions from initial sales and service through to technical support, operating training and comprehensive management solutions for ageing EWP fleets."

Genie 360 Support provides solutions to customers in Australia, New Zealand, Papua New Guinea, Solomon Islands, New Caledonia and all the Pacific Islands. Ely said, "It is a 12-hour a day, five days a week service." 

"When we bring the Genie 360 Support team together, it's extremely powerful for our customers such as Vitech."

Mitch Ely
Genie National Operations Manager,
Terex AWP



Genie 360
A TEREX BRAND SUPPORT

Ideal Metal Roofing Secures First Genie GTH™-4018 Telehandler in Australia

Over the past 40 years, Ideal Metal Roofing has established itself as one of the largest and most trusted metal roofing companies in New South Wales.

The Sydney-based firm has built its reputation by completing projects on time and on budget without compromising quality or safety standards. Therefore, it's only fitting that they purchased the first two high-reach Genie GTH™-4018 telehandlers in the country.

According to Trent Hogan from new Genie NSW reseller and service partner EWP Plant Sales, Service and Spares, "Ideal Metal Roofing are using the telehandlers for lifting roofing materials, for work on building facades and for loading and unloading trucks."

"The extra metre offered by the Genie GTH-4018 telehandler is a huge benefit for Ideal Metal Roofing. Their two Genie GTH-4018 telehandlers, along with two Genie GTH-4017 telehandlers, have also removed the need for a large amount of crane hire.

"The telehandlers are more mobile than cranes. The up and down speeds are faster and you only need two men. The loading and unloading times are also faster.


"Ideal Roofing are also benefiting from features like the rotator, bucket and the jib. The user friendliness of the LMS System is another feature that Ideal Metal Roofing did mention is a winner for them," said Trent.

Trent speaks from experience about Genie as he did own Australian Access Hire, which boasts around 700 Genie machines, and he has been in the hire industry for 14 years. He launched EWP Plant Sales, Service and Spares in Narellan midway through 2016, and

the company offers equipment repairs, 10-year major inspections, retail sales and parts.

Trent said that the reliability of the telehandlers, coupled with Genie's aftersales support, were big factors in his choosing the brand for his new business. "Parts are a big deal and Genie parts are not as expensive as the competitors. The feedback from our clients is excellent," Trent added.

The Genie GTH-4018 model is the next generation telehandler after the Genie GTH-4017 unit. "The Genie GTH-4018 telehandler offers the high quality and productivity that customers expect from Genie equipment to support their needs in the construction, waste handling, recycling, industrial and logistics sectors," said Brent Markwell, Regional Sales Manager NSW/ACT, Terex Australia.

"Improvements in this model include a new load management system, and operators will find the 3-D touch screen module straightforward," said Brent. "The telehandler incorporates a reversing camera as standard feature, an enhanced engine management system, smoother manoeuvrability and air-conditioning." 




New Sydney Hire Firm on the Highway to Success with the Help of Genie

Following a rewarding career with one of the biggest brands in the hire business, Allen Besseling has launched the inventively named Hire Express, a new Sydney-based general hire company.

Capital investment backed by Genie ROI

Hire Express will be located in Blacktown in a large DC warehouse. "This means the distribution will be centralised, and we are employing an experienced team to accommodate the market's needs," said Besseling. "It's a brand-new business starting with 100% new product. So, it's a major capital investment, and I want to go with a company such as Genie, which will deliver an excellent Return on Investment (ROI).

The ROI offered by the Genie aluminium range is very attractive, along with the machine's reputation for low maintenance, according to the Hire Express boss. "Some Genie machines have even lasted as long as 20 years, and they come with a design that has stood the test of time." 

A former CEO of the Kennards group, Allen was instrumental in developing the firm's branch network and its specialist business portfolio. Besseling's other career highlights included helping to develop the Kennards Hire Pump & Power and Traffic divisions. Not a bad result for the former serviceman-driver, who graduated to branch manager, area management, as well as Kennards Hire Regional Manager.

stint in semi-retirement, I got itchy feet, and I'm glad to be back."

Working in partnership with the Genie aluminium range is a no brainer for Besseling. "I've looked at other products around the world, but I keep coming back to Genie because its products are tried and true," said the hire specialist. "It's a generic brand, and everyone asks for a Genie rather than for a material hoist. It's a name that is synonymous with the aluminium space."

As part of his illustrious career, Besseling partnered with Kennards Hire to launch its Lift & Shift business, a venture which has proven to be a major success. Moreover, 30 years in the hire industry has taught the Sydney-sider what it takes to achieve innovative success. It's this knowledge and expertise that is set to make Hire Express a winner with the assistance of Genie.

"Hire Express will be a general hire company and in terms of Genie, we are supplying their aluminium products," said Besseling. "We are targeting medium to large trades and tier one contractors through a centralised distribution model, using online and direct sales as the major channels."

Hire Express is launching its operations with the Genie GL™ series, including the SLA™ and SLC™ models. "We have most of the aluminium series to be honest, including the gas hoists, the Genie Super Lift Advantage™ SLA- 25, the SLC- 18, SLA-10 and the SLA-15," said Besseling.

Genie is generic for aluminium

A sketch for Hire Express grew from Besseling's belief there was a gap in the market for online hire specialists, along with a desire to return to the industry he's been a meaningful part of since 1986. "I took a small career break a couple of years ago and farmed," said Besseling who's been collaborating with Genie since 1989. "However, I identified an opportunity in the online space and realised I love hire. After a



THE NEW STANDARD
GENIE
LIFT
GUARD™
CONTACT
ALARM

LIFT  **GUARD™** | **CONTACT ALARM**

The 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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