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Photo by Holland Pump

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The Positive Fundamentals Are Still There

If you take a look at the last page of this issue, you'll see a few charts from the latest Baird/RER quarterly equipment rental research survey.

One of the telling charts is that rental companies are slowing down their capex spending over the next six months. The third quarter survey's overall sense was that even though revenue was very solid in the third quarter, the expectation is for the rate of growth to soften in 2024, which is similar to the American Rental Association's latest forecast.

We've been hearing that the rate of growth is about to slow down for the past couple of years and by most accounts 2023 was better than expected. I'm not giving in to pessimism at all.

The positives are that the backlog of work extends through 2024 and that nonresidential verticals have remained strong with visibility into 2024.

All the leading national rental companies, United Rentals, Sunbelt Rentals, Herc Rentals, H&E Equipment Services, have done well in 2023 and they all expect a lot of mega projects in 2024. You might say that the mega projects don't help you if your company is a smaller independent. But what surrounds those projects may be what's important. If it's a new stadium, a new factory or warehouse or fulfillment center, it's everything that feeds into those projects and everything that surrounds them that might be of benefit. People need to work in those businesses, which means more apartments, shopping centers, roads, schools, health centers, pharmacies, grocery stores, game shops, fitness centers, restaurants and coffee shops, service stations, clothing stores; more just

about everything. It might not all happen at once, but it's bound to happen.

Baird's analysis is that demand is still healthy for now, but many respondents are starting to see demand moderation along with increased equipment supply. The positives are that the backlog of work extends through 2024 and that nonresidential verticals outside of "office" construction have remained strong with visibility into 2024.

On the negative side, however, project delays are becoming more common according to some, with some commercial projects having start dates put on hold or even suspended indefinitely. Interest rates and materials cost issues continue to hamper larger

projects, and competition remains just as intense but for fewer projects. Overall levels of activity remain solid, but amid concern about interest rates impacting demand going forward.


Rental rates growth appears to be peaking, although third quarter rental rates did increase 2.2 percent, which was relatively in line with the second quarter year-over-year hike of 2.3 percent. However, the previous seven quarters had increases in the 3.7 percent to 4.8 percent range. Forward rate growth expectations are lower as well, with rental rates expected to increase 2.9 percent for the full year compared to 3.1 percent, which was the expectation prior to 2023.

However, the slowdown in rental rates appears to be more a function of increased equipment supply more than

demand erosion with project backlogs largely healthy despite increasing commentary on delays, according to Baird's analysis of these results.

Yes, election years have their own strange dynamics, and quite frankly, I've never fully grasped them. There's a hesitation to see who's going to get elected, on federal and state levels. And while each election matters for different reasons, and I won't get into the politics of it, business usually ends up going on pretty much as usual. Certain types of expenditures will be favored by Republicans and other types will be favored by Democrats, but business will be going on regardless. As to which party will stimulate the stock market more, there are all kinds of studies on that and from what I've read, they all contradict each other depending on who wrote or was behind the study.

So, my personal view on the matter is from everything I've observed, don't let electoral politics make you too cautious when it comes to your business. Keep a close eye on your balance sheet, but don't let fear get in your way. Listen to what your customers see in the marketplace, but don't get swayed by their fears.

In our next issue, we'll give you some thoughts about what some of the economists are saying and what a lot of rental people are thinking about 2024. As far as the belief that growth is slowing, there are differences of opinion about whether that's a bad thing. Keep tuning in to rermag.com for regular updates before the next magazine is printed and have a great holiday season! 

Michael Roth, mroth@rermag.com



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Skyworks Acquires Florida's Gold Coast Hi-Lift

FORT LAUDERDALE, Fla. - Fast-growing Skyworks has acquired Gold Coast Hi-Lift, a family-owned and operated equipment rental business with locations in Fort Lauderdale and West Palm Beach, Fla. Gold Coast has more than 20 years in the equipment rental world. The addition of its two locations to Skyworks and its current Fort Myers and Sarasota, Fla., branches, gives the company a strong presence in Florida.

"We look forward to working with Joe and Frank Villella, Dillon Villella – branch manager of the Fort Lauderdale location since graduating

college, Mark Buonomo, branch manager of West Palm Beach location for the last 20 years, and all their employees who have been with Gold Coast



Hi-Lift for many years," wrote Jerry Reinhart in a letter to employees. "Joe

Villella will be staying on with Skyworks to oversee the operations of both the Ft. Lauderdale and West Palm Beach locations."

Skyworks, headquartered in Buffalo, N.Y., now has 25 branches. The company is No. 26 on the *RER* 100. It has locations across the Northeast, Midwest and Southeast United States.

H&E Equipment Services Acquires Southern California's Giffin Equipment

GOLETA, Calif. - H&E Equipment Services Inc. last month announced the acquisition of the equipment rental assets of Giffin Equipment, a California-based provider of non-residential construction and industrial equipment. The acquisition includes three branch locations and a fleet size, as measured by original equipment cost, of approximately \$13.4 million. The rental branches are in the cities of Ventura, Goleta and Santa Maria.

Giffin Equipment was founded as an equipment yard and wedding store in Goleta, just north of Santa Barbara, Calif., in 1930. The company now offers a wide range of construction and industrial-

related equipment. It is also an authorized dealer for Bobcat equipment in Ventura and southern Santa Barbara counties.

Brad Barber, CEO of H&E Equipment Services, talked about the importance of the acquisition for H&E. "The addition of Giffin's equipment rental assets and facilities increases our branch density and assists in bridging our existing locations in Central and Southern California," Barber said. "The improved density and continuity allow H&E to efficiently address the active non-residential construction market through extended regional coverage, while providing meaningful expansion of our rental fleet within the existing

branch structure. Throughout Giffin's 93-year history in California, its employees have maintained a focus on strong customer service, reliable equipment, and equipment solutions. We look forward to growing our rental fleet in these newly acquired locations while working closely with our new teams to expand our Central and Southern California business."

The Stansberry Firm represented Giffin Equipment in the transaction.

Following the transaction, H&E's equipment rental operations extend across 135 branch locations in 30 states, including 15 locations in California. Based in Baton Rouge, La., H&E Equipment Services is No. 5 on the *RER* 100. H&E also recently opened branches in Daytona Beach and Pompano Beach, Fla., and Texarkana, Texas.

With the acquisition of Giffin, H&E grows its presence in southern and central California. Pictured is one of H&E's Los Angeles-area locations.

Photo by H&E Equipment Services



Respected Rental Industry Executive Daryl Gaskins Dies

CLAYTON, N.C. - Daryl Gaskins, region fleet director, fluid solutions, United Rentals, died recently at age 53. Gaskins began his career in the rental industry with Hertz Equipment Rental Corp. in 1995, beginning as sales coordinator, and then moving up to assistant branch manager, sales representative, branch manager, region manager of operations, and general manager, Middle East and North Africa, where he was responsible for the Hertz Dayim joint venture in the Middle East. He and his family spent two years in Dubai, United Arab Emirates. He went on to work as CEO of ADCO before joining United Rentals in January 2020 as district manager in Fluid Solutions, later promoted to region fleet director.

Gaskins was born in Massachusetts and grew up in New Bern, N.C., and graduated from North Carolina State University. After marrying in 1997, he and his wife Claire lived in Greenville, N.C., and then moved to Clayton where they raised their daughters Lillie and Maggie.

According to his obituary, Gaskins was extremely hard-working, but loved being with his family more than anything, enjoyed traveling with family and friends, golfing with friends and his daughters, watching NCSU football and basketball and watching his daughters play soccer.

"Daryl made a lasting impression on all he met," said David Scott, United Rentals senior vice president of specialty operations at United Rentals. "We are grateful

for the time we had with him as both friends and colleagues. He will be severely missed. Our deepest condolences to his loved ones during this difficult time."

"Daryl was someone who lived without worry," former rental executive and close friend Norty Turner told *RER*. "His calm demeanor and easygoing approach diffused many tense situations. That calm demeanor should not have been misconstrued as unambitious, because he was incredibly driven and achieved so much. So many people called him for advice and relied on his mentorship."

Gaskins achieved a long list of accomplishments, such as a 41.6 percent of pretax income margin as a senior branch manager of the HERC Raleigh branch, realizing more than \$120,000 per month in small equipment rentals and several hundred thousand more in large equipment. He regularly had the highest dollar utilization in his region as branch manager, according to then executives at Hertz.

However, far more important than the numbers, Daryl Gaskins will be remembered as a leader, mentor and friend, widely respected and loved by co-workers, friends and family.

He is survived by his wife, Claire Wood Gaskins; daughters Lillie and Maggie; his brother, Brent Gaskins and wife Rene, nephew Noah; parents, Sammy and Cindy Gaskins; grandmother, Jean Kiser; sister-in-law, Ashley Watts and nephews Jack, Davis, and Henry.



Daryl Gaskins, a successful rental executive, will be remembered most for his mentorship and positive impact on the people he worked with.

Quebec's Lou-Tec Acquires Ontario High-Reach Rental Specialist Torcan Lift Equipment

TORONTO - Lou-Tec, Quebec's leading rental company for heavy machinery, tools and specialized equipment, has acquired Torcan Lift Equipment, a company that has made a name for itself in the sales and rental of aerial equipment in Ontario. For 24 years, Torcan Lift Equipment has been supplying its customers with quality elevation and handling equipment in Ontario.

The combined resources of Lou-Tec and Torcan Lift Equipment will further accelerate their long-term growth plans. Both companies will gain access to more equipment and capital, thereby multiplying opportunities to pursue their ambitious growth plans.

Torcan Lift Equipment has enjoyed strong growth in recent years. With a team of more than 70 employees



From left: Claudio Basso, vice president, Torcan Lift Equipment; Joe Picao, president of Torcan Lift Equipment; Jean-Marc Dallaire, president and CEO, Lou-Tec, celebrate the new partnership at Torcan's Toronto rental center. Photo by Lou-Tec Group

and a fleet of more than 2,400 pieces of aerial equipment, it offers its customers rental, sales and maintenance services for lifting equipment, as well as a full range of parts and training.

"We are delighted to welcome the Torcan Lift Equipment team to the Lou-Tec family," said Jean-Marc Dallaire, president and CEO of Lou-Tec. This transaction is in line with Lou-Tec's development plan, as it will enable Lou-Tec to establish a significant presence in Ontario and expand our existing business activities in that province."

Torcan Lift Equipment is renowned for its commitment to customers and its constant focus on improving service, as well as for the quality of its fleet. The combination of Lou-Tec and Torcan Lift Equipment will give customers of both companies access to a wider range of elevation equipment and a greater number of service locations.

Lou-Tec and Torcan Lift Equipment will continue to operate as usual, retaining their respective names and brand images. The head offices of both companies will remain in their current locations – Lou-Tec in Montreal and Torcan in Toronto.

This transaction is being carried out with the full support of Torcan Lift Equipment's current management and employees, who will retain their roles and ensure uninterrupted service.

The principal shareholders of Torcan Lift Equipment become shareholders of Lou-Tec. Joe Picao, president of Torcan Lift Equipment, remains in his position.

"This is a great opportunity to develop a strong relationship with the Lou-Tec team," said Picao. "Together, we'll be able to offer an impressive fleet of equipment, cover a larger territory and respond effectively to the growing needs on construction sites."

Financial support

Lou-Tec and Torcan Lift Equipment are supported by financial partners – Sagard Private Equity Canada, Walter Capital Partners, Investissement Québec, BDC Capital's Growth Equity Partners and the Fonds de solidarité FTQ – to support their growth and development projects, particularly in terms of technology and expansion into new territories.

Lou-Tec and Torcan Lift Equipment remain on the lookout for opportunities to realize their vision of becoming major players in the equipment rental industry across the country.

Lou-Tec, founded in 1979, has 26 corporate locations, including five mechanical shops specialized in elevation equipment, in Quebec and Ontario. Lou-Tec is No. 22 on the *RER* 100.

Alta Equipment Group Acquires Burris Equipment Co. and Canadian Distributor Ault

LIVONIA, Mich. - Alta Equipment Group made two acquisitions in the past month – it entered into a definitive agreement to acquire Burris Equipment Co., a supplier of market leading construction and turf equipment with three locations in Illinois, not far from Chicago, and also acquired Ault Industries Inc., a privately held Canadian equipment distributor with locations in Ontario and Quebec.

Burris is a dealer for Case, Wacker Neuson, Jacobsen, Ventrac, Stihl and other brands. It also rents mobile elevating work platforms, air compressors and tools, climate control equipment, compaction equipment, concrete/masonry equipment, earthmoving and jobsite machinery, electric tools, forklifts, lawn and landscape equipment, light towers, generators, pressure washers, pumps, welders, plumbing and pipe equipment, professional turf and golf course equipment, snow removal and trench safety gear.

"The acquisition of Burris will not only yield immediately accretive returns to shareholders but will also notably enhance our business in Illinois," said Ryan Greenawalt, Alta Equipment CEO. "In addition to adding important infrastructure and industry talent to the Chicago area in our Construction Equipment segment, we also eagerly embrace new OEM relationships stemming from the Burris acquisition, while simultaneously expanding with existing OEM partners to best serve Burris customers. This acquisition will fortify our product support presence and rental capabilities in the market, opening doors for the growth of our high-margin parts and service business. We extend a warm welcome to the Burris team as they become part of the Alta family."

The acquisition diversifies Alta's product portfolio and end markets in the Chicago area and expands its infrastructure in the

region with three new branches in Joliet, Waukegan and Lake-moor. Burris generated approximately \$40.6 million in revenue, \$1.9 million in net income and EBITDA of \$4.6 million for the trailing 12-month period through July 2023. The purchase price is \$14.0 million in cash, subject to working capital adjustments.

"The acquisition of Ault represents Alta's first investment in Canada for our growing construction segment," said Ryan Greenawalt, Alta CEO. "We are extremely excited to partner with the Ault team as they have built a high-performing equipment dealership in the aggregate and mining space, a growing end market in their region and for Alta. In addition to entering the major construction markets of Toronto and Montreal, we also eagerly embrace a new relationship with McCloskey, a market leading OEM in the crushing and screening product category. We extend a warm welcome to the Ault team as they become part of the Alta family."

The total purchase price was \$36.0 million, consisting of \$23.2 million cash at close, a \$2.2 million seller note, and \$10.6 million worth of Alta's common stock, which will be issued at \$13 per share, equating to 818,473 shares vesting annually over a five-year period. The purchase price is subject to post-closing working capital adjustments.

Ault's brand name, employees, and management team will remain in place post-close.

Alta has completed 16 acquisitions since its initial public offering in 2020, including Burris and Ault. The acquisitions have contributed \$537 million in revenue, and \$66 million in adjusted EBITDA.

Alta Equipment Group now has more than 80 locations. Headquartered in Livonia, Mich., Alta is No. 21 on the *RER* 100.



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Fabick Cat Breaks Ground on New 100,000 Square Foot Facility in Green Bay

GREEN BAY, Wis. - Fabick Cat broke ground recently on its new facility in Green Bay, Wis. Community leaders from the Town of Lawrence, Wis., Miron Construction Co., and Gries Architectural Group Inc. gathered to celebrate. The ceremony marked a significant milestone in the organization's continued commitment to the local community and dedication to advancing its operations for customers into the future.

The new 100,000-square-foot facility is being developed on 23 acres of land along Interstate 41, near its current longstanding establishment. The new facility will feature cutting-edge technology and modern infrastructure, the company said, not only enhancing operational efficiency but also serving as a catalyst for growth



The first official shovel turn at the new Fabick Cat Green Bay site is completed by Fabick family members John Fabick IV, president of Fabick Cat (left), Jeré Fabick, chairman, CEO and dealer principal (middle) and Kelli Fabick, general manager of Fabick Rents (right). Photo by Fabick Cat

within the industry. The upgrade represents a substantial investment from Fabick Cat in Green Bay and the surrounding areas.

During the event, Todd Stanley, senior vice president and chief operating officer of Fabick Cat, said, "Today, we extend our deepest gratitude to our Green Bay employees, past and present, whose dedication and hard work have played an integral role in Fabick Cat's success over the years. Because of you, we've reached this exciting moment – one that will be looked back on as having a profound impact on our company's history."

Throughout the ceremony, members of the Fabick Cat executive leadership team, as well as sales and product support leaders conveyed thanks to their loyal customers for their unwavering support. All expressing their confidence in the new state-of-the-art facility.

During the closing statements of the groundbreaking ceremony, Jeré Fabick, chairman, CEO and dealer principal of Fabick Cat said, "As a multi-generational, family-owned business, we are committed to consistently exceeding customer expectations by delivering innovative solutions, providing the best value and being actively involved in the communities where we live and work. Our current Green Bay location has been serving this area for over 60 years. So, this groundbreaking ceremony marks a momentous time for Fabick Cat – it's not only our kickoff to expansion in Green Bay but it's a testament of our commitment to our customers, our employees and the community."

The Fabick Cat team looks forward to the new facility slated to open in early 2025. In the meantime, the current Green Bay location will continue to serve the community's heavy equipment needs.

Fabick Cat, headquartered in Fenton, Mo., is No. 29 on the RER 100.

Studio Changes Lead Herc to Explore Alternative for Studio Rental Business, Silber Says

BONITA SPRINGS, Fla. - Herc Rentals is seeking strategic alternatives for its studio equipment rental business, president and CEO Larry Silber told a conference call with investors last month. The decision to explore strategic alternatives, which might end up in a sale of that segment of its rental business, was based on factors beyond the recent work stoppage of actors that grounded film and television production to a halt.

Herc's studio management and lighting and grip offering, branded in the TV and film industry as Cinelease, was acquired by Herc as a growing specialty rental market in 2012, Silber explained. Cinelease is one of the largest lighting and grip rental companies in the United States. However, over the past few years, the industry for renting lighting and grip equipment to studios has evolved as investment firms began purchasing sound stages and physical studios as attractive ways to diversify their real estate portfolios.



Despite the third quarter slowdown in the studio rental business, Herc Rentals posted a 21.9 percent uptick in total revenue for the quarter.

Photo by Herc Rentals

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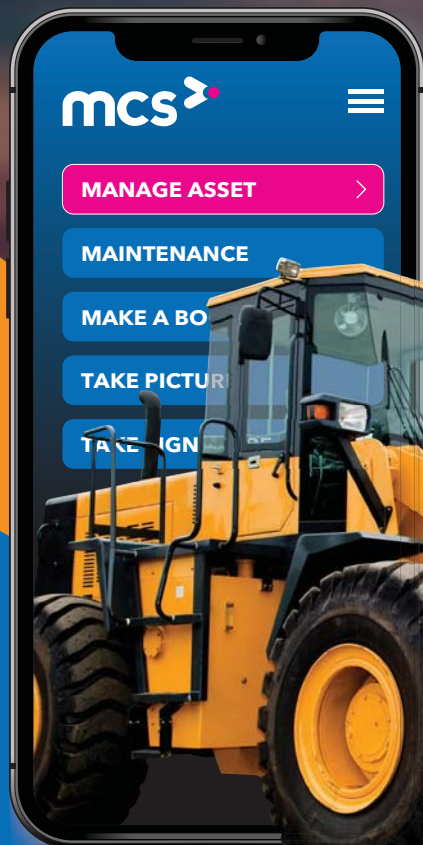


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“These new owners want to offer a single point of contact for studios, studio management, and lighting and grip equipment, thereby making it less of a rental model and more a permanent part of their in-house business,” Silber said. “As a result, in order for us to continue to grow the Cinelease studio management and lighting and grip business, Herc would need to add fixed-cost studio real estate to our portfolio offering. And that capital requirement would be a departure from our core rental business model. So, at the beginning of the year, we began discussing strategic options for Cinelease that will enable it to continue to maximize its potential, either with Herc or on its own. We determined that exploring external opportunities was prudent, and so that process has begun.”

In the meantime, Silber added, the Herc Entertainment Services business will continue to rent its rolling stock

equipment to both on-location studios, off-location productions for television and film, and live entertainment venues. Silber added that Cinelease has been a great business for Herc.

“It’s a high-margin, seasonally steady growing platform business with a loyal team of product and service experts, and it opened doors for Herc Entertainment Services to continue to flourish in this robust and exciting end market,” Silber said.

Despite the third quarter slowdown in the studio rental business, Herc Rentals posted a 21.9 percent uptick in total revenue for the quarter. For a more complete look at Herc’s third quarter results, visit: <https://www.rermag.com/news-analysis/headline-news/article/21276188/herc-rentals-total-revenue-jumps-219-percent-in-third-quarter>.

Flannery Sees Normalizing Supply Chains, Strong Demand Going Forward

STAMFORD, Conn. - In United Rentals’ third quarter conference call with investors, CEO Matthew Flannery said supply chains are now approximately 90 percent normalized through most channels, thus enabling the company to normalize its fleet expenditures. Also used equipment sales more than doubled year over year to \$366 million as the company normalized its volumes and rotated out older fleet after holding back before because of difficulty obtaining equipment.

On the subject of capex, chief financial officer Ted Grace said gross rental CapEx through the third quarter has totaled almost \$3.1 billion, representing about 90 percent of the company’s full year CapEx plan, “in line with both our expectations and historical year-to-date levels.”

While Flannery said it was too early to give CapEx guidance for 2024 – United typically gives those number during its January conference call – Flannery did say the company expects 2024

to be a growth year and he expected solid spending on both replacement and growth fleet CapEx.

Flannery said that as United approached the first anniversary of its acquisition of Ahern Rentals, the integration remains on track. “A highlight continues to be the quality of the team,” he noted. “People are one of the key components we add when we bring companies on board and integrating them into United Rentals. Ahern is another great example of the strength we have in leveraging our balance sheet as a way to benefit both our customers and our shareholders.”

Flannery continues to be bullish on the rental market and performance and customer demand.

“Key verticals saw broad-based growth led by industrial, manufacturing, metal and mining, and power,” he said. “Non-res construction grew 9 percent year over year, and within this, our customers kicked off new projects across the board, including numerous EV and semiconductor-related jobs, solar power facilities, infrastructure projects, data centers and healthcare. Geographically, we continued to see growth across all GenRent regions, and our specialty business delivered another excellent quarter, with organic rental revenue up 16 percent year on year and double-digit gains in most regions.

“Within specialty, we opened 14 cold starts during the quarter, resulting in 39 new specialty location openings this year.”

Flannery continued to express confidence about customer demand moving forward.

“As we look ahead, we feel confident in our outlook,” he said. “This is supported by the ABC’s Contractor Confidence Index, which remained strong across the third quarter, as did its backlog indicator, the Dodge Momentum Index, which advanced sequentially in September. Furthermore, non-res construction spending and non-res construction employment both remained

Flannery said United Rentals is expecting an increase in mega projects, which will benefit United and smaller companies as well.

Photo by United Rentals



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*Optional events such as the seminars and demos, Cocktail Party, and the Evening Event/Awards Ceremony/Rental Palooza are not included in exhibitor or attendee registration fees.

Visit www.RentalRally.com for complete Tradeshow Event and Exhibitor Information.

solid. And most importantly, our own Customer Confidence Index continues to reflect optimism, while early indications from our field team on their expectations for '24 are also encouraging.”

Flannery said United is also expecting an increase in mega projects, which will benefit United Rentals as well as smaller rental companies.

“Mostly the larger companies are going to be supplying these jobs,” he said. “And we’ll all mobilize the fleet to get there to take care of the customers. And then the other part of a lot of these plants, especially the ones that are built in more rural markets,

is you’ll have infrastructure built around them, whether that be feeder plants, whether that be residential, and then the retail and the schools that go with it. So these are big boons for these markets overall that we certainly expect to get our fair share plus, but that the whole area will benefit from [those jobs.]”

Flannery added that the company remains open to acquisition opportunities if good deals become available.

For an overview of United Rentals’ third quarter results, go to: <https://www.rermag.com/home/article/21276222/united-rentals-posts-234-percent-total-revenue-growth-in-third-quarter>

Garrison to Retire from Terex; New Leaders Named at Terex and Genie

WESTPORT, Conn. - Terex Corp. announced John L. Garrison Jr. is retiring as chairman and CEO and a member of the board of directors, effective January 1, 2024. Garrison will be succeeded by Simon Meester, current president of Terex Aerial Work Platforms, as the company’s president and CEO. Meester will also join the company’s board. Garrison will work closely throughout the remainder of 2023 with Meester to ensure an orderly transition of responsibilities.

Joshua Gross, current Genie vice president of global strategy and product management, will be promoted to president of Genie. Garrison will continue as a consultant for Terex after January 1 through June 30. David Sachs, currently lead independent director of the Terex board will become non-executive chairman of the board, effective January 1.

Garrison said leading Terex has been the highlight of his career. “Terex is in as strong a position as it has ever been in and now is the right time to begin the transition to Terex’s next leader,” he said. “I have had the privilege of working closely with Simon for a number of years and he has proven to be a global, strategic thinker with a natural ability to lead teams and drive results. I have great confidence that he is the right leader for Terex as the company focuses on delivering long-term value for its stakeholders.”

“Under [Garrison’s] leadership, Terex has experienced remarkable success and remains well positioned for continued growth,” said Sachs. “The naming of Simon as the next CEO is the culmination of a thorough and orderly succession planning process undertaken by the Terex board, that included the evaluation of internal and external candidates, to ensure continuity of leadership. The board is confident that Simon is the right choice to lead Terex in its next phase of growth and value creation for our shareholders.”

“We are in a great position for the future given our strong foundation, and I look

forward to continuing to work closely with John to ensure a seamless transition,” said Meester. “In the months ahead, I also will continue to work closely with Josh Gross to ensure a smooth transition at Genie. Josh has been a critical member of the Genie leadership team and is the right person to successfully drive Genie’s strategic initiatives going forward.”

Gross said, “I look forward to working alongside Simon and our leadership team as we continue to provide our customers with industry leading products and services. This is an exciting time for our business and an incredible opportunity to build the future together with our customers.”

Simon Meester has been president, Aerial Work Platforms since May 2023. He was appointed president of Genie, on Aug. 1, 2021. Previously, Meester had been serving as chief operating officer of Genie since June 2020. He joined Terex in 2018 as vice president, global sales and marketing administration for Genie. Prior to joining Terex, he was vice president and general manager of the Industrial Control Division at Eaton Corp. Earlier, he spent 14 years in progressively senior roles at Caterpillar before becoming president, Sandvik Mining and Construction in India. He has managed global teams and operations for more than 20 years, based in seven countries, including 11 years in the United States. He holds an MBA from the University of Surrey, England, and a Bachelor of Science in automotive engineering, Apeldoorn, Netherlands.

Gross has been Genie’s vice president global strategy and product management since July 2022, and prior to that was vice president global commercial operations since August 2020. Gross joined Genie in 2019 and has led areas including strategy, product management, Genie Operating System, marketing, pricing and sales, inventory and operations planning. Before joining Genie, Gross spent almost 11 years with Eaton, where he served in a variety of roles in increasing levels of responsibility. He holds BS degrees in Aerospace Engineering and Mechanical Engineering from West Virginia University, and an MBA from Marquette University. **RER**



Simon Meester has led Genie since 2020 and has held executive leadership posts at Eaton Corp., Caterpillar, and Sandvik.

Photo by Michael Roth, RER



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INTERVIEW WITH TSURUMI'S GLENN WIECZOREK: VERTICAL INTEGRATION

Glenn Wieczorek, managing director, Tsurumi (America) Inc., talks with *RER* about the trend towards vertical integration, the company's growth in the wastewater sector as well as rental, new explosion-proof pumps, weather emergencies and what it takes to become a pump rental specialist.

BY MICHAEL ROTH, *RER* | PHOTOS BY TSURUMI

***RER:* How is life in the pump world? The technology must be changing!**

Wieczorek: As technology changes so do process requirements. Tsurumi continues to grow in areas like wastewater treatment with new products recently introduced. Additionally, we continue to see consistent growth in the rental business. To prepare for this growth we have recently invested in a new building close to our current facility in Illinois. This recent purchase will serve as a testing facility. Our engineering team will use this testing facility to ensure our pumps continue to meet the required duty points that are needed by the various applications. We're excited to get this up and running.

What's new recently in Tsurumi's products?

We are proud that our HS series of pumps has been so successful throughout North America and globally as well. Recently we've expanded this line of products to include the HS3.5SL, meeting the market needs for a high flow pump with the same Tsurumi quality and design. The HS3.5SL features a 3-inch discharge and one horsepower making this an ideal addition to an already popular line. Our HS2.75 submersible pump has been working great but adding a high flow option will meet the added requirements of our customers already accustomed to the HS line.

The HS series has been successful for us. Our customers continue to enjoy the quality, dependability, and durability of this lightweight pump. Now with a high-flow option available, this line of products will continue to grow in demand.

That's a recent product?

The HS3.5SL was introduced about a year ago and we continue to promote market visibility. Our focus on product launch remains in the wastewater sector. AVANT is Tsurumi's new explosion-proof line of FM-Approved sewage pumps, ideal for hazardous locations. The AVANT MQ products were introduced in 2020 and due to the pandemic, visibility of this new line was limited. However, this year we decided to expand our product range to include the MY series pumps and MMR series of mixers. With these new additions Tsurumi is dedicated to raising awareness of overall product introductions within the AVANT line.

Due to the FM rating on the AVANT line, Tsurumi successfully offers solutions in applications where explosion-proof pumps are required. The rental sector may recognize this as an opportunity to offer a product in areas like a sewer bypass where explosion proof is a must. Most municipalities make this a requirement and Tsurumi is ready to provide the solution.

It makes sense that they would require that.

Having been in the pump business for quite some time, I am able to recall when explosion-proof pumps were not a requirement. However, once the importance of this became evident, municipalities started recognizing the benefits. Accidents can be a common place and so safety needs to be a priority.



Above: Many pump applications require onsite preparation, planning and maintenance, requiring well-trained experienced pump technicians. Right: While most rental companies can rent simple 2-inch pump to contractors, larger pumps typically require more expertise to install and operate them correctly.

This is why we are so excited to offer the AVANT line. This line of products has been designed to optimize performance at the necessary duty point with energy savings due to the high efficiency motors. Not to mention the highly customizable capabilities of the MQ series. The materials of construction like the cast iron body, dual silicon carbide mechanical seals and moisture probes reduce downtime. Both the MQ and MY series offer versatility through different impeller type options. The breadth of products at Tsurumi is extensive.

This is evident as we continue to grow our product lines to stay ahead of requirements like the need for a CO (carbon dioxide gas) monitor in generators. This isn't an official requirement yet, but we have recently added these sensors in our generators to ease any future concerns. Having done this has made a bigger impact than anticipated. Recently a Tsurumi employee was watching C-Span and Tsurumi was noted as one of the manufacturers that has incorporated this feature into its products.

What are some of the new trends in pump manufacturing that you see?

A significant trend in pump manufacturing and one we are addressing is vertical integration in manufacturing. COVID and the supply issues that it caused have really shed light on

potential problems that could be faced in the future. We have recently seen this with our motor suppliers. They have either increased their lead times or have stopped supplying us with motors all together.

This is why Tsurumi is happy to announce we broke ground on a new factory in June. By this time next year, we are hoping that we'll be manufacturing our own motors. This will prevent the risk of fluctuating prices and supply limitations. Motors are an important component of our products. Therefore, we need to do what we can to minimize inventory outages. For this reason, we have also decided to purchase a foundry; thus, easing any future issues with supply. This is not to say that we are manufacturing all our castings but will help by having a backup in case the need arises. Tsurumi will continue to have integration in manufacturing due to the supply chain concerns.

Another trend we see becoming more common is the need for battery-powered products. Having a battery component added to a submersible pump creates added challenges. This may not be a feasible possibility; however, integrating the possibility of battery power with a pump is something to keep in mind. Perhaps this means replacing generator power with a battery pack for pumps. Not quite sure how it can all work but a need for a more environmentally friendly option is on

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INTERVIEWS WITH PUMP MANUFACTURERS

the horizon. With various states, like California, having strict demands a battery powered solution will be needed.

What kind of demand are you expecting in 2024?

It's an election year coming up, election years always present their own challenges in creating a business plan for the year. While I don't foresee a deep recession for next year, I think our customers may be more conservative with their purchasing than they've been in the recent past. I believe one of the biggest challenges we will have to be mindful of is having adequate inventory. We want to continue to be a leader when it comes to product availability, but we also don't want to over-forecast sales and be left with inventory that is not moving as quickly as anticipated. Though I believe the demand is continuous, most buyers will be cautious with their spending.

Will an increase in infrastructure spending benefit the pump market?

I think we can all agree that infrastructure spending can benefit our market segments in various industries. Particularly in the construction sector where we are heavily visible, we are anticipating an increase in demand if the Infrastructure Bill gets rolled out. Tsurumi will be ready to supply that demand when and if this happens.

There have been some large rental companies setting up their own pump specialty divisions. Do you see that specialty trend growing?

We see that continuing. Most of the big companies have made that move already. However, whether this trend can be sustainable by smaller companies is yet to be seen. But I do think specialty divisions are here to stay. Becoming a pump expert is not an overnight feat, it takes time and experience. This is especially true when you go beyond the typical 2-inch pump and move on to larger pumps that require a higher level of knowledge. Such is the



Becoming a pump expert is not an overnight feat, it takes time and experience. This is especially true when you go beyond the typical 2-inch pump and move on to larger pumps that require a higher level of knowledge.

case with 6-inch diesel pumps or specialty electric submersibles. It's not reasonable to expect a person or company to become pump specialists without sufficient training, experience and simply time to soak in the information.

We're seeing more extreme weather events and weather emergencies, which is a big part of the rental business. What are some of your thoughts about preparing for those?

The best thing we can do to support weather emergencies and weather-related events is to be prepared with inventory. For this reason, we have several satellite warehouses throughout the United States. While this dips into our margins at times, it is important to be able to supply pumps in areas where there is a need. Our main location remains in the Chicago area; with a Utah location recently added. Using two locations as main hubs we can supply the satellite warehouses with products easily and efficiently. We have found that this strategy has helped in our efforts very well.

Additionally, we realized that some rental businesses have hurricane contracts with customers in areas susceptible to hurricanes. Many businesses don't want to pay rent for equipment that is unused most of the time. With Tsurumi's satellite warehouses these rental companies can rest assured knowing that if this equipment is needed it's readily available. Adding a sense of security knowing that they'll be able to handle the needs of inclement weather.

In the generator business, I talk to people who go to customers and say, "You need a plan." You can't just say "send us a pump," when a hurricane comes. It takes preparation.

Having a plan in place requires preparation before an event occurs. This is true for manufacturers and suppliers as well. We must be ready in anticipation of these events before they happen.

Continued on p.30



Tsurumi also manufactures generators, to supply the power to Tsurumi's single-phase submersible pumps and electrical power tools such as drills, saws, lighting and heaters.



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Designing Custom Solutions

Holland Pump Co. manufactures, rentals and sells pumps. Holland's president, Win Blodgett, shares his thoughts about designing custom solutions, the trend towards battery-driven engines, predictive maintenance, data-driven optimization, and dewatering 900,000 gallons of sewage in 45 minutes.

BY MICHAEL ROTH; PHOTOS BY HOLLAND PUMP

RER: Anything new in the company's products in the past year?

BLODGETT: On the rental side of the business, we acquired three businesses adding five new locations across Texas, Pennsylvania, and Maryland. We have a much stronger presence in Flygt electric submersible pump rentals and sales as well as Atlas Copco and Airman generator rental and sales. We also have a much stronger representation of Gorman-Rupp diesel driven pumps and are currently piloting Cornell's Co-Pilot for telemetry applications.

On the manufacturing side we continue to be one of the only small manufacturers/packageers that truly offer custom solutions where we design a package that is application and best

efficiency point (BEP) specific. When you can provide a pump package that is tailored to the customer's needs and achieves 80-percent-plus efficiency, we are likely saving end users thousands of dollars in fuel each month. Large manufacturers have less flexibility and often must use the models that deliver close to the BEP required but might end up 25-percent less fuel efficient. Our pumps are available to municipalities through five major purchasing contracts, or obviously directly through Holland.

Do you see any significant new trends in pump manufacturing?

Manufacturers are utilizing smart technologies to optimize pump performance and reduce energy consumption. We are seeing that the use of auto-start/stop control panels

with telemetry either built into the panel or easily added to the panel is growing more popular. Additionally, there is an increasing emphasis on predictive maintenance and data-driven optimization. These trends aim to enhance pump reliability, reduce operational costs, and minimize environmental impact. I visited the engine manufacturers at ConExpo and most of them were showcasing their battery driven engines, which are bound to become part of future pump packages where feasible.

How would an increase in infrastructure benefit the pump market?

XPV Water Partners, which now owns the majority of HPC, posts often on this topic across various media. The



Holland Pump, contracted to dewater the deepest underground parking garage in Miami, uses multiple 4-inch Holland hydraulically driven submersible pumps from a depth of more than 30 feet.

increase in infrastructure spend will lead to expanding the pump market, increase demand for pumps, and ultimately lead to the widespread adoption of new pump technologies. In particular, the U.S. Gulf Coast and South Atlantic regions are forecasted to receive an outsized share of residential, private manufacturing, and federal infrastructure spending (36 percent or \$155 billion), particularly for highway/bridge (\$115 billion), and water-related/sewer (\$41 billion) projects.

More companies have started to specialize in pump rental or have a “pump and power” division. Do you expect this trend to continue?

The greatest overlap in pump rental services is with prime-assisted suction lift pump and generator rentals. For the most part these are engine-mounted pumps which means that the pump RPM is the same as the engine RPM. While these pumps often have the latest control packages with Tier 4 Final engines, they aren't always the ideal pump to use. Specialty pump companies can offer more expertise and often have more arrows in the quiver to address specialty applications.

For example, whereas the engine-mounted pump is turning at 1800 RPM a hydraulically driven submersible pump may turn at 900 RPM, and therefore parts like impellers get an exponential factor of less wear, which enables them to perform better for pump solids like sand. Another application less developed in “pump and power” divisions are axial flow pump rentals. Hydraulically driven axial flow pumps often pump 20,000 gallons per minute. A few large companies tried and failed to succeed in this application, at least in our footprint. A third differentiator with specialty pump rental companies is the ability to modify and repair equipment in-house, like electric submersible pumps.

I imagine with extreme weather events occurring such as hurricanes and flooding more



Left: Performing a bypass at a major lift station in South Florida that pushes 7000 GPM at 130 TDH, Holland uses 8-inch and 12-inch suction lift pumps.

Below: Six-inch suction lift pumps working on a sewer bypass in Jacksonville, Fla., to repair a line.



frequently, this is an opportunity for pump manufacturers and rental companies as well. How should manufacturers and rental companies work with their customers to prepare for such events?


The best way that pump package manufacturers help after hurricanes and floods is by having inventory on the shelf and ready to ship at a moment's notice, if municipalities contract properly for possible needs. When a major Florida county loses 80 percent of the power to their lift stations and has limited capability of backup power, immediate shipments of pumps save the day and get infrastructure up and running. National purchasing contracts like Sourcewell and GSA help municipalities by making the purchase process easy, if they plan properly in advance.

Any interesting or unusual applications you have dealt with recently that you can tell us about?

On the rental side, Holland's Houston team was challenged with dewatering 900,000 gallons of sewage in 60 minutes to allow for the cleaning of an influent channel at a waste water treatment plant for a total plant shutdown. Our team started at 4 a.m. and completed the channel dewatering by 4:45 a.m. and repeated the process daily over six days, consecutively.

We also replaced a major competitor for a long-term ~15 pump rental opportunity for a large government contract due to reliability - something we are well known for across Holland.

On the manufacturing side, we are engaged in providing a fire pump system that will pump water 3 kilometers and provide 12,000 gallons per minute at 400 TDH (Total Dynamic Head). **RER**



Renting construction equipment offers the advantage of tailoring it to the specific task at hand, resulting in potentially lower your customers' operating costs.

EARTHMOVING RENTAL TIPS

Why rental continues to grow in popularity among contractors and what do contractor customers need to know about rental.

BY JACOB SHERMAN;
PHOTOS BY DEVELON

The construction equipment industry has been experiencing unprecedented market growth. A portion of this growth can be directly attributed to a dramatic rise in construction equipment rental activity. Some fleet managers appear to be holding onto older machines and prioritizing maintenance over acquiring new equipment. When contractors require a temporary expansion of their fleet size, renting becomes the obvious solution. Below are some considerations that contractors should keep in mind when renting construction equipment from your rental store.

Q: Why are some companies focusing more on rental in 2023 than purchasing equipment?

A: According to the American Rental Association, many equipment companies have achieved stability after almost three years of the pandemic. Consequently, they are placing greater emphasis on rental equipment in 2023 because it's a cost-effective and convenient alternative to purchasing equipment. Renting construction

equipment provides increased flexibility in financial management and reduces the risk of unexpected maintenance costs. Rental equipment is frequently available at short notice, which proves advantageous in the construction industry where equipment needs can quickly change. Moreover, rental equipment is typically well-maintained and up-to-date.

Q: What are the benefits when contractors rent heavy construction equipment?

A: Renting construction equipment has many advantages for contractors. Here are a few of the benefits when contractors rent equipment to supplement their fleets.

- The ability for contractors to use new equipment. Renting is a great way for your customers to test machines out, determine if they improve productivity and make informed purchasing decisions. Rental equipment is typically available on short notice, which can be helpful if contractors in your area have a quick-turn job.
- Contractors can make smaller payments. Renting provides exceptional flexibility as your customers have the option to pay for equipment only when they require it — on a daily, weekly or monthly basis. It offers a convenient way to supplement their existing fleet without a long-term commitment.
- Renting construction equipment offers the advantage of tailoring it to the specific task at hand, resulting in potentially lower your customers' operating costs. While larger machines often incur higher variable costs and operating expenses, they are not always the most efficient choice for every job and working environment. Consider a scenario where space is limited on a construction site: a smaller machine can navigate freely, whereas a larger machine might encounter clearance limitations and other obstacles. By renting, contractors can optimize equipment selection and efficiency based on the unique requirements of each situation.
- There can be little to no maintenance costs for contractors who rent equipment. Your company may include regular maintenance checks in your customers' rental contracts. This ensures that renters are not held responsible if the machinery breaks down unexpectedly during a job. This advantage saves time, money and reduces stress for renters.

Q: What are some questions customers should ask if they're renting construction equipment from your rental store?

A: When contractors visit your rental store, they'll need to answer key questions about the kind of construction equipment they want to rent. Here are some key questions customers should ask before renting equipment such as excavators, wheel loaders and dozers.

- Where and how long will the machine(s) be working?
- Will the machine need to work in close quarters on the jobsite?
- What are the dimensions and weight of the machine?
- What are the key specs of the machine?
- What attachments should be paired with the equipment?
- What safety features are on the machine?
- Is the machine easy to see out of?
- What technologies are available on the equipment to improve productivity on the jobsite?
- What are the insurance or protection policies?
- Is there operator training available?
- What happens if the equipment needs to be replaced or maintained while on rental?

Q: What technologies are popular on rental equipment?

A: In recent years, construction equipment manufacturers have developed and launched one-of-a-kind features for their earthmoving machines. Many of these options were developed with machine performance and operator safety in mind, which benefits everyone in the construction industry. Some examples of recent construction equipment technologies that can help customers are listed below.

Around View Monitor (AVM)

Camera Systems: This camera system provides a 360-degree field of view, enhancing worksite safety. Cameras are strategically mounted on the front, sides, and rear of an excavator cab. One beneficial feature for rental operators is

an additional alert system that notifies the operator of the presence of people or objects in their vicinity. The camera system provides operators with an added sense of security during their work, ultimately improving productivity and working efficiency. An AVM camera system is also available as an option for wheel loaders, providing up to 270 degrees of visibility.

Grade Control Systems: A newer technology specific to crawler excavators is the grade control system. This option is available in a 2D configuration. Instead of stopping a machine to measure the trench depth, a grade control system allows a machine to operate at a continuous pace. A crawler excavator equipped with a grade control system can utilize jobsite data that



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has been mapped out either by a drone or through a manual survey. This system allows an operator to work quicker and with a better feel of the jobsite and the trench depth.

Transparent Bucket Technology:

The Develon Transparent Bucket, which is now standard for -7 Series wheel loaders, represents another advanced technology introduced recently. This technology utilizes multiple cameras to stitch together a view in the front of the wheel loader, rendering the bucket transparent. An operator can see that it's there but could also see beyond it. This allows for greater control of the bucket and enhanced jobsite safety.

Fine Swing Function: Activating the fine swing function gives rental operators greater control when lifting an object and better accuracy when placing it. It also increases the safety of operators in certain lifting applications, like pipe laying, and can prevent damage caused by the object falling from the excavator.

Virtual Wall Setting: New precision technology features, such as a virtual wall setting can help operators improve their safety and productivity when working in confined spaces. For instance, if there is an obstacle on one or both sides of the machine, the operator can set limits so the machine won't swing past that.

Onboard Weighing System: Instead of guessing how much material is being loaded into a truck, an operator can work more confidently with an onboard weighing system. This technology

accurately measures and displays the material in the excavator bucket via a touch screen display.

Lift Assist Mode: Excavators regularly lift or crane objects on jobsites, so with lift assist, operators can remove the guesswork when lifting objects. This function measures and displays the current weight of the bucket as materials are being loaded, as well as the tipping load, and alerts the operator when the total loading weight is exceeded.

Load Isolation: The load isolation feature for wheel loaders enhances operator comfort and stability during load handling operations. It isolates the wheel loader cab from vibrations and impacts caused by heavy loads, resulting in a smoother experience. This feature improves control, precision, and safety, especially in challenging jobsite environments.

Q: Can rental companies use telematics data to remotely monitor the machine?

A: Yes. Rental companies can and should use telematics data to remotely monitor their machines when they're out on rent. Many fleet tracking technologies, like Develon Fleet Management, use a terminal that is installed on equipment to gather and communicate data wirelessly via cellular or satellite service. The machine's data is then sent to a website where you and your employees can monitor the machine's performance, operating hours, fuel usage, engine idle time and work time. Engine/hydraulic oil temperature and view fault and warning codes can be viewed via a computer or cellular device.

There are also fleet management systems available, like the Develon Smart X-Care machine monitoring. Employees of the system will monitor a machine remotely from a machine monitoring center for critical machine fault codes, upcoming and overdue service and warranty expirations. When a machine alert is triggered, the telematics system will send a notification.

A machine utilization report will be sent for each machine subscribed to the service. Recommendations for how



Instead of guessing how much material is being loaded into a truck, an operator can work more confidently with an onboard weighing system. This technology accurately measures and displays the material in the bucket via a touch screen display.

to improve fuel efficiency and reduce machine wear may be included. The report will also indicate upcoming machine maintenance needs. The rental center will have access to the machine reports to identify upcoming machine maintenance.

Q: How much can contractors expect to pay for an equipment rental?

A: Equipment rentals vary depending on the machine, rental duration and attachments for the machine.

Q: How will the rental equipment align or pair with a customer's attachments?

A: Your customers can maximize their productivity when renting equipment by pairing it with a quality attachment. Many manufacturers provide optional attachment change systems, such as quick couplers, to expand attachment versatility and increase utilization rates for excavators. Depending on the ground conditions and material density at the jobsite, rental customers may need to switch between a ditching bucket and a trenching bucket. Quick couplers make the process of changing attachments on the job easier and faster. **RER**

Jacob Sherman is the dealer and product marketing manager at Develon. Sherman has more than 20 years of experience in various aspects of the equipment industry, including sales, marketing and management.



Instead of stopping a machine to measure the trench depth, a grade control system allows a machine to operate at a continuous pace.

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New Deere Compact Track Loaders and Skid-Steers Shown at Conexpo


These machines offer features like redesigned cabs with creature comforts including heated/vented seats, touchscreen displays, hands-free Bluetooth technology, JDLink telematics, and can be equipped with a



Tsurumi Pumps Offer H Series as Dewatering Options for Jobsites

Tsurumi's HS Series submersible pumps are popular among contractors because of their portability and ability to resist wear and tear.


RER Reports



Maxim Crane Works Enjoys Record Revenues in First Quarter

Maxim Crane Works posted \$253 million in first quarter 2023 revenues, an increase of 21 percent compared to the first quarter of 2022.

[FULL ARTICLE](#)



JLG Tackles Equipment Parts and Service in "Uptime Matters"

JLG Industries Inc., an Oshkosh company, released its new whitepaper, "Uptime Matters," which answers six frequently asked questions about equipment maintenance, parts, and service.

[FULL ARTICLE](#)

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Case Construction Equipment's 650M-850M Dozers

Case Construction Equipment has enhanced its 650M, 750M and 850M dozers and launched its Case TrackCare Undercarriage Monitoring Program. The dozers are enhanced with newly rerouted hydraulics to improve reliability and minimize leaks with an updated electrical system and newly braided harness for reliability. Other updates include new robust latches, LED lights and rearview camera with in-cab display. New electro-hydraulic control performance allows the operators to set steering and shuttle settings to smooth, moderate or aggressive to better dial the machine into the preferences of the operator while reducing fatigue. Case TrackCare matches a cloud-based system with a mobile app to collect undercarriage measurements and observations in the field, formulated into actionable information.



Develon DD130 Dozer

Develon's DD130 mid-size dozer is a 145.8-horsepower unit for construction, road construction, mining and forestry for grading, leveling, site preparation and land clearing. Productivity is driven by its 6-way power-tilt angle blade, which enables operators to work more efficiently and reduce the number of passes on each job by lifting, tilting and angling the blade to move dirt or materials where they need to go. A two-way mechanical adjustment allows operators to adjust the blade pitch from 52 to 58 degrees to control how steeply it bites into the ground. The DD130 comes standard with the oscillating serrated track system, designed for consistent, stable ground contact for optimal grading performance.



Caterpillar 995 Wheel Loader

The Caterpillar 995 wheel loader is designed for 19-percent increased productivity compared to the previous model with a higher rated payload and 6-percent increase in hydraulic force with equal hydraulic cycle time. The loader delivers up to 13-percent lower hourly fuel consumption and offers up to 8 percent efficiency gain when operating in Enhanced Eco Mode compared to throttle lock mode. Enhancements to the front linkage include an improved casting design, increased weld size, larger bearings and pins and profile changes for increased service life. Larger capacity buckets incorporate an extended floor for fast loading, high fill factors reaching 115 percent and enhanced material retention. Buckets are interchangeable between the 995 and previous 994.



Hitachi Construction Machinery Americas' ZW-7 Wheel Loader

Hitachi introduces the ZW-7 generation wheel loader with a larger, quieter cab. The unit features a standard fully adjustable heated air ride seat with a seat-mounted armrest with electric-hydraulic controls and ergonomically located switches. The armrest and controls adjust 3.5 inches forward or reverse to accommodate operators of all sizes. Most models offer a standard-lift or high-lift configuration or a parallel-link front arm configuration for fork or tool carrier application that keeps attachments parallel with the ground as loader arms move up or down. Operators have increased control while loading or unloading. The parallel-link arm configuration allows greater visibility when using forks and other attachments.



Hyundai Wheel Loader

Hyundai Construction Equipment Americas' HL985A is its largest-capacity wheel loader, with a standard bucket capacity of 9.1 yards for high product jobs in quarrying, aggregates and other mass-volume material handling applications. The unit is powered by a 430-horsepower Cummins X-12 Tier 4 Final engine. Heavy-duty ZF axles with wet outboard brakes and with coolers are standard, powered by a ZF 5-speed transmission. Smart Power Mode reduces Fuel consumption by adjusting the engine speed in heavy-duty applications, saving fuel while balancing traction and breakout forces for greater productivity. The Eco Gauge function enables the operator to monitor fuel consumption in real time or to review historical data.



Five Small Sany Excavators

Sany's SY60C, SY75C, SY80U, SY95C and SY135C4 feature key upgrades such as equipping two sets of auxiliary lines and one set of quick-change lines, plus a standard rear camera that offers a 15-percent better field of view. The 20-percent taller cover achieves smoother aerodynamics and brings up the product thermal balance by 8 percent. The new cabins offer intelligent controls, Bluetooth and multi-functional key panels. The cabin sealing is up by 20 percent. The SY60C features a smart touch screen and ePower battery management module, integrated one-touch start button and knob, an upgraded shovel that adapts to construction conditions, and intelligent attachment matching for different customers and regions.



John Deere's 650 P-Tier Dozer

John Deere's 650 P-Tier Dozer features adjustable hydraulic and transmission settings for individual user preference for responsive control, smooth stability, and precise grading performance. The next-generation cab is 14-percent larger than the previous model. Redesigned controls that minimize hand and arm movements, advanced touch screen displays with configurable settings, and optional premium heated/ventilated seat and automatic temperature control system enhance operator comfort. A lower hood line and 14-percent more glass area expand visibility to the blade and job-site. An optional rearview camera boosts awareness of the activity behind the machine. An additional 10-inch touch screen display for navigating the grade control interface is added when the machine is outfitted with dual-laser receivers.



Volvo CE Straight Boom Demolition Excavator

Volvo Construction Equipment's new EC300E straight boom demolition excavator features a lifting mode for multi-demolition booms that allows a high-reach demolition excavator to serve as a safe carrier for lifting machine components from a trailer to the ground. Instead of the traditional boom-and-stick, this crawler is fitted with a 23-foot-long straight boom and purpose-built arm. The extra-long straight boom provides height and reach advantages. The cab is protected against falling debris with a frame-mounted Falling Objects Guard while still providing clear views. The roof window and front one-piece glass are made from P5A, resistant to high impact. The unit has a reinforced frame made of heavy-duty plate steel with bolt-head protection.

Epiroc Solid Body Hydraulic Breakers

Epiroc's Solid Body hydraulic breakers utilize an internal component design that integrates the percussion mechanism and the guide system into a single piece, helping to lower fuel consumption. Because of maintenance-free high-pressure accumulators, the units offer blow frequencies from 550 to 2,300 blows per minute, resulting in high productivity. The units can demolish light concrete structures and asphalt pavements, indoors or out. They are suitable for performing earthworks, post driving, scaling in underground operations, cleaning ladles and converters in foundries and other demanding tasks. Integrated water nozzles in front of the breaker help suppress dust where it is created. Overload protection is provided by an integrated pressure relief valve.



Husqvarna Electric Flat Saw

The Husqvarna FS 600 E electric flat saw is designed for small service repairs when cutting indoors. Good for use when zero exhaust emissions are allowed. The dual arbors allow the blade to be mounted on either side of the blade shaft for right or left cutting. The small size and lighter weight are convenient for transportation between jobsites.



M-B-W's Bull Float Attachment

M-B-W's vibratory bull float attachment saves concrete pours that have set up too quickly. The precision-engineer attachment uses vibration to achieve a smooth finish on concrete.



The BullVibe uses vibration to break up air bubbles and voids, and also works together cold joints. The BullVibe can be used to bring the cream of the concrete to the top of the slab. The unit features a sealed system design that prevents concrete build-up and reduces the need for maintenance.

Minnich's Single Gang Barrier Wall Drill

The Single Gang Barrier Wall Drill is a self-propelled, pneumatic drill designed to optimize efficiency by drilling a single hole to secure concrete barrier walls, eliminating the time of making manual adjustments to align multiple drill hole measurements. Align the drill steel through the pre-molded opening in the barrier wall, penetrate the sub-base, drop in the steel pin anchor and move to the next securing point. The unit is an option for roadway construction and patching projects requiring concrete barrier wall protection. The 1,630-pound drill can be lifted and placed on a concrete barrier wall with a backhoe or compact excavator. The unit is equipped with an air-powered motor that propels it along the barrier wall from hole to hole.



INTERVIEWS WITH PUMP MANUFACTURERS

Vertical Integration, continued from p.20

I believe this is what sets us apart from the competition. Our inventory levels at the satellite warehouse tend to be higher than what some inventors would advise. However, we are more concerned with helping those in need and supporting our customers when disaster remediation is needed.

I think it's important for me to note that we are aware of the cost associated with this tactic. However, we think it's worth our investment to be able to support our distributors, our customers, and our end users. This may seem like a plug but worth noting: We partner with Lowes and their disaster remediation support trailer that is used to aid areas stricken by weather related disasters. The trailer is equipped with tools and equipment used to support homeowners, business and anyone affected in these areas.

You must have unusual applications all the time in the pump business. Any interesting ones you can tell us about?

The nature of our products means they are used in many types of applications. One that recently came to mind is shipping 21 pumps to a large dewatering project in Central America. These pumps are massive and require efforts from several of our departments, from sales to operations. This unique project required powerful pumps to dewater the area. We were delighted that we were able to secure the inventory for our customers. The shipment of these pumps has been sent and we are happy to support them on this project once the pumps are in place. With this being an exceptional job, we anticipate challenges, and our team is ready with solutions. **RER**

SmartDetect system uses stereo camera technology, machine learning, and artificial intelligence to specifically identify people and other objects on job sites.

Photo by John Deere Construction & Technology



Interview with Deere's Jon Gilbeck: Advanced Vision

Jon Gilbeck, manager, customer success and technology sales, John Deere, talks about X-Tier and P-Tier excavators, advanced vision, stereo camera and grading technology, and 3 million hours on hybrid-electric models.

BY MICHAEL ROTH

RER: What is new in your company's products?

Gilbeck: In the next year, John Deere will be launching many new products including the 744 and 824 X-Tier wheel loaders, the 85 P-Tier excavator, 335 P-Tier compact track loader and the John Deere Operations Center, which were on display at ConExpo 2023 and will be arriving at John Deere dealers throughout the year.

What are some of the latest trends in earthmoving products – in terms of safety, in terms of helping customers be more precise in digging, grading, excavating, etc.?

John Deere has started offering advanced vision systems with 360-degree views around the machine. Additionally, our SmartDetect system uses stereo camera technology, machine learning, and artificial intelligence to specifically identify people and other objects on job sites. With SmartGrade on multiple product lines in John Deere's lineup, we're helping customers do more with available labor and prevent re-work.

What trends are you expecting in the foreseeable future?

Increased use of technology to do the job right the first time, do more with available labor, and increase customer uptime.

What are your rental customers asking for in terms of developing new products?

We've seen a continued ask for commonalities between machines making equipment simpler to operate and get familiar with quickly.

Most earthmoving manufacturers are coming out with more battery-operated electric and hybrid products. Are you developing more in this area? And what kind of demand are you seeing from rental companies – are they catching on in the rental marketplace?

John Deere has identified three categories of customer operations to support adoption of battery electric vehicles. First, customers working in a fixed area, like a small farm or landscaping yard. This is an ideal application for electric machines as the utilization is generally lower and there is on-site access to charging. The second is where the customer requires daily transport of machines back to the yard at the end of the day, which is another ideal customer. The third is non-daily transport, where regular access to fixed charging infrastructure is limited.

John Deere has over 3 million customer hours on hybrid-electric models and is continuing to expand in this area with the introduction of two new wheel loaders and a crawler dozer at ConExpo 2023. **RER**



Selecting the Right Excavators for Your Rental Company

Familiarity with the types of jobs and projects being done in a community, as well as the types of soil that are most common, will help a rental company determine the equipment that would be most valuable to local customers.

We've reached the time of year where companies are making last-minute equipment purchases to meet tax deadlines and use up any remaining dollars in the budget.

BY KENT SOMERVILLE, PHOTOS BY VOLVO
CONSTRUCTION EQUIPMENT

We've reached the time of year where companies are making last-minute equipment purchases to meet tax deadlines and use up any remaining dollars in the budget.

And if your customers plan ahead, they may be checking out your lot as well to see if you will be a valuable partner to them in 2024.

Luckily, supply chain pains are starting to ease a bit, and some OEMs are seeing some excavator inventory bounce back. So if your rental house wants to add more excavator models to the yard, consider these four important factors when deciding which ones to get.

Understand your customers' needs

This tip is pretty obvious, but you want to have the excavators your customers are most likely to need. That means understanding their projects and applications — a landscaper needs something very different than a demolition crew does, for example. It also means having the right attachments to go with

them, and probably quick couplers and thumbs to make them even more versatile.

Your renters come to you because you know what's going on in your region, so it's only logical to have the machines that work with that land, climate and market.

Monitor industry and community trends

This may be another no-brainer, but you need to keep an eye on what's happening in your community in terms of regulations, planning and zoning. For example, if your business is in an area where emissions are in the spotlight, take a closer look at fuel efficiency and alternative fuels. And if you're in a fast-growing community where residential work is booming, versatile mid-size excavators may be the most important kind to have.

That word — versatility — is a big one. If your customers take on a wide range of project types, excavators that can do tasks of all shapes and sizes are crucial. Mid-size excavators and wheeled excavators can make a lot of sense in this case because they can often do work that is a bit smaller or a bit bigger than what they seem to be built for.

Keep TCO in mind

Even though it's tempting, don't stop your search at the lowest purchase price. The total cost of ownership (TCO) is the number that really matters. Take into account the excavator's fuel efficiency (and whether it has an auto shutdown feature to help save even more).

And don't forget about maintenance costs — what are service intervals and pricing for the most commonly repaired/replaced parts? Are the more expensive parts (like tracks) as durable as possible to minimize downtime and costs? Does your service team have a preferred brand that makes maintenance easier for them?

Because your costs directly affect your customers' costs, due diligence on this calculation is important. The equation that I think gets you the truest picture of an excavator's TCO is the cost of owning and operating the machine in dollars per hour divided by what it produces in tons per hour.

Consider what technology might help

Renting is a great way for customers to try things out before buying if they even want to buy. That means you have a chance to help them learn about the latest technologies and how those can help with productivity and ROI.

By now, most heavy equipment users are familiar with telematics of some kind. The main advantages they offer are keeping you aware of maintenance needs and identifying opportunities for improved efficiency or productivity. Those are big advantages, so they're worth taking the time to explain.

Ultimately, it all comes down to knowing your market and your customers. From there, a good OEM will work with you



Having a wide range of attachments makes a rental company's services more valuable for contractor customers.

to find the excavators that best fit those needs and trends. Keep your customer top of mind and your margins close behind that, and you'll be ready to dig in. **RER**

Kent Somerville is head of national rental accounts, Volvo Construction Equipment.

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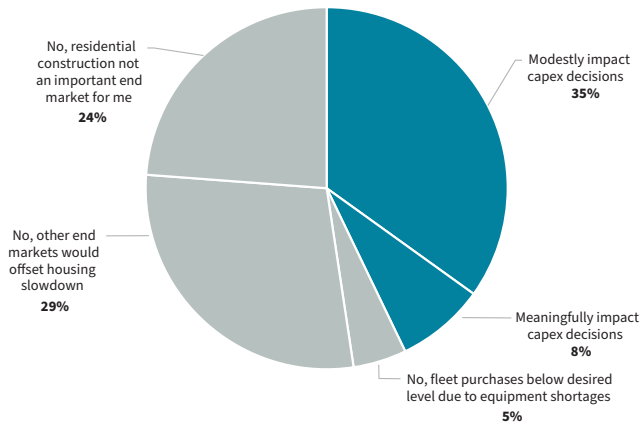
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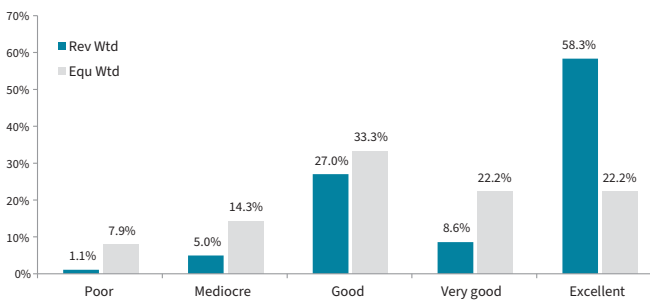
Overall, respondents to the quarterly Baird/RER equipment rental survey are still seeing a positive industry, as nearly 60 percent said 2023 was an excellent year for their company, and rental people see their company as healthy. Still, the expectation is for slower capex growth over the next six months, a sense of a bit of a slowdown in growth.

CHARTS BY BAIRD RESEARCH

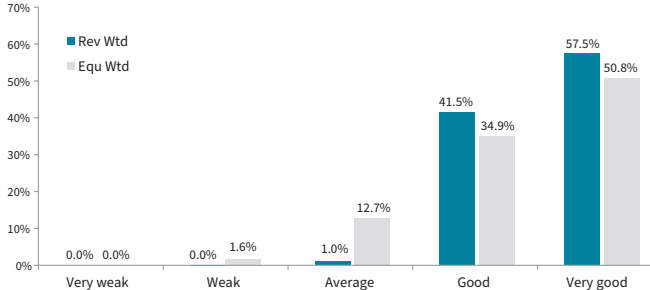
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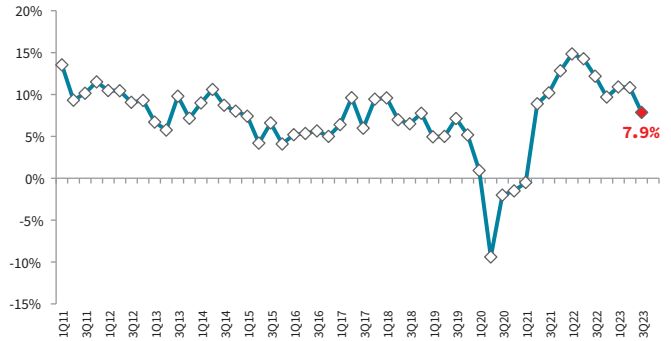
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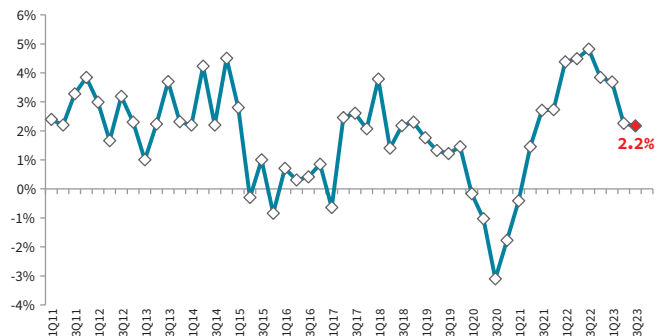
How would you rate the overall health of your firm today?



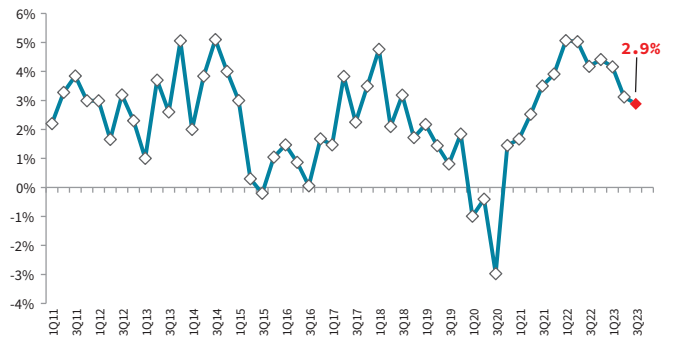
Organic revenue increase/decrease over the same period last year



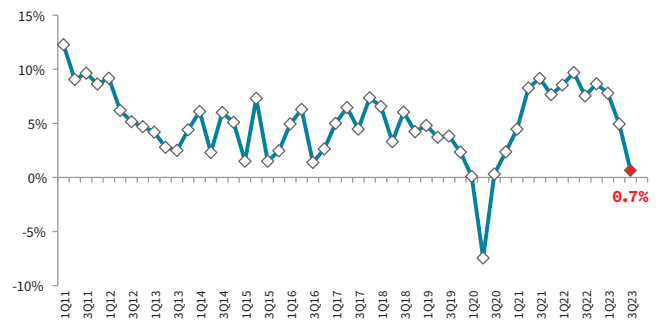
Change in average rental rates over the same period last year



What is your outlook for rental rate changes during 2023?



Planned increase/decrease in fleet spending the next six months?





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TODD S. – ENVIRONMENTAL HEALTH & SAFETY DIRECTOR

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