

# DOWN TO EARTH

A publication for and about General Equipment & Supplies, Inc. customers • 2013 No. 2

## QUALITY MAT OF NORTH DAKOTA

Killdeer-based company's solid surfaces help oil field customers overcome undesirable ground conditions

See article inside . . .



Mike Carbaugh,  
Operations Manager



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## IN THIS ISSUE

### QUALITY MAT OF NORTH DAKOTA

Learn how this Killdeer, N.D., company's solid surfaces help oilfield customers overcome undesirable ground conditions.

### BRANCHING OUT

Take a look at General Equipment & Supplies' new Bismarck Branch, which offers expanded capabilities to better serve customers.

### INNOVATIVE PRODUCTS

Read all about Komatsu's revolutionary *intelligent Machine Control* dozers and how they can maximize production and lower costs.

### BREAKING NEWS

Now you can increase your productivity in rock excavation and demolition with the new Xcentric™ Ripper attachments.

### DOLLARS & SENSE

See how Komatsu is increasing its offering of quality Distributor-Certified used equipment through its expanded ReMarketing inventory.

### NEW INCENTIVES

Find out more about Komatsu's new program that offers incentives and financing to help you make needed repairs now.

### KOMATSU & YOU

Komatsu Vice President Ed Powers shares his thoughts on building lasting relationships through listening and the "gemba" philosophy.

### NEWS & NOTES

Meet Technology Solutions Experts Ryan Hokenson and Ryan Muehler, who are responsible for implementing and supporting 3D machine-control grading systems.

Published by Construction Publications, Inc. for



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# QUALITY MAT OF NORTH DAKOTA

## Killdeer-based company's solid surfaces help oilfield customers overcome undesirable ground conditions



Mike Carbaugh,  
Operations Manager

Working in North Dakota's oilfields presents unique challenges, one of which is soft and muddy ground conditions that can affect drilling companies' ability to get into and work on a site. Quality Mat of North Dakota has a solution with mats that provide clean, solid surfaces for personnel and equipment.

Mats provide a safe and stable work surface for workers and equipment, allowing 24/7 access, 365 days a year. They are designed to minimize accidents and speed up production time.

"Drilling companies have sites mapped out, and as soon as they're finished at one, they're headed to the next," said Operations Manager Mike Carbaugh, who oversees Quality Mat of North Dakota. "Shutting down is not an option, and often neither is simply blading

off the muddy or soft soil and putting down hundreds of tons of rock. We give them the ability to overcome those obstacles so they can continue to work. Also, we're often more cost-effective and environmentally-friendly."

Quality Mat of North Dakota is a division of Quality Mat Company, which began operations in Texas in 1974 and engineers several types of patented mats for a variety of uses. The North Dakota division started in 2011 and continues operations today. The secret to the company's success is a quality product and skilled operators.

### Several types to choose from

Quality Mat of North Dakota is headquartered in Killdeer with an office and 10-acre matted storage yard. The company has a similar-sized storage yard in Tioga. From the two locations, it serves the western half of the state and the eastern half of Montana.

Carbaugh noted that North Dakota oilfield customers generally rent two types of products. Most often they choose the three-ply interlocking laminated oak mats that are more than five inches thick. At 8 feet wide, they come in lengths of 12, 14 or 16 feet. Oilfield customers also rent the steel-encased mats, which are 8 feet by 20 feet or 8 feet by 40 feet.

"We also carry pipeline, crane and rig mats," noted Carbaugh. "All are made from the best hardwoods such as red and white oak, which provides greater strength and durability compared to the competition that typically uses fir. Our newest product is a synthetic EcoMat, which is primarily used in the petrochemical plants but can be used in multiple other applications."

Quality Mat of North Dakota often mats an entire oil drilling site, providing a solid surface for equipment and personnel.





▶ VIDEO

Quality Mat of North Dakota uses Komatsu WA200-6 wheel loaders to install mats. “We’ve been in business long enough to know what works best for our application, so when it came to purchasing loaders for North Dakota, there was no doubt it would be Komatsu,” said Operations Manager Mike Carbaugh. “The loaders outperform every brand we’ve tried, hands down. Komatsu’s reliability is unmatched as far as we’re concerned.”

“Like our Texas operation, the oilfield industry is one of our main drivers, but this division does have differences,” added Carbaugh. “One big one is that Quality Mat of North Dakota offers a turn-key solution for installing and renting, whereas Texas tends to be more sales-based. Customers usually rent for three to six months and typically call on us for complete installation.”

Carbaugh said that the process often begins with an assessment of a customer’s location. Customers are required to have the site graded to provide a level surface to lay the mats.

“Once we determine what type of mat and how many are needed, we begin the process of shipping the mats and equipment to the site. We lay down filter cloth, then put the mats down on top of it. They slide together and interlock, so it’s a fairly simple process. Once the drilling company is done, we go back and remove everything.”

### **‘No doubt it would be Komatsu’**

To lay mats, Quality Mat of North Dakota relies on a staff of about 30 skilled operators, with 35 years of experience installing mats worldwide. The company also uses 14 Komatsu WA200-6 wheel loaders that

it purchased from General Equipment & Supplies with the help of Bismarck-based Sales Representative Aaron Brothen. Quality Mat of North Dakota equipped each 23,000-pound-plus wheel loader with specialty forks that are six feet long with an eight-foot spread. It also bought several spare tires, rims and forks to have on hand.

“Komatsu is Quality Mat’s brand of choice,” Carbaugh stated. “We’ve been in business long enough to know what works best for our application, so when it came to purchasing loaders for North Dakota, there was no doubt it would be Komatsu. The loaders outperform every brand we’ve tried, hands down. Komatsu’s reliability is unmatched as far as we’re concerned.”

“We also know that the WA200 is the right size,” he added. “We have them in our yards to load and unload trucks and stack mats. They’re highly maneuverable, so they work well in those instances, and that’s an advantage on the jobsite too.”

Quality Mat of North Dakota has many projects going at any one time, often hours away from its Killdeer headquarters. Carbaugh tracks the wheel loader with

*Continued . . .*



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

# Quality Mat of North Dakota building local staff

... continued

Komatsu's KOMTRAX remote machine monitoring system.

"I can log on to a secure Web site and see the machine location and track any other needed



(L-R) General Equipment & Supplies Sales Representative Aaron Brothen meets with Quality Mat of North Dakota Operations Manager Mike Carbaugh and Operator Felipe Sifuenten on a jobsite near Keene. "We appreciate everything Aaron and General do for us. They exemplify customer service," said Carbaugh.

Quality Mat of North Dakota moves, stacks and loads and unloads trucks at its storage yards with Komatsu WA200-6 wheel loaders equipped with specialty forks. "They're highly maneuverable, so they work well in those instances, and that's an advantage on the jobsite too," said Operations Manager Mike Carbaugh.

## ▶ VIDEO



data for fleet maintenance," said Carbaugh. "KOMTRAX also alerts me when a loader is close to a service interval, typically starting about 100 hours ahead of when it's due. That allows me to be proactive in arranging to have our guys do it. We rely on General for parts, and they're good about having them on hand.

"General is also great about getting to us promptly if we need something, and their technicians do quality work," he added. "For instance, we had an incident that caused damage to the body and glass on one of our loaders. General fixed it on site, and unless you know which loader it is, you can't tell any anything was done. We appreciate everything Aaron and General do for us. They exemplify customer service."

## Giving back to the community

Carbaugh said Quality Mat strives to do the same for its customers. "The company's philosophy is to provide the highest-quality product backed by the best service in the business. It's helped Quality Mat grow from one person, our founder Joe Penland, into a company that produces more than a quarter million mats per year."

Quality Mat of North Dakota is part of that growth. "We have experienced an increase of activity from previous years," said Carbaugh. "Much of our personnel came from Texas to get us up and running, and their experience is invaluable. We've since added several new staff members from the local area, and they'll continue playing significant roles going forward. We expect to be here a long time, and eventually build an organization that's staffed by generations of North Dakotans."

Carbaugh noted that Quality Mat of North Dakota is also looking for ways to give back to local communities.

"We believe in being good corporate citizens. For instance, we've paid for hundreds of mammograms for women who can't afford to get screened for breast cancer. We've set up a Girl's Haven, including buying a building where they can go for help, and we contribute significantly to the Texas Children's Hospital and many more wonderful charities." ■

# WA500-7

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# SERVING YOU BETTER

## General Equipment & Supplies' new Bismarck branch expands capabilities



Don Shilling,  
President

There's an old saying about location being an important component of real estate. General Equipment & Supplies President Don Shilling said that often holds true when it comes to a machinery dealer's branches.

"This new location along the Bismarck Expressway offers greater accessibility than we've ever had in Bismarck," said Shilling, who cut the ribbon and officially christened General Equipment & Supplies' new Bismarck branch at an open house in September. "It's more convenient for our customers to access when dropping off or picking up a machine or parts."

Customers will easily recognize the location, which was formerly the Burleigh County Fairgrounds. The branch sits on nine acres, with ample room for equipment movement, and includes a new 25,000-square-foot building. Shilling noted that the Bismarck branch serves a large portion of the southwest corner of North Dakota.

"More of the mining service work will be done at Bismarck, particularly crushing, which allows our Minot location to focus on the ever-expanding oil patch," said Shilling. "The Bismarck branch offers greater efficiency and increases our parts and service turnaround time."

Located just off the Bismarck Expressway, the new Bismarck branch sits on nine acres with ample room to move equipment in and out. The 25,000-square-foot building houses large service and parts areas.

### Reduced downtime

More than half of the building – about 14,000 square feet – is dedicated to service, which is a significant increase compared to the previous Bismarck location. It has up to seven service bays, a dedicated wash bay, state-of-the-art oil and lube storage set and servicing capabilities, and it is equipped with a 20-ton overhead crane and three five-ton overhead cranes.

"We can fit practically any size machine General Equipment & Supplies carries in the shop, and we have ample room to work on it, which wasn't the case before," said Service Manager Alex Klein, who leads a staff of 10 shop and field personnel, and has been in his current position for about seven years. "It's especially beneficial for working on crushing equipment during the winter months when companies are looking at rebuilds. The overhead cranes immensely increase our capabilities and efficiency, in turn reducing downtime."

### Larger parts inventory

With the new Bismarck branch comes a significant increase in parts inventory, according to Parts Manager Jon Nelson. "Our inventory level has already increased by about 50 percent compared to where we were before, and we're not done expanding," said Nelson, who recently hit the one-year anniversary as Parts Manager and oversees a staff of three. "We have a much larger area to stock parts, so building our inventory continues.

"That's especially true with crushing equipment," he continued. "For example, we now stock wear items such as mantles and liners, which we never did before. Of course,







The Bismarck Service staff includes, front row from left, Shop Foreman Corey Kuntz and Technicians Dwight Leingang, Trenton Fischer and Lee Prince Jr. Back row, from left, Service Manager Alex Klein and Technicians Mike Reisenaur, Clinton Silkman, Nicolai Nelson and Shelby Skager.



Making up the Bismarck Part Department is (L-R) Parts Manager Jon Nelson, Parts Countermeasures Brent Purdy and Don Meidinger and Part Runner David Link.

carrying more ground-engaging tools, parts, filters and other items for Komatsu equipment, Link-Belt cranes and other products General Equipment carries is a priority too."

### Positive response

Customer Service and Support Representative Bill Bach said customer response to the new facility is positive. "Knowing that we have expanded parts availability and service capabilities makes a great deal of difference in their decisions. I'm not only having conversations with customers about how happy they are that we opened this branch, but I see it in terms of increased orders. They know we're committed to their success, and we're proving it by making an investment that better supports their needs."

"My experience has been the same," said Sales Representative Aaron Brothen. "In the

past, some customers may not have used us for service or parts because they believed we were limited in our ability to take care of their needs. The new branch is changing that perception. Customers see that we're here for the long haul, and this new branch is proof of that. They're very pleased about us being here."

The new Bismarck branch is currently staffed by nearly 20 administrative, sales, parts and service personnel, and Shilling said that number is expected to rise.

"Our Bismarck staff was working under less-than-ideal circumstances, and despite that, we were able to significantly grow our business," said Shilling. "We have a great team in place at Bismarck that's highly motivated to serve our customers, so I see nothing but good things coming from this move."



Bill Bach, CSSR



Aaron Brothen, Sales Representative

Continued . . .



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# Grand Opening of new Bismarck branch draws large crowd

... continued

General Equipment President Don Shilling was on hand in Bismarck for the grand opening of the new branch, which included an open house. More than 100 guests attended the event showcasing the facility that sits on nine acres just off the Bismarck Expressway.

Catered lunch and dinner were part of the celebration, which also included prizes and tours of the building that houses a large parts warehouse, administrative offices and a conference room.

"It's an honor that so many of our customers took time out of their busy schedules to visit, and we thank them for stopping by," said Shilling. "We encourage anyone who couldn't attend to drop by and check out the new branch." ■



With General Equipment & Supplies personnel, guests and local dignitaries looking on, President Don Shilling cuts the ribbon to celebrate the Grand Opening of the company's new Bismarck branch.



Justin Muth (left) and Cole Uecker stopped to see the new Bismarck branch.



General Equipment & Supplies provided catered lunch and dinner.



Diane Carpenter and her granddaughter Lauren Carpenter sat in the seat of a dozer parked in the branch's service area.



(L-R) James Ruud and Dave Russell with Edling Engineering had lunch with Ken and Justin Gerhardt of Force Enterprises.

# Customers pleased with location of new Bismarck branch

... continued



Amy Mattison and David Shultz with Shultz and Associates, who designed the building, attended the Grand Opening.



(L-R) Tanner Dosch, Dave Shelstad and Ben Auch with Basaraba Excavating checked out a Komatsu WA500-7.



(L-R) Mark Leingang, Mike Wetzstein and Jeff Martin of Mac Inc. checked out the new branch.



Bob Fried (left) and Kevin Erhardt with the Burleigh County Highway Department enjoyed the festivities.



Dale Miller (right) with Jeepers Sweepers talks with Bismarck CSSR Bill Bach.



Mike Magelky (left) and Josh Magelky (right) with MBN Engineering visited with General Equipment & Supplies President Don Shilling.



Dave Weisz (left) of Weisz & Sons talks with General Equipment & Supplies President Don Shilling.

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## INNOVATIVE PRODUCTS

# D61i-23: A REVOLUTION IN DOZING

New *intelligent Machine Control* dozers maximize production, lower costs with fully automated blade control



Jason Anetsberger,  
Product Manager,  
Intelligent Machine  
Control

*Komatsu's exclusive intelligent Machine Control (iMC) is a fully integrated, factory-installed, 3D machine control system. It provides automatic grading from start to finish and is designed to increase productivity while reducing material costs.*

When contractors started using 3D machine control, they quickly realized the efficiency and productivity advantages the systems provided, including reduced operating and material costs. Komatsu takes the technology to the next level with the introduction of its first *intelligent Machine Control* dozers, the D61EXi-23 and D61PXi-23.

"Dozers equipped with conventional aftermarket 3D machine control are easy to spot on the jobsite, because they're the ones with a mast or masts attached to the blade and cables running from a mast to the cab," explained Jason Anetsberger, Product Manager, Intelligent Machine Control. "Komatsu eliminated those by integrating the 3D machine control technology into the machine, with sensors located in the cylinders and a cab-top antenna. Unlike traditional machine control systems, Komatsu's *intelligent*

*Machine Control* is fully integrated and factory-installed."

Components of the integrated *intelligent Machine Control* system include robust stroke-sensing hydraulic cylinders and a chassis-mounted enhanced inertial measuring unit, as well as the cab-mounted antenna and in-cab control box. Designing the GPS components into the machine improves durability, and the cab-top antenna provides accurate surface data by measuring actual elevations as the dozer continuously tracks during operation. The system measures progress in real time.

### Seamless mode switches

The *intelligent Machine Control* D61i-23 dozers provide automatic blade control from rough cut to final grading. Inside the cab, an easy-to-use operator interface uses design files and interacts with the dozer's machine-system controls, including blade control – the D61i comes standard with a power-angle-tilt blade – and tractive-effort management. As the dozer approaches final grade, it automatically and seamlessly switches from rough dozing to finish grading.

"Typically, users rough cut to within a few inches of final grade before turning on the automatics of their machine control system to get to final grade," said Anetsberger. "That's because if the operator uses traditional machine control in automatic during rough cut, the machine tries to push or cut too much material, and, inevitably, the tracks slip. That can reduce productivity, cause unnecessary wear on the tracks, increase fuel usage and increase overall owning and operating costs.

"We're reducing or eliminating those issues with the D61i," he added. "During rough cut, if



The integrated *intelligent Machine Control* system features stroke-sensing cylinders and a cab-top antenna that eliminate the traditional mast(s) and cables associated with 3D machine control. Operators can also select modes to match material conditions.



▶ VIDEO

Brief Specs on *intelligent Machine Control* Dozers

Komatsu's new D61i-23 dozers provide grade control from rough dozing to finish grading. The integrated 3D machine control system automatically raises and lowers the blade to provide maximum production with reduced track slip and better fuel efficiency.

Models	Net Hp	Operating Weight	Blade Capacity
D61EXi-23 D61PXi-23	168 hp	39,441-41,381 lbs.	4.5-5.1 cu. yds.

the system senses the blade has excess load, it automatically raises to minimize track slip and maintain forward momentum. The blade also automatically lowers to push as much material as possible, so it's designed to maximize production under all situations."

The advantages of the new Komatsu *intelligent Machine Control* dozers are significant, with field tests showing efficiency improvements of up to 13 percent compared to conventional aftermarket machine control systems, depending on factors such as operation and conditions.

"Machine owners can realize those benefits even with less-experienced operators," said Anetsberger. "Operators can make changes through a simple touch-screen control box. To ensure maximum productivity and efficiency, they can adjust machine control settings from presets to allow for material conditions. Four dozing modes – cut and carry, cutting, spreading and simple grading – are available, along with light, normal and heavy load modes."

Anetsberger noted that the new technology has similarities to traditional aftermarket machine control systems. "Customers' base stations and project design files are still necessary to operate the new D61i dozers. In addition to the unique

benefits of the D61i-23, all of the key benefits of conventional machine control remain, such as less staking and lower surveying costs."

**100-percent Komatsu supported**

Not only does the customer benefit from the improved efficiency and durability of the D61i-23's integrated machine control system, but also from the service and support aspect. Komatsu and the local Komatsu distributors fully support the factory-installed *intelligent Machine Control* system. The customer can rest assured that Komatsu is 100-percent behind both the base machine and the on-machine *intelligent Machine Control* technology.

"As with other Tier 4 Interim machines, the D61i-23 dozers are backed by Komatsu CARE, which provides complimentary scheduled maintenance and complimentary KDPF exchanges. In addition, each Komatsu distributor will have a dedicated Technology Solutions Expert (see related story) whose responsibilities include initial calibration of the machine and ongoing support. Our extensive field testing shows these intelligent dozers can make any user productive and efficient, and we encourage anyone looking for that to demonstrate one." ■



Go online or scan this QR code using an app on your smart phone to watch the D61PXi-23 dozer in action.

# Komatsu distributors' staff support new technology

... continued

## Technology Solutions Experts ready to help you deploy 3D machine control systems

When buying a new machine, confidence comes in knowing that the distributor and manufacturer will stand behind it with strong support. That's always the aim of Komatsu, and it's taken additional measures with the introduction of its new *intelligent Machine Control* D61i-23 dozers.

"The D61i dozers feature fully integrated, 3D machine control components that Komatsu factory installs," said Ron Schweiters, Product Marketing Manager of Komatsu's recently formed Intelligent Machine Control Division. "Our iMC Division goals include making equipment owners and operators aware of technology, such as 3D machine control systems, that is proven to lower owning and operating expenses by increasing productivity and reducing material costs."

Komatsu's new *intelligent Machine Control* dozers build on those attributes with an integrated system that eliminates the mast, or masts, and cables associated with conventional, aftermarket

3D machine control grading systems. The D61i-23 dozers instead have a cab-top antenna, stroke-sensing cylinders and a chassis-mounted enhanced inertial measuring unit, among other items. All were designed to exacting standards with durability in mind.

"Whenever new technology is introduced, there's a bit of trepidation, and we want to take that away by letting customers know we're fully prepared to back those machines," said Mike Salyers, Product Marketing Manager, iMC. "One way we're doing that is through dedicated Technology Solutions Experts (TSE). The TSE plays a key role in helping customers understand the technology and how they can implement it into their fleets."

Part of the support they provide is the initial calibration of the new *intelligent Machine Control* machines. TSEs have spent numerous hours training to make this critical step go smoothly. Once calibrated, the machines are ready to work,

providing automated blade control from initial rough cut to final grade.

"From that point, the D61i dozers work much like traditional dozers, communicating with the user's own machine control base unit and design files," said Salyers. "The TSEs can help with these steps, too, by working with operators to dial-in the project, select proper modes based on site and material conditions and maximize productivity and fuel economy. They can also support traditional machine technology." ■



Komatsu distributors now have Technology Solutions Experts, whose role is to provide initial setup of the new D61i-23 dozers, along with ongoing support. They've spent many hours training to ensure customers' technology needs are met.



# Innovative. Integrated. Intelligent.



## D61i-23

## Next Generation Machine Control

**No Masts**

**No Cables**

**No Connections**

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

Komatsu – Customer driven solutions.



Scan here to see the video.



Conventional  
Machine Control

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# DASH 10 EXCAVATORS

From Komatsu - The Excavator Experts



Komatsu Dash 10 excavators provide increased horsepower, improved operator comfort and reduced fuel consumption. The excavator experts at Komatsu can help you complete jobs more quickly, while lowering your fuel and maintenance costs.

- Efficient Komatsu Tier 4 Interim engines and advanced hydraulic systems maximize productivity while providing up to 10% lower fuel consumption.
- Enhanced operator environment improves comfort and machine control.
- Komatsu CARE provides complimentary Tier 4 maintenance, including KDPF exchange filters. Contact your Komatsu distributor for details.

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# NEW ATTACHMENTS

## Increase productivity in rock excavation and demolition with Xcentric™ Rippers

If your list of services includes rock excavation and/or demolition, you're always looking for increased performance and production output with lower maintenance costs and less downtime. You can get those benefits with Xcentric™ Ripper attachments.

Nine models are available for seven- to 150-ton excavators, and all were developed with Xcentric's patented Impact Energy Accumulation Technology, which features amplified eccentric gears and enables efficient rock breaking and demolition. It provides high production in even the most severe conditions, and it can be an economical alternative to drilling and blasting in areas where that may not be possible or is limited.

"The unique design provides greater energy and force than traditional hydraulic breakers," said Rob Brittain, Product Manager, Specialty Attachments with Hensley Industries (a Komatsu company). "That patented technology increases the speed and the blows per minute. Depending on size, it could be up to 1,500 bpm."

Xcentric Ripper attachments have two- to five-times higher production rates in most applications and conditions, according to Brittain. "There are a wide range of uses, from trenching in rocky applications to demolition and underwater use, as well as quarries and tunnels. There is an Xcentric Ripper that will suit nearly every need."

### Built for durability

Xcentric Rippers are made with wear-resistant steel for long life, and have a simple structure for ease of maintenance and durability. Adding to Xcentric Ripper's durability is a closed-energy chamber that keeps the attachment virtually free

of dust, water and other potential contaminants, even in underwater applications. That helps ensure lower maintenance and repair costs normally associated with severe working conditions.

"Other key benefits include minimal wear-parts consumption and maintenance, with no daily lubrication required; long-life components; less fuel and emissions per ton; easy operation; and increased operator comfort with low-noise performance on par with that of using a bucket," said Brittain, noting the rippers work with competitive brands as well as Komatsu. "We encourage those who do these types of work to consider an Xcentric Ripper. I believe they'll see a noticeable difference in increased production and lower maintenance costs." ■

Xcentric Rippers feature patented Impact Energy Accumulation Technology with amplified eccentric gears that enables efficient rock breaking and demolition. It provides high production in even the most severe conditions, and it can be an economical alternative to drilling and blasting in areas where that may not be possible or is limited.



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

### ▶ VIDEO



# Customer Care

From Komatsu - The Product Support Experts



You need your machines running to keep your business running. And you need complete confidence in your expert service team to keep them running at maximum productivity.

Komatsu certified, factory-trained technicians have the knowledge and determination to make repairs right the first time. Our parts inventory and distribution systems allow us to get most replacement parts to you in 24 hours or less.

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# EXPANDED REMARKETING INVENTORY

## Komatsu increases its offering of quality Distributor-Certified used equipment

In 1999 Komatsu formed its ReMarketing Division to offer quality Distributor-Certified used equipment. Since then, hundreds of contractors throughout North America have taken advantage of these lower-cost alternatives to new equipment.

"We continue to see contractors turning to the rental and used equipment market to augment their fleet so they're not tying up their capital in new machines," said Lee Haak, Director, ReMarketing, which is now a part of Komatsu's Rental and ReMarketing Division. "Komatsu's aim is to offer customers the highest-quality used machinery in the industry, and we've made a concerted effort to expand our organization to meet that goal. For instance, Komatsu employs ReMarketing regional managers (featured on next page) to work directly with Komatsu distributors. ReMarketing has also trained more than 1,000 Komatsu-certified evaluators at our distributors."

Those evaluators do more than just take a cursory glance at a piece of used equipment to determine its resale value. Each machine is put through a thorough, 200-step evaluation process that checks machines from stem to stern. This process includes measuring items such as the undercarriage on a bulldozer. Any item not meeting Komatsu standards is clearly identified.

"We strive for consistency in our evaluations no matter who does it or where it's done," said Haak. "That's important for two reasons. One, buyers know exactly what the condition of the machine is and what's been done to it, as opposed to buying a machine at auction or through another source. Two, if they buy from outside their geographic region, they can trust in the machine's condition without investing time and money to physically go look at it."

### Web site available

Haak noted that ReMarketing customers have a large variety of needs. "Some buyers want a machine that's had everything replaced, and others want a fixer-upper that they can buy in the fall and have their mechanics work on during the winter. One contractor may want a used excavator to start a new business, while another is looking for a quality, older wheel loader to park at a gravel pile where they occasionally pull material. We can accommodate practically any need because we have a vast network of inventory available."

Those interested in used equipment will often find certified ReMarketing machines through their local distributor, according to Haak. "That should be the first place they check. Our Web site that's dedicated to ReMarketing machines is also available at [www.komatsuused.com](http://www.komatsuused.com). The Web site allows customers to search by machine and category and has listings from across our distributor network. Information on the Web site includes condition, asking price, location and contact information for each machine."

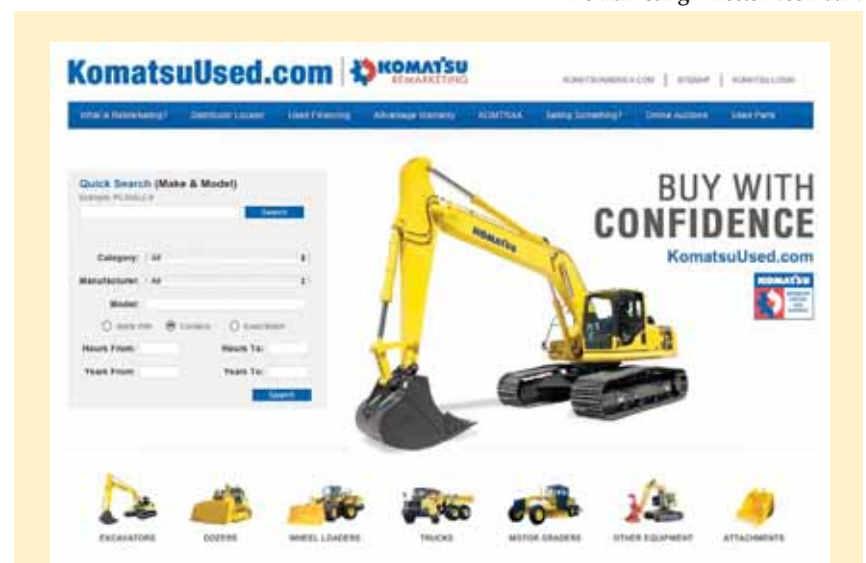
*Continued . . .*



Lee Haak,  
Director,  
ReMarketing

*To view available distributor-certified used pieces available through Komatsu ReMarketing, visit [www.komatsuused.com](http://www.komatsuused.com).*

Used equipment available through Komatsu's Rental and ReMarketing Division is Distributor-Certified, so buyers know the condition of the machine and what has been repaired. "Buying a ReMarketing machine can be a great low-cost alternative to a new purchase," said ReMarketing Director Lee Haak.



# Komatsu offering a lower-cost alternative to buying new

... continued

Many Komatsu ReMarketing machines also qualify for subsidized financing, and warranties are available for purchase. "No other manufacturer does it like we do," said Haak. "We're flexible when it comes to

warranties. For example, someone may want a 90-day warranty. Komatsu will do that. If a customer wants a warranty, we'll work with them to purchase one for up to six years and 8,000 hours." ■

## Meet Komatsu ReMarketing's Management Team



**Lee Haak,**  
Director, ReMarketing

Lee Haak has been with Komatsu for 33 years and Director of ReMarketing during the past seven years. He's overseen the ReMarketing division's expansion throughout North America and recently into Latin America. Haak is one of two management members who covers the United States as part of its regional management team. "Buying a new piece of equipment isn't always necessary or the best option. ReMarketing machines can offer a lower-cost alternative, and buyers know right up front the unit's condition and what's been repaired. It's a solid alternative."



**Ken Van Zanten,**  
Regional Manager -  
ReMarketing Division

Kent Van Zanten is ReMarketing's other United States Regional Manager, covering the Northeast and Midwest. Van Zanten has been with Komatsu for nearly 20 years, the last nine with the ReMarketing Division. "Komatsu is synonymous with quality and has a strong dealer network that's invested in customer success. ReMarketing adds to that by providing good-quality, used machines that can help users build their business in a cost-effective way. Customers can also buy with confidence knowing that they will be backed by Komatsu's world-class parts and service support."



**Josh Alters,**  
District Manager,  
ReMarketing

Josh Alters joined the ReMarketing team two years ago as a Regional Manager for Canada after 11 years with Komatsu Financial. "Customers have the assurance that machines certified through their Komatsu distributor have been thoroughly inspected and are ready to work. If they view a used unit through their distributor's Web site or our ReMarketing site, they can be confident it will be delivered as represented, with no surprises."



**Mario Muxo,**  
Regional Manager,  
Mexico and Latin  
America

Mario Muxo covers Mexico and Latin America and has been with Komatsu for 20 years. "I started handling ReMarketing exclusively about three years ago, and what I've found is that customers appreciate that we offer a solid alternative to new machines. Added value comes in knowing that we'll support it with OEM parts and well-trained distributor technicians."



**Lauri McNulty,**  
ReMarketing,  
Business Analyst

Lauri McNulty is ReMarketing's Business Analyst and handles data and marketing, including posting certified machines to the division's new [komatsuused.com](http://komatsuused.com) Web site. "ReMarketing has grown considerably during the 10 years that I've been with the division. We have more than 2,000 machines up on our site with pictures, condition and inspection reports upon request. Soon that will include a mobile app. It's a terrific resource for researching what ReMarketing has available."

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## NEW INCENTIVES

# NEW PROGRAM REDUCES COSTS

## Komatsu offers incentives and financing to help you make needed repairs now

For many construction companies, the winter months are a time to take stock of and make critical repairs to equipment in order to ensure it's ready for the next season. Among those critical repairs are major items such as hydraulic or drive train overhauls and engine rebuilds, which are designed to bring machines back to like-new performance.

Although repairs can be costly, delaying those repairs can lead to unexpected downtime and higher lost-time costs. Komatsu recognizes this, so it is participating in and supporting distributor incentives for major machine repairs using new and Komatsu Reman parts. Additionally, Komatsu recognizes that it can be difficult to pay in-full for the needed repairs, so they are also providing attractive financing for qualified customers, including zero-percent financing for 12 months and no payments for 90 days through Komatsu Financial.

"We understand that there are a variety of reasons for putting off needed repairs, but doing so could put you at risk for significant downtime when a machine is most needed," said Glenn Schindelar, Senior Marketing Manager. "Komatsu is committed to finding solutions to help ensure those larger repairs get done now so that our customers' machines are running at peak performance when it's time to go to work. This is a way to do that at a reasonable cost that can either be paid for outright or financed over a period of months."

To take advantage of this program, repairs must be done by General Equipment and Supplies' Komatsu-certified technicians either in the shop or in the field. All parts carry a one-year, unlimited hours warranty.

"Having the work done by Komatsu-certified technicians offers peace of mind that it's done right, and having a warranty provides added value," said Schindelar. "We encourage those

considering repairs to check out their distributor incentive programs and financing to see if it's right for them. We find that customers who take advantage of specials like these tend to greatly benefit."

Schindelar cited examples, such as a sand and gravel company that was having a difficult time affording the upkeep of its machines during the economic downturn. The company fixed what it could, but a more comprehensive solution was required. Using the local distributor's incentive program, combined with zero-percent financing through Komatsu Financial, the company was able to put one machine back into proper working order. Because the program worked so well, the company decided to finance repairs on two additional machines. This one customer, and many others like him, was able to completely repair his machines and have them totally ready for full production without impacting his short-term cash flow.

"We have many similar stories where customers used an incentive program and financing to lower their cost and manage their payments, so they were able to repair their machines without a major impact to cash flow," said Schindelar. "It showed them that Komatsu and their distributor were committed to their success." ■



Glenn Schindelar,  
Senior Marketing  
Manager

Komatsu is participating in and supporting dealer incentive programs with discounts on new and Komatsu Reman parts used to make major repairs. Komatsu is also providing attractive financing options for qualified customers, including zero-percent financing for 12 months and no payments for 90 days through Komatsu Financial.



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# BUILDING LASTING RELATIONSHIPS

## Ed Powers says listening and the “gemba” philosophy lead to improved equipment performance and product support

**QUESTION:** The initial push for Tier 4 Final machines begins soon. Is Komatsu ready?

**ANSWER:** Most certainly. As government emissions regulations mandate, we will be introducing our Tier 4 Final products in 2014. As of now, we haven't announced which models are included, but when you visit our booth at ConExpo in March, you will see our introductory-line machines. Komatsu's introduction of Tier 4 Interim machines proved to be very successful, and we expect similar results with our Tier 4 Final machines.

**QUESTION:** Why were the Tier 4 Interim machines so successful?

**ANSWER:** Komatsu CARE was one of the major factors in the success of our Tier 4 Interim machines. Prior to their launch, we listened to our customers' concerns relating to this new technology. Their primary concerns were reliability and maintenance. Based on that, we created Komatsu CARE – a complimentary package for all our Tier 4 machines, which provides factory-scheduled maintenance for the first three years or 2,000 hours, whichever comes first, and includes up to two Komatsu Diesel Particulate Filter exchanges. In addition to addressing the required government mandates and supporting our customers' Tier 4 Interim concerns through Komatsu CARE, we also improved the overall efficiency of our products, especially when it came to fuel usage.

A good example of improved efficiencies is our D61i-23 dozer, the next generation of machine-control technology and the first *intelligent Machine Control* (iMC) model in the North American market. It provides automated blade control from rough-cut to finish grading, and it is setting a standard by changing the traditional mast- and cable-aftermarket systems. We plan to introduce more dozer-model sizes

*Continued . . .*



Ed Powers, Vice President and General Manager, Construction Equipment Division & General Manager, Northern Latin America Division.

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

This year marks Ed Powers' 25th anniversary with Komatsu. He has served as Vice President and General Manager, Construction Equipment Division for the past five years, and in January 2012, he increased his responsibilities to include General Manager, Northern Latin America Division. Prior to that, he served as Vice President of Construction Equipment Sales, West Region Construction Equipment Manager, Director of North America Sales Utility Division, Regional Manager of Rental Services, Deputy Regional Sales Manager (NJ) and Finance Field Representative.

"I have witnessed our business evolve during the past 25 years. The level of sophistication and how rapidly technology advances is mind-boggling. This is the advantage Komatsu has over the competition – we are recognized as an engineering leader. Most manufacturers have huge marketing campaign budgets, whereas Komatsu prioritizes its budget into research and development. This is how we can provide our customers with the most technologically advanced product in the market – the D61i-23 dozer," said Ed, who graduated from the State University of New York in 1988 and later earned his MBA at Keller Graduate School of Management in Chicago, Ill.

Most of all, Komatsu understands that manufacturing the most advanced products isn't the sole answer to satisfying customers' needs. In this market you must offer a premium product, but what sets Komatsu apart from its competitors, is providing superior product support and progressive telematics capabilities. It's all about preventive maintenance and being able to control your costs. Komatsu can provide all the necessary tools, no matter the objective. We listen, focus on gemba and deliver."

Ed and his wife, Berta, have been married for six years and have two children, three-year-old Joselyne and eight-month-old Liam.

# Komatsu providing more options for its customers

... continued

*Gemba: a Japanese word meaning "where things are actually taking place." Komatsu regularly visits customers' jobsites (their gemba) to see first-hand how customers use their equipment. The gemba philosophy is one of the key principles Komatsu applies to demonstrate its commitment to quality and reliability.*

Komatsu met emissions regulations with its Tier 4 Interim machines, as well as improved productivity and efficiency that resulted in lower owning and operating costs. Tier 4 Final standards begin in earnest next year.

in the months ahead, and we will have an impressive display of our excavator line at ConExpo.

## **QUESTION: What else is Komatsu doing to make the customer experience better?**

**ANSWER:** Today's construction-equipment users are much more knowledgeable when it comes to owning and operating costs, and they are fully literate in the world of instant communication. Komatsu continues to elevate its telematics capabilities by incorporating new technology, such as KOMTRAX and our new mobile app, which allows users to view real-time critical machine information on their Apple or Android smart phones or via tablet device. Komatsu customers can also order parts online through eParts and communicate with us via text and email. The next generation of contract owners is here, and we are running right along with them.



Komatsu introduced its new D61i-23 intelligent Machine Control dozers with integrated grade-control technology that provides automated blade control from rough-cut to finish grading. According to Komatsu's Ed Powers, the machines have received rave reviews.



Komatsu strives to know its customers and their specific needs, so we've made a commitment to visit customers' work sites and witness first-hand their work flow. This gives us a true understanding of their needs and helps build long-lasting relationships. The Japanese refer to this visualization process as gemba, and during the past few years, Komatsu has aggressively employed the gemba philosophy. I firmly believe that this has contributed to our success today.

This customer-centric approach is very important to Komatsu. The Tier 4 technology is extremely complex and there is still a steep learning curve for some of our customers. Komatsu and its Distributors are working together to help customers tackle that learning curve more quickly, which is another advantage of Komatsu CARE. During the program's regularly scheduled maintenance visits to customers' jobsites, we have additional opportunities to share KOMTRAX data, visualize their applications and personally ensure that customers are entirely satisfied. Komatsu is committed to being more than just an equipment provider – we are a one-stop-shop solution provider.

## **QUESTION: What market opportunities exist?**

The rental market has always been a good opportunity for growth. That's even more apparent now, as the Construction Equipment (CE) market recovers from one of the worst economic downturns since the Great Depression. Typically the rental market has represented approximately 20 percent of our entire CE demand, but it's currently at nearly 45 percent, and we expect it to remain a dominant segment of our business. Through our Rental and ReMarketing Division, Komatsu and our Distributors are ready to enhance and reinforce our rental presence in the growing market.

## **QUESTION: You mentioned the CE Market returning to pre-recession levels. How are markets looking today?**

**ANSWER:** During the past several years, the CE market recovery has been fueled by the commercial, infrastructure and rental segments, with much of this growth resulting from increased energy demand. We are very optimistic that as the housing market continues to recover at a long-term sustainable rate, the CE demand will also remain solid, which will invigorate the overall economy. ■

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# NEWS & NOTES

## Meet your TSEs – Ryan Hokenson and Ryan Muehler



Ryan Hokenson



Ryan Muehler

Ryan Hokenson joined General Equipment & Supplies a little more than a year ago and is based out of the Minot branch. "I'm fairly new to the construction industry and I really enjoy it, especially the technology aspect. That's why I jumped at the chance to be a Technology Solutions Expert."

Based out of Fargo, Ryan Muehler has worked parts inventory management for General Equipment & Supplies. He's been with the company since 1997, and recently became a Technology Solutions Expert.

Their responsibilities include implementation and support for 3D

machine-control grading systems. A major focus is setting up demonstrations of Komatsu's new D61i-23 dozers, along with initial calibration and ongoing support. He'll also support other aftermarket grade-control technology.

"The new D61i dozers provide huge advantages, including more efficient grading from rough cut to finish," said Muehler. "We can help set up a machine and provide support, such as job modeling. We encourage anyone who wants to see the benefits to contact us and set up a demonstration of a new D61i." ■

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