

DOWN TO EARTH

A publication for and about General Equipment & Supplies, Inc. customers • 2012 No. 2

INDUSTRIAL BUILDERS, INC.

Fargo contractor's diversification keeps it growing for nearly 60 years

See article inside . . .



Donn Diederich,
Executive Vice President

Paul Diederich,
President



SELLIN BROTHERS, INC.

Hawley, Minn., contractor's versatility leads to success for two generations

See article inside . . .



(L-R) President Mark Sellin, Vice President Highway Scott Sellin
and Vice President Underground Joel Sellin

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SELLIN BROTHERS, INC.

Hawley, Minn., contractor's versatility leads to success for two generations



Mark Sellin,
President



Scott Sellin,
Vice President
Highway



Joel Sellin,
Vice President
Underground

Anyone who's driven down Main Avenue in West Fargo during the past year knows it's slow going. The reduced speeds and single lanes of traffic in each direction are due to a massive upgrade of the city's infrastructure, including new water and storm-sewer lines that run directly underneath the new pavement.

Sellin Brothers is handling much of the multimillion-dollar underground work as a subcontractor, installing more than 30,000 feet of storm and water lines. In places, the inch-and-a-half to 72-inch polyethylene and concrete pipe, as well as a lift station, is at depths up to 27 feet. At times, Sellin Brothers has had as many as four crews working on the Main Avenue reconstruction, which began in April and is expected to be completed by November.

"A great deal of coordination has to take place," said Joel Sellin, Vice President of the company's Underground Division. "For the most part, we started with the deepest pipe first and worked our way up. It's been a challenge,

especially with the soil conditions. Typically, the Red River Valley is mostly clay, but at 15 feet, we hit water-bearing sand. We had to pump the water out and bed the pipe in rock to get a good base, then backfill with sand and dirt. That wasn't part of the original plan, but that won't stop us from being done on time."

Sellin Brothers has a long history of completing such projects since it began doing underground work in 1978. It wasn't long after that when Joel and his brothers Mark and Scott began working full time for the company that their father, Harold, and his twin brother, Roy (who was killed in a car accident in 1960), founded in 1947. Harold passed away in 2003, and now Mark is the President of the Hawley, Minn.-based business, and Scott is the Vice President of its Highway Division.

"We all started at the bottom and worked our way up," stated Mark. "Dad did that to make sure we understood how the business worked and to give us a good foundation for being able to someday run operations. He instilled in us a good work ethic and a conservative fiscal approach to the business, and we've continued to live by those ideals."

Sellin Brothers has seven Komatsu dozers, including four D51PX-22 models. "Our operators especially like the D51s," said Scott Sellin, Vice President of Highway. "They have a good combination of balance and power, as well as excellent visibility all around."

Diversification pays off

Harold and Roy founded Sellin Brothers as a small road-building company, mainly constructing township roads. The brothers, along with a small crew, would cut ditches and use the material to build the road. Eventually, they began doing county and highway work.

"In the 1950s, construction of the Interstate system was going strong, so they got into that aspect of road work and built hundreds of miles of highway," said Scott. "There was plenty of dirtwork available. That lasted until the late 1970s and it started drying up. To survive, Dad

▶ VIDEO





▶ VIDEO

Operator Jamie Burnside (in cab and inset photo) places concrete pipe using a Komatsu PC360LC-10 on the West Fargo Main Avenue project. It's one of two Tier 4 Interim machines Sellin Brothers purchased in the past year. "They've proven to be just as good as any piece of Komatsu equipment we've ever had," said President Mark Sellin.

expanded the company into underground. That's become an increasingly larger part of our business through the years."

The Sellins estimate about 75 percent of their projects are underground, with highway work making up the balance. Sellin Brothers has four underground crews and one grading crew, which it splits into two crews, depending on work load.

"In a perfect world, we would have a 50/50 split between the highway and underground work," observed Mark. "Fortunately, being a diversified company allows us to ramp up in one area when another is down. Ideally, we like projects that involve both aspects of the business."

One such project was completed about eight years ago when Sellin Brothers worked as a sub on grading and underground storm-pipe installation for reconstruction of Hector Airport in Fargo. Crews moved about a half million yards of earth and put in 15,000 feet of pipe.

More recently, it completed a project that involved 20,000 cubic yards of common excavation and 10,000 feet of storm, sewer and water pipe in the city of Barnesville, Minn. "While we like doing both underground and grading, we're flexible enough that we can break our services out and do one or the other, either as a general contractor or sub," said Joel. "If we're the general contractor, we'll sub out the paving and other items to specialty contractors."



▶ VIDEO

Sellin Brothers Operator Gaylan Sahlberg moves a concrete box with a Tier 4 Interim WA380-7 wheel loader at the West Fargo Main Avenue reconstruction project.

A solid, experienced corp

During peak construction season (April to November) Sellin Brothers employs about 50 people. In winter months, it offers snow removal. The company also does some minor demolition, and generally works within a 200-mile radius of Hawley. Key personnel include Superintendents Scott Sorenson and Gary Fingalson, Office Manager Judy Berceau and Service Manager Mark Ecklund.

"We're very fortunate to have an experienced group of people who know what it takes to get

Continued . . .



Scan this QR code using an app on your smart phone to watch video of Sellin Brothers, Inc. machines at work.

Sellin Brothers is poised for more growth

... continued

any job done," acknowledged Mark. "Many have been with us 30 years or more, and, in some cases, we've employed more than one generation of a family. As an example, our second president, Carl Sahlberg, retired after 44 years and his son Gaylan has been here for more than 30 years. Another longtime employee, Lyle Hanson, retired after 43 years. That veteran leadership plays a big role in our success."

Komatsu, KOMTRAX prove valuable

The Sellins also believe having late-model equipment is a valuable component in the company's success. Several years ago, they purchased a Komatsu D61 dozer from General Equipment & Supplies and have continued to add Komatsu units since, including new Tier 4 Interim machines — a PC360LC-10 excavator and a WA380-7 wheel loader.

"That first dozer proved reliable, and that really made us look at Komatsu as we added machines," said Mark. "Each one we've owned or rented has cemented that reliability. I admit, we had some apprehension with the new Tier 4 machines because of the new technology. But they've proven to be just as good as any piece of Komatsu equipment we've ever had."

In addition to the Tier 4 Interim machines, Sellin Brothers has two PC450LC-8 excavators, as well as a PC300LC-8 and a PC400LC-8, a

WA380-6 wheel loader, and seven dozers, including four D51PX-22 models.

"Our operators especially like the D51s," reported Scott. "They have a good combination of balance and power, as well as excellent visibility all around. The operators can very easily see the blade and what they're grading."

Mark Sellin and Sellin Brothers Service Manager Mark Ecklund track the company's Komatsu equipment with KOMTRAX, Komatsu's remote machine-monitoring system. "It's a very valuable tool that provides us with useful information," said Mark Sellin. "I can see actual working hours versus idle time and fuel consumption. That allows me to address any productivity issues I see with operators, showing them ways to maximize fuel economy and production."

General Equipment & Supplies also tracks the machines and provides complimentary scheduled service to the Tier 4 Interim units through Komatsu's CARE program. "Value-added services, such as CARE, set Komatsu apart," Mark Sellin asserted. "We've always been impressed with the way Komatsu and General stand behind the equipment. Our Sales Rep John Gromatka has been great about meeting our machinery needs, and General helps us with service as needed. We really appreciate all they do for us."

Controlled, sustained growth

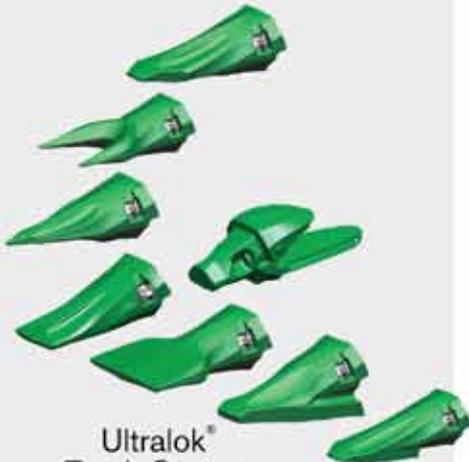
Like many contractors, Sellin Brothers was affected by the recent economic downturn, but the brothers say business is coming back, and they hope projects like the West Fargo Main Avenue job will be the norm going forward.

"We had our best year on record in 2006, then things started to turn," said Mark. "Fortunately, the approach to business our father gave us, helped us weather it. Last year, we were back to where we wanted to be, and we're seeing many positives this year and into the future. Our goal is controlled, sustained growth."

"Fortunately, in this area, our governmental leaders realize the importance of updating our infrastructure with projects like the Main Avenue job," he added. "We hope to see that on a national level as our critical systems continue to deteriorate. As infrastructure improvement becomes a reality, we're ready." ■

(L-R) Sellin Brothers Vice President of Highway Scott Sellin, President Mark Sellin and Vice President of Underground Joel Sellin work with General Equipment Sales Representative John Gromatka on new Komatsu purchases. "We've always been impressed with the way Komatsu and General stand behind the equipment. We really appreciate all they do for us," said Mark.





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INDUSTRIAL BUILDERS, INC.

Fargo contractor's diversification keeps it growing for nearly 60 years



Paul Diederich,
President



Donn Diederich,
Executive
Vice President

One high-profile project Industrial Builders completed was the Fargodome, which hosts special events, as well as North Dakota State University athletics.

Early in 2013, Industrial Builders President Paul Diederich will become the President of the Associated General Contractors of America. The national organization is active in promoting construction work, especially highway and other transportation funding.

"It's certainly an honor, and something I'm very much looking forward to," said Diederich, whose duties as President of AGC will include helping kick off the triennial CONEXPO/CONAGG event in 2014. "For several years, we've been advocating the need for a long-term funding solution for transportation and other infrastructure needs. It's an investment that returns back every penny that's spent, and often more."

A longer-term highway funding bill would give highway contractors such as Fargo-based Industrial Builders more certainty for the future, according to Diederich, who along with his brother, Donn, operates the company. Donn is Executive Vice President of the second-generation family business. The brothers' parents, Warren and Irene, founded the company in 1953, with Irene serving as Treasurer until 2009. Warren, Paul and Donn all served as President of the North Dakota AGC, and Warren was selected as Treasurer of the AGC of America.

"Our country is much better-served with highways that are in good to excellent shape, which isn't the case for many of them now," said Paul. "It adds to everyone's costs through congestion and added costs of car repairs. The longer we put it off, the more it's going to cost to repair our roads, bridges and other infrastructure."

Bridge building has been major part of Industrial Builders' resume since its founding. After flying missions to Germany during World War II, Warren returned home and went to college on the GI bill, graduating from North Dakota State University as an architect. He spent a few years building bridges in the western part of the state.

"He built 25-plus bridges in McKenzie County during the state's first oil boom, so oil could be transported," explained Donn. "When the boom went bust, he returned to Fargo. He didn't have much to start with other than experience and determination. In fact, he liked to say 'I built this with a shovel and a wheelbarrow.'"

Working several market segments

Nearly 60 years later, Industrial Builders has kept its roots, but branched out into several other areas of construction work. The Diederichs describe themselves as heavy-civil contractors that do a variety of projects throughout the upper Midwest, bringing in about \$70 million in volume annually.

"Our second president, Jim Gress, and our Chief of Construction, Robert Turner, were instrumental in Industrial Builders' expansion during the '70s and '80s," recalled Donn. "Jim brought an engineering component and helped us get into the water-intake market, installing intakes along the Missouri River in



the Dakotas and Montana. We did some of the first directional drilling under the river. Bob helped us build our equipment list to be able to do those jobs and others. During that time, we became a much more diversified company.”

During the past few decades, Industrial Builders added site development, dam building and repair, foundations, piling, steel erection, demolition, cold milling, disaster recovery, precast and commercial construction to its list of customer offerings. The company also provides a crane and rigging service by renting out an operated machine and associated personnel. In addition, it offers the only barge service in the upper Midwest. Jobs range in size from \$1,000 to multimillions, and the company estimates it has as many as 50 jobs going at once.

“We’ve never shied away from a challenge, and we’ve always been willing to work in several markets, including industrial, commercial and municipal,” said Paul. “That, along with being innovative, has helped set us apart and grow. Because of those abilities, we’ve been able to stay consistent with our work load. When one market is down, our versatility allows us to ramp up in another area.”

The Diederichs say another factor in Industrial Builders’ success is a versatile work force that numbers nearly 275 and has hundreds of years of combined experience. Two dozen employees have been with the company 25 years or more. Additional key personnel includes Roger Haberman, Vice President of Construction; Ron Mack, Vice President of Engineering; and Kent Sand, Chief Estimating Engineer, Environmental Construction.

“We perform as a sub on some work, such as cold milling, but in most cases we work as a general contractor that self-performs about 70 percent of a project,” noted Donn. “We’re able to do that because we have a dedicated staff of people who aren’t afraid of work. Some of the things we do aren’t for the faint of heart, but our personnel never back away. They’re an outstanding group who deserves much of the credit for what Industrial Builders has accomplished.”

That includes constructing the popular Fargodome that’s home to North Dakota



► VIDEO

An Industrial Builders operator uses a Komatsu D65PX dozer to grade dirt at Fargo’s water-treatment facility.



Industrial Builders relies heavily on Komatsu equipment, especially excavators, such as this compact PC228. “Our operators love the PC228s because they can work in a single lane of traffic without the worry of a big counterweight swinging into the other lane,” said Executive Vice President Donn Diederich.

State athletics and hosts special events. More recently, the company has worked on several flood-related jobs as well as an emergency slide repair near Medora, N.D. Working as a subcontractor, it widened a bridge on Seventh Avenue that runs over I-29 in Fargo by adding another lane and sidewalk, and installing new pilings and beams.

A long history with General, Komatsu

As Industrial Builders expanded into new areas, its equipment needs changed considerably. Much of the work previously performed using cranes is now done with excavators, including several Komatsu units



Roger Haberman, Vice President of Construction



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Continued . . .

Developing new markets ensures growth

... continued

the company has purchased from General Equipment & Supplies' Fargo branch.

"Komatsu excavators have two advantages," said Haberman, who schedules the equipment, getting it where it needs to be. "One is versatility, because we equip them to run hydraulic attachments such as grapples, hammers and drills. That saves us from using multiple machines on a job, which has obvious benefits. The other is durability. We have some Komatsu excavators with 14,000 to 15,000 hours that still run great."

Industrial Builders has nearly 20 Komatsu excavators, ranging in size from a 7,900-pound

PC35 to a 103,000-pound PC400. The Diederichs especially like the tight-tail-swing PC228 models. "We do much of our work in limited-space areas, including on highways," Donn pointed out. "Our operators love the PC228s because they can work in a single lane of traffic without the worry of a big counterweight swinging into the other lane. We've added four PC228s during the past few years and they have good power to get the job done."

The company also added 10 Komatsu dozers and a dozen wheel loaders to its fleet, including a 527-horsepower WA600 loader. "We have forks for the loaders and use them quite frequently to unload materials for customers," said Haberman. "The soil in this area can be an issue, and forklifts don't work well in the soft ground. The loaders have good floatation and clearance. They also articulate, so they're great in tight places as opposed to a forklift."

In addition to Komatsu equipment, Industrial Builders has purchased trailers and other equipment from General throughout the years, including a Link-Belt crane last year. The company works with Sales Representative John Gromatka on purchases. "Our relationship with General goes back to the 1960s, and they've become a good partner in our business," commented Haberman. "John finds us the equipment we need and General supports it with parts and service help. We work all over the state of North Dakota, and General has it covered with several locations. If we need to, we can call the closest branch for help. They take care of us."

Slow and steady

Diversification has helped Industrial Builders experience growth throughout the years. The Diederichs say that will continue.

"The markets somewhat dictate growth, and sometimes they cause businesses to contract," said Paul. "That's never been the case for us, even during the down times. We've continued to grow at a slow, steady pace and we want to continue doing that. Our ability to work in several markets makes it possible. For example, we're seeing more and more business from our crane-rental side. We're also developing new markets, which we believe is, has always been, and always will be, important." ■

(L-R) Industrial Builders Vice President of Construction Roger Haberman and Executive Vice President Donn Diederich work with General Equipment & Supplies Sales Representative John Gromatka to purchase Komatsu machines and other equipment. "John finds us the equipment we need and General supports it with parts and service help," said Haberman.



Industrial Builders equips its Komatsu excavators to run hydraulic attachments, such as hammers and grapples. "That saves us from using multiple machines on a job, which has obvious benefits," said Vice President of Construction Roger Haberman.



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NEW HIGHWAY BILL

Two-year bill brings some certainty to surface transportation, transit construction

Congress passed and the President signed a bill in midsummer that funds highway and other transit projects, providing money for roads, bridges and other infrastructure for 27 months. Dubbed MAP-21 (Moving Ahead for Progress in the 21st Century), the measure comes nearly three years after the previous highway bill, SAFETEA-LU, expired in September of 2009.

Since then, nine, short-term funding extensions kept some money flowing to transportation projects. But industry organizations all complained that the lack of a long-term bill was adversely affecting contractors by creating uncertainty at the state and local level.

The bill totals \$120 billion, covering the remainder of this fiscal year, which ends September 30, and the next two fiscal years. Attached to it was a student loan deal to keep

interest rates at the current 3.4-percent rate for one year at a cost of about \$6 billion.

The measure provides \$40.4 billion in highway investment for fiscal year 2013 and \$41 billion for 2014. It includes \$12 million each year to support new pavement technologies to speed the adoption of cost-effective, sustainable pavement, as well as improve pavement design, maintenance and construction, according to the National Asphalt Pavement Association.

Construction and equipment industry groups had lobbied Congress hard for passage of a measure before the November election. It's hoped that the new bill will be a job creator for an industry that's seen unemployment well above the national average.

Faster environmental reviews

Both sides compromised to complete the deal.

Republicans dropped the Keystone Pipeline from their original proposal. They also agreed to abandon language that would have blocked the Environmental Protection Agency from regulation of ash generated by coal-fired power plants.

Democrats agreed to halve the time allowed for environmental reviews. This will mean speedier approval of projects and will shorten the length of time it takes to complete highway and bridge projects, which is estimated at an average of 13 years, according to the U.S. Chamber of Commerce. They also conceded on a funding issue regarding new bike paths and pedestrian safety projects.

The law gives states additional flexibility in spending federal money, imposes new safety regulations and expands a federal loan guarantee program to encourage private investment in transportation projects, according to a Yahoo

MAP-21, the new highway bill, provides funding for bridges and roads while allowing faster approval for such projects.





The new \$120 billion highway bill, passed by Congress in late June, is good news to the construction industry. The funding will provide some much-needed stability to the highway market, bringing jobs and certainty to contractors, equipment dealers and other industry suppliers.

News article. Private investment may well be needed, as estimates show the current gas tax does not cover the cost of transportation programs. Forecasts say revenue will continue to decrease with people driving less and greater fuel efficiency of cars and trucks.

Industry reaction

Industry groups praised Congress for passing the 27-month Highway Bill. But almost all concur that Map-21 doesn't go far enough. They want certainty past 2014.

"The leadership of the House and Senate should be congratulated for getting the conference report done," said National Asphalt Pavement Association President Mike Acott. "The additional year of funding will bring short-term certainty for the highway market and, at the very least, will help sustain jobs in the asphalt-pavement industry."

"This is a long-awaited, positive development for the construction equipment industry," said Associated Equipment Distributors Chairman Larry Glynn. "Contractors around the country have been on life support over the last few years. This bill will provide much-needed certainty for contractors, dealers and suppliers."

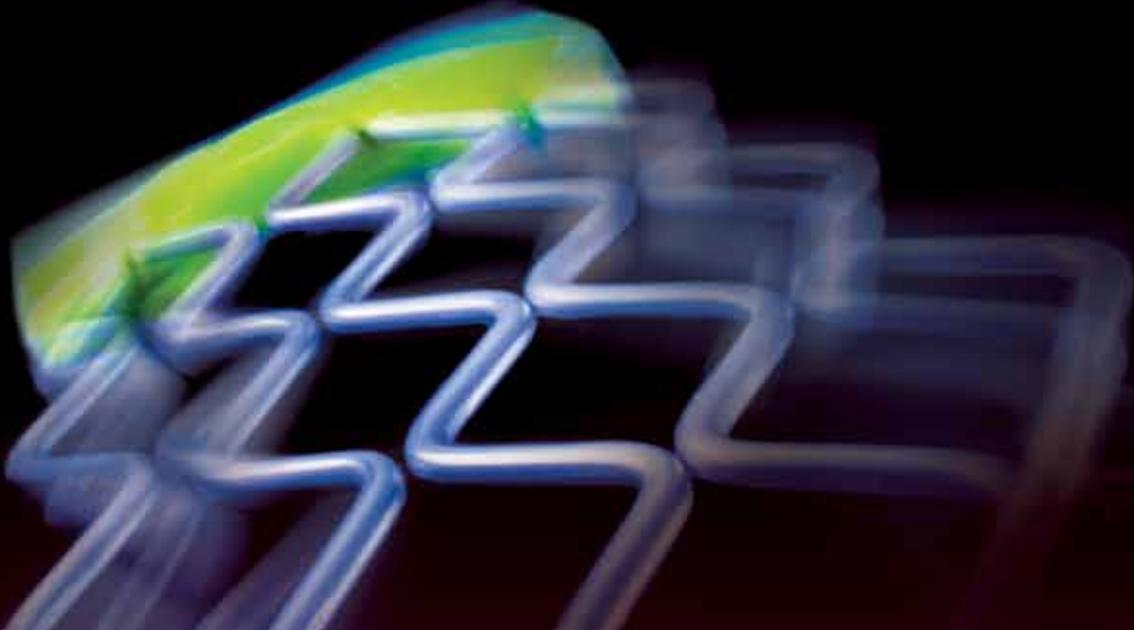
"The members of Congress that worked so hard to craft this message understand the benefits to our economy," said Stephen

E. Sandherr, Chief Executive Officer of the Associated General Contractors of America. "Today's legislative accomplishments must be seen, however, as the start of a broader effort to address the long-term funding challenges that still threaten the federal transportation program. That is why we look forward to resuming our work on an even longer-term transportation measure that includes key revenue reforms, as soon as Congress returns."

Long-term needs

The new transportation bill comes on the heels of recent information that predicted the American Society of Civil Engineers (ASCE) would likely give the nation's infrastructure a D grade when it releases its next report in 2013. The last report card in 2009 put our infrastructure shortfall at \$2.2 trillion. It's assumed that figure will be considerably higher in 2013.

"The report card isn't saying we don't spend money on infrastructure; it's saying we should be spending a greater amount," said ASCE President-Elect Greg DiLoreto in a recent Bloomberg article. "As civil engineers, we feel we are stewards of the infrastructure. It's what we know best. It's just like a doctor telling you that you have a heart condition. We're taking it to the concrete and saying, 'America, you have a mortar and bricks problem with your infrastructure.'" ■



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NEW PRODUCTS

EXCAVATOR EXCELLENCE

Greater fuel efficiency, lower emissions make Komatsu's new PC210LC-10 even better than its popular predecessor

When Tier 4 Interim standards were announced, the challenge was to take already proven and productive machinery and reduce emissions without losing performance. Komatsu's new PC210LC-10 excavator does just that, with greater fuel efficiency as a bonus.

"The previous PC200 models, which the PC210LC-10 replaces, were popular because they were proven to be among the most productive excavators in their size class," said Komatsu Product Marketing Manager Brian Yureskes of the 47,000-pound-class PC200 excavators. "They're good machines in a wide range of applications. That holds true with the new PC210LC-10, with several added benefits, including up to 10 percent better fuel efficiency, depending on the application."

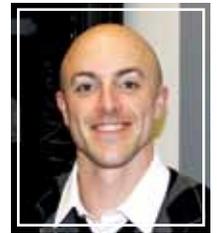
Yureskes notes that Komatsu achieved better fuel economy through advancements in engine and hydraulic-pump control technology, utilizing a combination of both newly designed pumps and advanced matching techniques. Komatsu did it without sacrificing power, as the PC210LC-10 maintains the same digging forces and lifting capacity of the previous model.

"The machine has larger displacement pumps, which are capable of providing higher flow at lower engine speeds," explained Yureskes. "Because the pumps are able to generate more volume per revolution, the engine speed does not need to be as high in order to achieve the same amount of hydraulic flow. That reduces fuel consumption by allowing the machine to operate at a lower engine speed without compromising pump flow.

"With variable-speed matching, the machine makes slight adjustments to engine speed

based on the amount of hydraulic flow the application requires. Whenever high flow is required, such as during heavy digging or trenching, the engine speed will adjust to accommodate the flow demand. In lower-flow applications, such as leveling or fine grading, engine speed will slightly reduce in response to the lower hydraulic work load. Previous models would operate at consistent engine speeds regardless of hydraulic demand, so fuel consumption was consistent even during low-flow applications. This slight reduction in engine speed improves fuel efficiency."

Like other new Tier 4 Interim excavators, the PC210LC-10 has increased operating weight and net horsepower compared to its predecessor. Both are about 10-percent higher compared to the PC200LC-8. An optional, lighter counterweight is available



Brian Yureskes,
Product Marketing
Manager, Excavators

Continued . . .

Komatsu's Tier 4 Interim PC210LC-10 provides up to 10 percent better fuel efficiency, depending on application, while maintaining the productivity of the PC200LC-8.



Improvements abound in new PC210LC-10

... continued

to accommodate regional transportation regulations. The PC210LC-10 also has 13 percent more drawbar pull, which improves steering and maneuverability.

Eco Guidance, Komatsu CARE

Additional new features of the PC210LC-10 include an enhanced LCD color monitor with improved resolution. Through the monitor, operators can set the proper working mode and program the attachment control, with the ability to store up to 10 attachments. It also has an Eco Guidance feature that gives the operator information on ways to improve fuel economy.

“We want operators to maximize productivity in the most economical way so their per-yard, per-ton costs are the lowest possible,” noted Yureskes. “There are times when maximum output is necessary, but often it’s unnecessary, and the operator can run the machine in a different mode that uses less fuel. Eco Guidance alerts them to those situations. It will also alert them to excessive idling, showing that it might be better to shut a machine down to save fuel and operating hours.”

Once the PC210LC-10 reaches its routine service intervals, the work is covered by Komatsu CARE. This exclusive program

provides complimentary, factory-scheduled maintenance for the first three years or 2,000 hours, performed by distributor technicians using genuine Komatsu parts and fluids. Serviceability is improved with the addition of handrails around the upper structure, a rear-opening hood, battery-disconnect switch, swing-out cooler and improved diagnostics through the monitor.

“Komatsu CARE ensures that those service intervals are done properly, with the goal of longevity, reliability and lower owning and operating costs throughout the lifetime of the machine,” said Yureskes. “In addition, we provide two, complimentary Komatsu Diesel Particulate Filter (KDPF) exchanges at 4,500-hour intervals. Komatsu and its distributors track the service intervals through KOMTRAX 4.0, then set up the scheduled maintenance.”

The KDPF is one of several components that reduce emissions on the Tier 4 Interim PC210LC-10. Through passive and active regeneration, the KDPF uses heat to burn soot. Other components include the Komatsu Variable Geometry Turbocharger (KVGVT) and the exhaust gas recirculation system. Komatsu designed the components to work in harmony for maximum efficiency.

Cab improvements

Komatsu further boosted productivity by improving the operating platform in the PC210LC-10 with an integrated ROPS cab designed to minimize noise. A high-back, heated, air-suspension seat provides more comfort for the operator.

“We saw the new emissions standards as an opportunity to build a machine that not only meets regulations, but improves upon what users have already come to know as the leader in its size class,” summarized Yureskes. “We believe that anyone who uses the new PC210LC-10, whether for digging trenches, mass excavation, clearing, demolition, landscaping or a host of other applications, will find it to be a class leader. We encourage anyone who’s interested to try one out. We’re confident that the results will speak for themselves.” ■

The PC210LC-10 has increased operating weight, net horsepower and drawbar pull, compared to its predecessor.



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CUSTOMER COMMENTS

TIER 4 TESTIMONIALS

Here's what users are saying about Komatsu's new interim machines and their technology

The past couple of years saw the introduction of Tier 4 Interim emissions standards for many machines used in the construction industry. Regulations required reducing Nox by 45 percent and soot by 90 percent. With new technology, Komatsu achieved the standards while improving production and fuel efficiency as well. Komatsu also introduced KOMTRAX 4.0 and Komatsu CARE, a program that offers complimentary scheduled service on Tier 4 Interim machines. Here is what a few of the users of these innovative new wheel loaders, dozers, articulated trucks and excavators have to say about the machines.

"We're very impressed with the new Tier 4 machines, because they're as productive as previous pieces in that size, with greater fuel efficiency. The PC360 is very powerful and also smooth to operate. We use the D65s quite often for discing-in drilling mud on the farms, and they have good power to get through that heavy material. One of our operators, who's very loyal to another brand, called in to tell us how much he liked the D65 and claimed it was his machine now. That said a lot to us." — **Brian Foster, Equipment Manager, J.W. Hughes Excavation, Inc., a multifaceted contractor that works in the Texas oil market.**

"It was practically a foregone conclusion that we'd purchase Komatsu; it was just a matter of which machine was the right fit. We decided that the Tier 4 Interim machines fit the best, not only in terms of productivity, but meeting the tough California emissions standards. I have to admit, I was never a Komatsu guy, but working with ERSI and using these machines has made me a believer. They have good reach, power and stability. Our operators love them." — **Sonny Centeno, Senior Project Manager for**

Environmental Remediation Services' West Coast operations, which was set up about a year ago. An East Coast-based company, ERSI has used Komatsu equipment in its demolition operations for several years.

"I am very impressed with the improvements made on the new D65-17. The Sigma blade allows more ground to be moved during a longer push. Because the ground we move can be hard, we use the ripper quite often, and the D65 has the power to get through it." — **Carl Morgan, President of Morgan Tools, which builds locations for gas and oil companies in the Southwest. Morgan Tools is a longtime Komatsu user and now has three Tier 4 Interim D65-17 dozers.**

Continued . . .

New Tier 4 Interim machines, such as the PC490LC-10 excavator, have proven to be as or more productive than their predecessors, with greater fuel efficiency.



Users seeing fuel savings with Tier 4 Interim equipment

... continued

“The first dozer proved reliable, and that really made us look at Komatsu as we added machines. Each one we’ve owned or rented has cemented that reliability. I admit, there was some apprehension with the new Tier 4 machines because of the new technology. But they’ve proven to be just as good as any piece of Komatsu equipment we’ve ever had.”

— **Mark Sellin, President, Sellin Brothers, Inc.**

A Minnesota-based excavation contractor, Sellin Brothers is a longtime Komatsu equipment user, including excavators, dozers and wheel loaders, in both its highway and underground utility divisions.

“When we first started looking for a machine to replace one of our PC220s, we wanted another one. Our sales representative talked to us about the PC240, which replaced the PC220. We were hesitant at first because the PC220 has always been a reliable performer. The PC240 has a lot of new technology, and that made us a little apprehensive, but our sales rep, distributor and Komatsu said they would stand behind it. In less than a year, we’ve put more than 1,100 hours on it without any issues. It’s proven to be just as effective as the machine it replaced, with less fuel usage. We’re sold.” — **Edwin Coggins, Co-owner of Coggins Farms & Produce, which grows and harvests several crops in the southeastern United States and uses the PC240LC-10 to clear trees and stumps.**

KOMTRAX 4.0

“I can log onto the computer and get a lot of information about a machine, such as what time it started in the morning, what rpm it’s running at, how much fuel it is using per hour, etc. It also gives us a level of security. Some of our jobs take us into tough areas, and with KOMTRAX, I can use a geofence to prevent a machine from starting between certain hours if it’s not supposed to be running at that time. KOMTRAX is a great tool.” — **Sonny Centeno, Senior Project Manager, Environmental Remediation Services**

“KOMTRAX is a very valuable tool that provides us with useful information. I can see actual working hours versus idle time and fuel consumption. That allows me to address any productivity issues I see with the operator, showing them ways to maximize fuel economy and production.” — **Mark Sellin, President, Sellin Brothers**

“A light on the monitor indicates the Komatsu Diesel Particulate Filter is regenerating. Other than that, I can’t even tell it’s happening. I can keep working with no loss of performance, which I’ve found is all-around better than other excavators I’ve run.” — **Davey Stabler, Operator, Coggins Farms & Produce. ■**



Komatsu’s Tier 4 Interim machines come with KOMTRAX 4.0 and Komatsu CARE, a program that provides complimentary scheduled services.

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AUTONOMOUS AGREEMENT

Large Australian mining operation to use huge Komatsu driverless trucks

Komatsu and Rio Tinto, one of the largest mining companies in the world, signed a Memorandum of Understanding to take the next step in large-scale implementation of the Komatsu Autonomous Haulage System (AHS), with the two companies committed to deploying a minimum of 150 Komatsu AHS trucks. Built at Komatsu's Peoria Mining Operations, delivery of equipment will begin this year.

Rio Tinto has been testing the Komatsu AHS, the world's first commercial, autonomous, mining-haulage system, since December of 2008 at its West Angelas mine in the Pilbara region of Australia. During the trials, the AHS technology demonstrated clear value to the business, especially in the areas of health, safety and productivity.

"We're extremely excited to expand the Rio Tinto fleet to at least 150 AHS trucks in its Western Pilbara operations by the end of 2015," said Komatsu Ltd. President and CEO Kunio Noji. "Komatsu and Rio Tinto are global partners and have developed a strong alliance throughout the years. We are confident that our leading-edge technology will accelerate Rio Tinto's Mine of the Future™ objectives through improving safety and mine operations."

Revolutionizing mining

The 930E-AT autonomous trucks enable users to haul 320-ton payloads without a driver. The dump trucks, which feature a 2,700-hp (rated brake power) engine, are equipped with vehicle controllers, a high-precision GPS system, an obstacle-detection system and a wireless network system. The trucks are operated and controlled via a supervisory system.

"This announcement further reinforces our longstanding alliance with Komatsu," said Tom Albanese, Chief Executive of Rio Tinto. "Autonomous haulage is an important component of our Mine of the Future™ program. These new, 150, autonomous trucks will work with our pioneering Operation Centre that integrates and manages the logistics of 14 mines, three ports and two railways.

"These technologies are revolutionizing large-scale mining, creating attractive, high-tech jobs and helping us improve safety and environmental performance, while reducing carbon emissions," he added. ■

Komatsu's 930E-AT electric, autonomous, haul truck can carry a 320-ton payload without a driver.



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LISTENING TO CUSTOMERS

Equipment users provide valuable insights, says new Komatsu America President/COO

QUESTION: You've been with Komatsu many years. How have your experiences prepared you to be President/COO?

ANSWER: I have extensive sales & marketing experiences from my long history with Komatsu. I always think and take actions from a customer perspective, such as what are our customers' goals and expectations from Komatsu and its distributors, and how can Komatsu meet their expectations. I keep those things in mind and bring them to the President/COO role. That "boots on the ground" philosophy provides us with invaluable feedback.

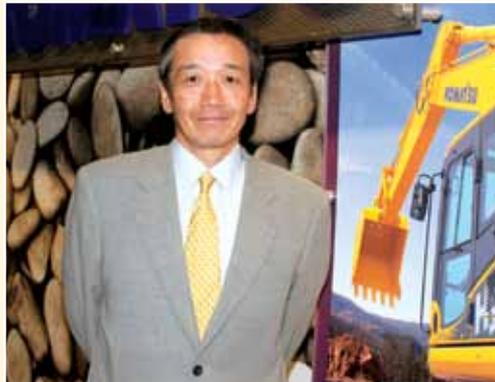
QUESTION: What do you believe Komatsu does especially well?

ANSWER: We're an equipment manufacturer, so "Job One" for us is making great equipment. We believe our products are the most unique and unrivaled machines available. We're always striving to make them even more productive and efficient.

Having such great products requires a significant investment in our technology initiatives, which we also believe are unique and unrivaled in the industry. Komatsu is a strong engineering company with a commitment to technological innovation. Proven examples of our dedication include machines that are plug-and-play ready for GPS grading systems; KOMTRAX, the first machine-monitoring system installed as standard equipment; our Tier 4 Interim engines that customers tell us are truly superior; our autonomous haul trucks and our second-generation Hybrid Excavator.

In addition, we believe we're the best when it comes to proactive product support. Our distributors do an outstanding job of focusing

Continued . . .



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.

Noboru Sato,
President/COO of
Komatsu America Corp.

New Komatsu America Corp. (KAC) President and COO Noboru (Nob) Sato has been with the company for more than 30 years, but his experience with the company goes back much further. As a child growing up, he often visited the family farm.

"My uncle used a Komatsu bulldozer to cut out a mountainside and level the land to farm ground. When we visited, I would ride along with him while he worked the crops," said Sato. "When I grew up, I wanted to work for a leading company and travel the world. Komatsu has given me the opportunity to do both."

As President and COO, Sato is responsible for managing Komatsu operations related to construction and mining. He took over the position April 1, after serving as Executive Officer and President of the Overseas Marketing Division at Komatsu Ltd for four years. Before that, Sato was Executive VP, Marketing at KAC for five years.

"My previous positions allowed me a great deal of time to talk with customers, which is something I enjoy," he noted. "That one-on-one interaction provides valuable information. Because they're the ones directly using our machines, customers often have great insight. Many of our marketing and service strategies have come as a result of that input. I enjoy talking with customers to learn their visions for their businesses, then asking what we can do to help meet them."

In his leisure time, Sato enjoys playing golf and recently took up cooking.

New COO says Komatsu a leader in product-support solutions

... continued

on customer satisfaction and deserve a great deal of credit for Komatsu being a leader in support programs, including Komatsu CARE, which was introduced with our Tier 4 Interim machines.



Komatsu America President Noboru (Nob) Sato said he believes Komatsu is the best in the industry when it comes to product support, citing programs such as Komatsu CARE, which provides complimentary scheduled maintenance on new Tier 4 Interim machines.

Innovative products such as hybrid excavators, including the second-generation HB215LC-1, set Komatsu apart, according to company President Noburo (Nob) Sato.



QUESTION: What benefits does the Komatsu CARE program offer?

ANSWER: It provides complimentary scheduled service that assures the customer those services are done correctly with no out-of-pocket costs. Also included are two diesel particulate filter exchanges. The distributor tracks the machine and schedules the service at a beneficial time.

The program also benefits us. Tier 4 Interim technology is new, including componentry. Komatsu CARE allows us to track this technology and see first-hand how it's working. What we're learning from that, along with what our customers are telling us, is that it's performing very well.

QUESTION: What do the construction and mining markets look like now?

ANSWER: Some segments of the construction market are strong, including the energy sector with the oil boom. Other construction segments, such as roads and housing, are seeing an increase, but are still behind where they were several years ago. Some states, and even municipalities, are increasing their infrastructure work, but we need more on a national level. As for housing, I believe that will make a strong comeback next year.

There is some concern as coal mining has softened somewhat here in the U.S., due largely to low natural gas prices. However, in the long term, I see mining remaining strong for several years. ■



Komatsu America President Noboru (Nob) Sato says it's vital to listen to customers as they provide valuable feedback on ways to improve Komatsu products.

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WHAT'S YOUR IDLE TIME?

KOMTRAX team points out benefits of shutting a machine down during nonproduction



Rizwan Mirza,
Manager, KOMTRAX,
ICT Business Division



Goran Zeravica,
Manager,
Distributor Operations,
ICT Business Division

Having an accurate picture of how long your equipment is idling can have significant advantages. But how do you know if it's idling too much? KOMTRAX can help by providing detailed information that will show your machinery's productive operation versus idle time.

"In 2007, we started a push to get owners and operators to think about idle time and how it affects the bottom line," said Goran Zeravica, Manager, Distributor Operations. "It's paying off, as our information shows that idling time has gone down somewhat. But it's nowhere close to where we would like it to be."

Komatsu's KOMTRAX team would like it to be near zero. Estimates show that the average machine spends nearly 40 percent of its working time at idle. Zeravica and Rizwan Mirza, Manager, KOMTRAX, said that excessive idling has several negative implications.

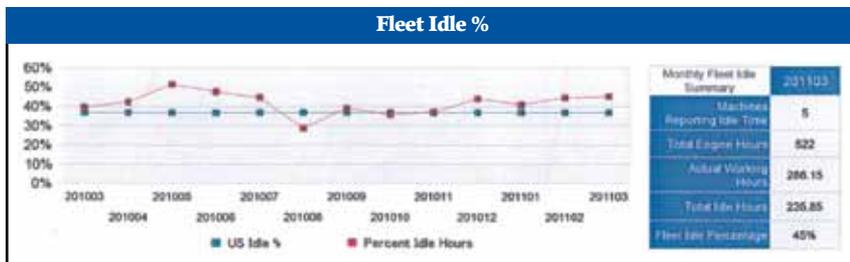
"To start with, idling is an incredible waste of fuel that eats into profits," pointed out Mirza. "Then consider that those nonproductive hours are putting the machine closer to the next service interval at a faster pace. The per-yard and per-ton cost of the project goes up. It affects resale value as well. Limiting idle time means fewer hours, which equals a higher resale value."

How do you stack up?

Komatsu offers a complimentary, detailed, monthly report with easy-to-read charts and graphs highlighting key items, including how a machine's idle time compares with the average of all machines it tracks.

"A simple graph shows owners if their machines' idle times are above, below or average, when compared to the national average," explained Zeravica. "Of course, we want them to be below average, and eventually we want to get the overall idle-time average below 10 percent. Customers tell us these reports are helpful because they give them a better understanding of how efficiently their fleet is operating and the costs associated with idling."

For more information about KOMTRAX or to receive reports, contact Zeravica or Mirza at gzeravica@komatsuna.com and mirza@komatsuna.com. ■



A monthly fleet report from Komatsu offers detailed information about machine use, including idle-time percentage compared to the average of all machines KOMTRAX monitors.





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NEWS & NOTES

Landscape society study shows benefits of green infrastructure

A report from the American Society of Landscape Architects (ASLA) and other organizations shows major benefits of green infrastructure, including reduced costs of treating large amounts of polluted runoff, as well as improving public health by reducing bacteria and pollution in rivers and streams.

Dubbed "Banking on Green: How Green Infrastructure Saves Municipalities Money and Provides Economic Benefits Community-wide," the report is aimed at the need to quantify the economic benefits of such infrastructure. It further showed a reduction in energy expenses, along with reduced flooding and flood damage.

"For many decades, landscape architects have been helping communities large and small manage their stormwater with innovative green infrastructure solutions, such as green roofs, rain gardens, bioswales and pervious pavements," said ASLA Executive Vice President Nancy Somerville. "The case studies and the cost analysis in this white paper clearly demonstrate that green infrastructure techniques are proven to be cost-effective at managing stormwater, preventing flooding, improving water quality and promoting public health. Landscape architects will continue to implement these projects in more and more neighborhoods across the country." ■



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