

# north america

**PALFINGER**



## PALFINGER North America Group Takes ConExpo to New "Heights"

*Submitted by: Kristie Pohlman, Marketing & Customer Relations Specialist*

The PALFINGER North America Group was a force to be reckoned with at the 2011 Con Expo/ConAgg show. With a great location near the main entrance and a variety of equipment poised in the sky, it was difficult for attendees to ignore the Palfinger booth. Visitors were pleasantly surprised at the diversity of the group with a strong appearance of both traditional Palfinger equipment as well as the latest additions that were launched.

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EDITORIAL ■

The steady economy continues to be ever changing while the PALFINGER North America Group pushes forward with growth and development. It has been no easy task to forecast how the market will react with so many unknown variables to take into consideration. Although there are aspects that are beyond control, there are even more that we are all able to influence. PALFINGER North America has gone as far as to expand our capacities at many production facilities and have added personnel to ensure that our customers' demands are met while remaining within sustainable levels. This year our customers will be pleased to see many new solutions that will be launched in the coming months.

We, as a group, take pride in providing high quality products, being innovative, and in our continued commitment to educate our dealers and business partners. Above all, we remain customer focused to ensure that we provide them with solutions that best suit their material handling needs. By earning the trust of our customers, both external and inter-departmental, PNAG will continue to be a competitive force well into the future. ■

Mark Woody & Michael Berger

The newest and most noticeable vehicle that commanded attention was the WT 1000 aerial platform making its North American debut. Attendees could easily see that PALFINGER is reaching for new heights with the platform topping out at a phenomenal height of over 100 meters. The WT 1000 also has a maximum outreach of over 36 meters (10 at its top height) which makes it perfect for wind turbine maintenance. Also new to the show was a CM 11001 corner mount crane that represents several PNAG business units. The crane itself represents the PK articulated line with a capacity of 2,750 lbs at 26'3" mounted behind a Omaha Standard 150-102 12' 6" Line Body. Omaha Standard PALFINGER launched the PAL Pro 86 featuring a PSC 8629 crane that lifts 14,000 lbs at 29'. These general purpose trucks have a robust design that makes them each unique and perfect for a multitude of industries. In the true style of PALFINGER innovation, an EPSILON Q150Z96 and a PARO T50 Hooklift were unveiled on one vehicle. The EPSILON has a capacity of 3,180 lbs at 30' and folds up neatly behind the cab while the T50 can handle 50,000 lbs and holds an extensive variety of containers up to 20' long.

Although ConExpo/ConAgg is not a primary show for some PALFINGER products, it was important to make attendees aware that PALFINGER has a versatile range of material handling solutions. MBB PALFINGER featured the ILK Cantilever Lift which has a lifting capacity of 6,600 lbs and offers custom platform sizes for truck or trailer mounting. Representing CRAYLER truck mounted forklifts and boasting a lift capacity of 5,500 lbs, a CRAYLER CR55 4-Way was displayed. New to the PALFINGER North America Group as well as ConExpo was Equipment Technologies, LLC. ETI specializes in manufacturing aerial equipment and bodies to meet the needs of industry professionals. Being the core product, PALFINGER cranes were well represented at the show. Among them and making its North American debut was the PK 34002 SH *High Performance* crane. It was designed to combine lightweight construction, power, maneuverability, ease of maintenance, and control. PALFINGER

compact cranes also made an appearance with a PC 2700 that gave attendees the option of having a smaller crane that is lightweight and has the same superior lifting capacity as its "big brothers". A PK 22002 EH *High Performance* crane displayed offers a hydraulic outreach of 48' 11". It features the Power Link Plus that allows the boom to extend back an additional 15 degrees in order to navigate obstacles such as tree branches or low doorways. The PK 150002 G equipped with a PJ 170 E jib, having its launch at the 2008 ConExpo, represented the largest model in the series of Large Crane Packages. It made a huge impression at the show with its reach of 110' horizontally while lifting 1800 lbs. The same load weight can be lifted vertically to an astounding 120' vertically.

The PALFINGER North America Group held several events prior to, and during the show. Meetings were held for staff and dealer representatives to review the itinerary as well as to familiarize everyone with the equipment models on display. An Open House was held for PALFINGER guests to have some up close and hands on experience with vehicles representing PALFINGER equipment. Later in the week, a hospitality event was held at the booth to thank special guests along with existing and future customers for their support.

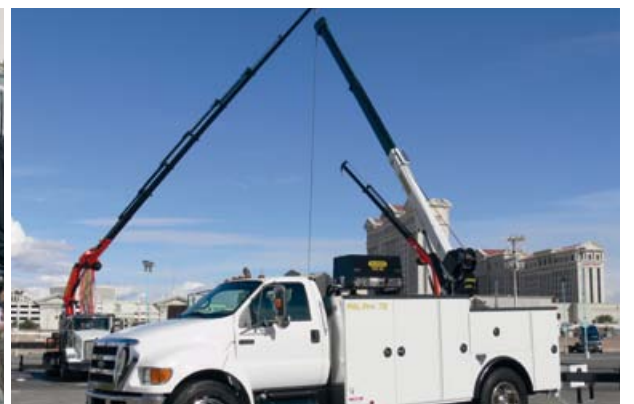
ConExpo organizers state that the show is the largest in the western hemisphere. It's hard to argue that fact with a floor space of 2.34 million square feet and over 2,400 exhibitors. Although everyone was cautiously optimistic before the show, the end results were very encouraging for all that attended. As proof of this, hundreds of leads were collected and much of the equipment displayed was sold by the end of the week. ■



*EPSILON and Hooklift models came together to provide attendees with yet another material handling solution*



*The PALFINGER North America Group was a force to be reckoned with at the 2011 Con Expo/ConAgg show*



*Omaha Standard Pal Pro trucks come equipped with a PALFINGER PSC service crane*

## Braymore Finds that PALFINGER is a Piano's Best Friend

*Submitted by: Kristie Pohlman, Marketing & Customer Relations Specialist*

What do pianos, hot tubs, and safes have in common? Give up? All three can be difficult to transport and even more challenging to deliver depending on the final destination. Fortunately, Greg Martin of Braymore Delivery Company loves a challenge. Not only does he have the courage to handle these projects, but he has the right people and equipment for the job.

Braymore started in 1981 as an expert in piano moving but developed the family owned business into something bigger than they had ever imagined. A few years later, in 1984, Braymore Distribution Services emerged as their climate controlled specialized storage facility. They quickly reached full capacity and in 2004 doubled their size to meet the growing demand. Since then, Braymore has expanded to multiple warehouses in Woodbridge, Ontario in Canada. Additionally, they provide services such as unloading/loading containers, cross-dock handling, along with door-to-door pick up and delivery.

Word got around quickly that his team handles their deliveries with extreme care and professionalism. Additionally, it didn't go unnoticed that a knuckle boom crane was being used, which prompted people to hire Braymore as a crane service. Greg says that "the crane makes us diverse", referring to his PALFINGER PK 23002 knuckle boom crane, "it allows us to do so much more than just deliver pianos". Knowing that having the right tools for the job is important he admitted that a lot of research was done before investing in the crane. He felt that a stiffboom crane would have limitations when compared to the PALFINGER's reach and flexibility. The PK 23002 can lift 1,850 lbs at 55' but Greg gets even more reach when he equips his PJ 060B jib which allows him to lift 418 lbs at 83' on a horizontal pick. Another feature that enhances the package is a 2.5 ton winch attached that is specifically designed by PALFINGER for PALFINGER knuckle boom cranes. They work with the crane's overload protection system and have an anti-over spooling feature as well as an Anti-Two-Blocking System.

Martin likes the fact that the PK 23002 allows his team to move their sometimes awkward loads with pinpoint accuracy which is very important when it comes to lifting something as delicate as a piano. A radio remote is an integral part of the crane as well because it allows the operator to have an optimal view of the load. It enables them to be safe while standing right next to the load, maneuver the crane from a balcony or other vantage point. All of their lifts are taken seriously with the movers being trained "from scratch" to ensure that they know how to handle specialty moves. Needless to say, moving a piano is no easy job. Most moving companies shy away from them. On average, upright pianos can weigh between 400-900 pounds while grand pianos can tip the scales at up to 1300 pounds. If the size and shape of the piano isn't intimidating enough, the cost will definitely scare movers when they see a price tag that can range from a few hundred dollars to half a million.

When Braymore Delivery Company is hired, they have an upfront and honest consultation with their clients, informing them of any potential risks or concerns they may have. Greg and his crew have the task of moving pianos down to a science as he expressed his confidence that "if it's at all possible, we will find a way to make it happen". The surroundings are reviewed thoroughly by looking for hazards inside and out as well as anticipating any foreseeable issues. Some of the obstacles they have to consider include navigating staircases and tight doorways, along with trees, poles, ground conditions, and other structures that can make the lift difficult. Martin says with certainty that they "don't back away easy but there is always an element of risk and ultimately safety is the determining factor".

Whether items need to be delivered to homes, offices, or obscure locations, sometimes a job may require a special rigging or tools that don't exist so they build a lot of the tools they need. In one instance, a statue of a horse head needed to be transported and set on its base at Ajax Downs race track in Ajax, Ontario. A special crate was created to secure it while it was moved to its destina-

tion. In another instance, a safe had to be lifted two stories and an opening had to be made in the roof to allow it to be set. Outside of unusual circumstances, if Braymore isn't moving pianos, they are typically transporting hot tubs and other commercial equipment. Although they're not as fragile as musical instruments, they are still challenging due to the size and delivery locations. Regardless of the assignment, Braymore will be there along with reliability, professionalism, and their PALFINGER crane. ■

*Braymore is well known for their precision and professionalism when moving pianos that are costly, fragile, and difficult to move*





# Large "007" Crane Has A Special Mission

*Submitted by Kristie Pohlman, Marketing & Customer Relations Specialist*

PALFINGER doesn't manufacture a crane with that model number, but Don Bailey of Bailey Construction has given his new PK 150002 H a special code name. He liked his crane so much in fact, that the truck wears the phrase "007 Stealth Crane" on the front of the Kenworth. "This truck is a dream come true," Bailey said, "it can do what other trucks can't."

Don, and his wife Kathy, along with their sons and best friends started his construction business in Spokane, Washington doing predominantly precast and excavation work. As the business grew over the past 18 years he came to be associated with CXT Concrete Buildings who manufacture precast concrete restrooms and other products. There was an increasing need for individuals to install the self contained toilet shelters along with the underlying vaults particularly in the western United States.

Up until recently, Don had to rely on others to lift and set the pieces, usually having to subcontract the crane work or rent a crane to operate himself. Typically, this meant using a stiff boom crane which came with another set of challenges. The first obstacle was the fact that the precast pieces to be set have an average weight of about 42,000 lbs which required a second truck to carry the load. The second challenge was the additional setup time for the stiff booms that need to have counter weights and sheaves put into place.

Yet another hindrance varied based on the jobsite. A vast majority of the sites are located in wooded areas such as the 800,000 acres of Tahoe National Forest. Bailey mentioned that, with a multitude of trees, many of these locations lack space to adequately move equipment. The majority of the trees reach well over 200 feet tall in many cases. Before acquiring his PALFINGER crane, Don would have to determine if foliage needed to be cleared in order to allow for room to set up the stiff boom not to mention having plenty of space for a second truck with the shelter and vault in tow.

Although his home and business are in the state of Washington, Bailey and his family find themselves on the road for several weeks at a time. Their jobs take them to many of the surrounding states but the core of the current business in California and Nevada

setting shelters in the national parks. Don and his crew live out of a camper traveling from campground to campground so that they can stay close to where the work is. Kathy, or "Captain Katty" as the boys call her, handles the business side of things by doing everything from invoicing and scheduling, to keeping the guys in line. Don and the guys handle the heavy work by removing the old shelters and installing the upgraded buildings in their place.

Four years ago, Don consequentially found out about PALFINGER when a stiff boom crane he had rented blew an outrigger. At this point, Don was tired of relying on subcontractors and the expense of rental cranes so he began researching to find the right crane to suit his needs. He looked at all the major manufacturers but was most impressed by what PALFINGER had to offer with service and found a crane that met his requirements. He contacted the company and a short time later a PK 85002 was brought to him for a demonstration. Impressed with the demonstration, Don ordered his PALFINGER PK 150002 H knuckle boom crane.

Today, Don can't get over how fortunate he is to have his Large Crane Package. "There's no other crane out there that can do what this crane does" Don says confidently. "This truck can carry the load on its bed and the crane easily gets around all the trees. We don't have to wait for trees to be cleared or for a stiff boom to be set up" he went on to say. Don doesn't use a winch anymore either, "A lot of people are surprised that we don't need it, but once they watch the lift, they're impressed", he said.

Since purchasing his crane package, Don and his boys have set over 50 of the precast vaults and shelters with a contract that will keep them busy for a long time. The PALFINGER PK 150002 H allows them to get in to these tight areas with the load and then place 49,000 pounds of concrete at a distance of about 20-40 feet. ■



*For this job, the PALFINGER PK 150002 H will extend out approximately 28' to set a precast concrete vault weighing 17,800 lbs.*



*Bailey Construction easily sets this precast vault that will be topped with a restroom shelter using their PALFINGER PK 150002 H*



*This may not look like a heavy load but restroom shelters such as this one are now entirely concrete and can weigh up to 49,000 pounds each*

# PARO

## Puts Everything Under One Roof

Submitted by: Kristie Pohlman,  
Marketing & Customer Relations Specialist

It's been nearly two years since PALFINGER North America acquired Automated Waste Equipment (AWE) which worked under the trade name of American Roll-off, Hook-all Hooklifts, and American Hawk Bulk Waste Crane. Many improvements have occurred in that period of time. The company has come a long way from a family owned business in the waste equipment distribution industry working out of two facilities in Trenton, New Jersey. They have now become a manufacturing and training facility as a part of the PALFINGER North America Group.

The first order of business was to welcome the company into the PALFINGER family by giving it the new name of PALFINGER American Roll-off also known as PARO. The next item on the itinerary began with reviewing all existing key personnel's abilities and blending them with the new individuals. However, the main goal from the start has been to develop a new dealer network, providing individuals with training in order to have customer focused, knowledgeable representation for the wide range of products.

That generated the creation of a new branch of PALFINGER University at the Trenton, New Jersey location. As Warren Kimble, the General Manager at PARO, has previously stated, "We believe a well informed employee is one key to success whether its sales or service, a knowledgeable product specialist is important to the customer." Since its inception, there have been nearly 60 individuals that have participated in the PALFINGER University classes offered at PARO's facility.

The new PARO facility now holds manufacturing, installation, final paint, as well as ample office space



The American Roll-off, PALFINGER Hooklifts, and the American Hawk Bulk Waste Crane product lines are now manufactured at the same facility

Having many different activities at two locations indicated the need to pull everything together in one location. Hans Vooys, the Sales Manager for PALFINGER American Roll-Off, explained that manufacturing was managed at one location while the installation department and office was located across town. He further stated that "PALFINGER was able to obtain additional space at the Whitehead facility so we could consolidate all facets of the operation: manufacturing, installation, final paint and even the office space." The entire PARO organization is now "under one roof". The new 72,000 square foot facility in Trenton is large enough that the east coast office of MBB PALFINGER relocated to the Whitehead facility as well. Hans feels that the benefits to the consolidation are obvious and will result in much higher efficiencies.

Warren is certain that the changes made will make a positive impact on PALFINGER American Roll-off. He expressed that "As we continue to grow into our new facility, we will be expanding our Hooklift product offering as well as reduced lead times." As the dust in the economy begins to settle, PARO has taken beneficial steps to establish their future within the material handling industry as well as with the PALFINGER North America Group. ■



## PALFINGER University Grows with PNAG

Submitted by: Kristie Pohlman, Marketing & Customer Relations Specialist



The new locations are being modeled after the PALFINGER University classroom at the Tiffin, Ohio location

PALFINGER North America has seen much change in recent years. It has grown to provide an outstanding range of products to many industries. Their portfolio is not the only thing that has expanded; training programs for the additional products has expanded as well. Staying true to the group's core values of innovation and education, PALFINGER University has become an integral part of instructing the North American workforce in the areas of sales, service, and installation for the additions.

To accommodate the increasing requests to attend the newly created classes, PALFINGER University has recently opened 2 more locations. This not only allows students the convenience of closer locations, but enables the University to conduct classes simultaneously in multiple locations.

Joining the Tiffin, Ohio location which has been open since 2006, the new locations opening this year include Trenton, New Jersey and Cerritos, California. The 7 instructors that conduct the courses are experts from PALFINGER North America's Sales and Service personnel. At this point in time, the school boasts a combined schedule of nearly 40 classes so far for the 2011 calendar year.

With the Tiffin location used as a template, the additional locations will have a similar set up once they are completed. The classes vary in length depending upon the type of training the attendees receive. Sales training typically lasts 2 days while the service and installation classes take longer to allow the students some extra hands on experience. All of the different classes will be available at every PALFINGER University location.

Another transformation that the courses have undergone has been the assignment of new 'instructors' to these courses. Sales Managers from each of the product lines have stepped up to fulfill PALFINGER's educational commitment to our dealers. Each of these individuals have been dedicated, enthusiastic members of the

PALFINGER North American team for many years. Their involvement further ensures that the dealers' participants will return to their companies with an enhanced customer focus and solid understanding of PALFINGER equipment as well as the competitive product features.

The addition of new technology that assists the trainers, particularly in the area of service, has also been a welcome change. An electronic display board is used as a fully functioning simulator that includes all the functions of a crane such as overload protection, Paltronics, as well as the remote control just to name a few. Walter Timm, Technical Department Manager for PNA, explains that "it behaves exactly as a crane would, so it can be used for fault-finding/troubleshooting exercises." A similar tool is in the form of an automated model truck that is used for the Integrated Stability Control (ISC) training. It simulates changes that occur as a crane, its outriggers, and stabilizers adjust position. Walter stated that the model "reacts to changes just as a real crane would".

The future is bright for PALFINGER University, Walter said that the "hope is to expand into other types of training as requested by our dealers and end customers." Although the classroom renovations at the new facilities are still ongoing, classes are being conducted in order to keep up with the educational demands of the dealers. The advances that PALFINGER University has made in North America with the addition of courses, locations, and technology ensures that the PALFINGER North America Group is committed to providing dealers and personnel with a definitive advantage over the competition. ■



PALFINGER University uses this interactive display as a fully functional crane simulator