

SUMMER 2018

PLUS.



William Adams



# WELCOME

I have now been at William Adams for just over twelve months and thoroughly enjoyed the journey so far. I have worked for a number of large companies and believe the element that distinguishes William Adams is the people. This starts at the very top of the organisation. Dale Elphinstone's passion for the CAT brand and his willingness to embrace customers to continuously improve William Adams' offerings is infectious.

## My experience is that the Management team and staff also embrace Dale's enthusiasm.

As a part of the Senior Management group I have the opportunity to meet many customers via functions that we regularly run in conjunction with our meetings. This for me is a great opportunity to not only get to know our customer base but also to receive feedback on how we are performing. I encourage all customers to attend one of these functions when the opportunity arises, as we are genuinely interested in you and your business.

We aim to develop our customer relationships beyond the transactional phase to become business partners living the journey together. We pride ourselves on being able to add value to your business through provision of great service and innovative solutions.

## The Plus magazine reflects this through the feature stories on many of our customers and how they maximise the value of their business utilising CAT equipment.

A great example of dedication to William Adams and its customers is Lynton Perry. Lynton has been with the business for 50 years and will soon retire. Many of the readers of this magazine will have been part of Lynton's journey and some of the much talked about "adventures". This edition of Plus has a feature article on Lynton which I hope will bring back memories for many of you.

On the topic of 50 years both the Hobart and Clayton Branches celebrated their 50 year anniversary earlier this year. I was lucky enough to attend a number of events and meet with some long standing, now retired, employees who gave some great insights into their experience with William Adams and the changes that have occurred over the last 50 years.

We are updating our light vehicle fleet with Ford Rangers sporting a customised William Adams livery. This will make our Sales and Product Support teams more visible to our customers. Please feel free to give them a "toot" and a friendly wave when you see them out on the road.

*"I have worked for a number of large companies and believe the element that distinguishes William Adams is the people"*

An exciting new range of CAT equipment will be released in the New Year. I suggest you stay close to your sales representative to be first in line to benefit from the new releases.

We take this opportunity to wish you all a safe and merry Christmas. We are looking forward to seeing many of you at our upcoming customer functions.

Finally we thank you for your support and ongoing business.

## Paul Smith, Chief Financial Officer



**CLAYTON  
(HEAD OFFICE)**  
17-55 Nantilla Road  
Clayton VIC 3168  
(03) 9566 0666

**DANDENONG**  
2-4 Fowler Rd,  
Dandenong South VIC 3175  
(03) 9767 3600

**MILDURA**  
345 Benetook Avenue  
Mildura VIC 3502  
(03) 5018 6100

**HORSHAM**  
81-83 Dimboola Road  
Horsham VIC 3400  
(03) 5362 4100

**SHEPPARTON**  
7847 Goulburn Valley Highway  
Shepparton VIC 3631  
(03) 5832 5500

**TRARALGON**  
25-27 Standing Drive  
Traralgon VIC 3844  
(03) 5175 6200

**SWAN HILL**  
36-38 Curlewis Street  
Swan Hill VIC 3585  
(03) 5036 3900

**BENDIGO**  
11a Trantara Court  
East Bendigo VIC 3550  
(03) 5444 9199

**PORTLAND**  
167 Garden Street  
Portland VIC 3305  
(03) 5521 5100

**WODONGA**  
200 Melbourne Road  
Wodonga VIC  
(02) 6051 5800

**GEELONG**  
Cnr Fyans & Crown Street  
Geelong South VIC 3220  
(03) 5223 5223

**LAVERTON**  
32-42 Spencer Street  
Sunshine West VIC 3028  
(03) 9931 9666

## TASMANIA

**LAUNCESTON**  
308 George Town Road  
Rocherlea TAS 7248  
(03) 6325 0900

**HOBART**  
2 Chardonay Drive  
Berriedale TAS 7011  
(03) 6249 0566

**BURNIE**  
Bass Highway  
Somerset TAS 7322  
(03) 6433 8888



Designed by meg annabelle design

Plus is published by William Adams PTY LTD as one of the many CAT PLUS services provided by your Caterpillar dealer in Victoria and Tasmania. All correspondence or requests for additions to our mailing list should be addressed to;

Advertising and Promotion Department  
William Adams PTY LTD P.O. Box 164,  
Clayton 3168, Australia

(03) 9566 0666  
**1300 WADAMS**  
williamadams.com.au

Editorial content in this magazine can be reproduced in other media upon approval granted by William Adams' advertising and promotion department. Information provided (specifications etc..) as printed are believed to be correct and accurate but no responsibility will be accepted by William Adams for any details found to be incorrect. CATERPILLAR and CAT are registered trademarks of Caterpillar inc.



**KELSO SANDS**  
PAGES 18



**HAULMAX**  
PAGE 44



**CAT RENTAL**  
PAGES 14-15



**MASTERS AWARDS**  
PAGES 56-57



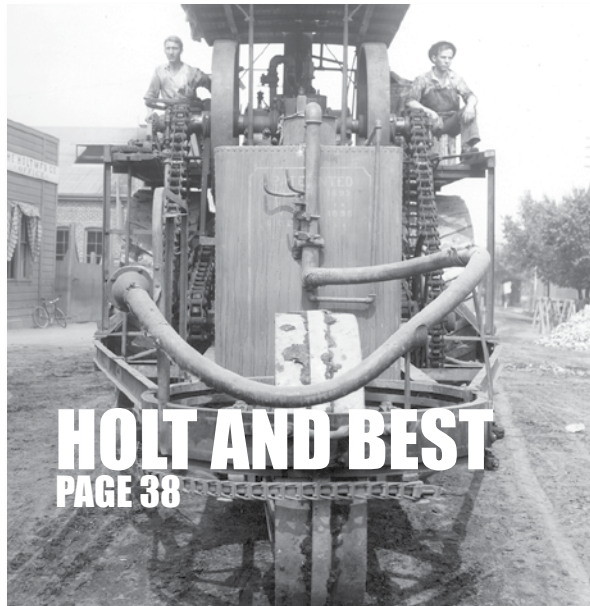
**MAX BRIGHT & SONS**  
PAGE 19



**JOE FALZON**  
PAGE 26-27



**AGFEST**  
PAGE 6



**HOLT AND BEST**  
PAGE 38



**NEW FLEET** PAGE 47



**HOBART CELEBRATES 50 YEARS**  
PAGE 50

**SUMMER 2018**  
**PLUS.**

# AGFEST 2017

**WILLIAM ADAMS HAD A MAJOR CATERPILLAR AND AG MACHINE DISPLAY SITE AT TASMANIA'S PREMIER FIELD DAY EVENT, AGFEST, IN MAY THIS YEAR. EVERY YEAR AGFEST IS HELD AT THE QUERCUS PARK SITE NEAR CARRICK IN NORTHERN TASMANIA.**

Year in and year out thousands of Tasmanian's attend the event and this year saw over 750 exhibitors on site promoting various products and services. Fine weather, somewhat of a rarity at Agfest, saw record crowd attendances.

The William Adams stand featured a display of eleven Caterpillar Compact Construction Equipment machines with Caterpillar Work Tools, including a Broom, Couplers, Augers & Buckets as well as the new model Caterpillar 323FL Hydraulic Excavator featuring Grade Assist technology. The display also included a William Adams product support display that featured a New Caterpillar C15 On Highway Truck Engine.

The Ag Division had a very large and impressive display of the latest Deutz & Kioti Tractors and various attachments from Vicon, Fella, Gallignani, McHale, Howard, Maschio and Lemken.

Over the course of the event the Ag Group took a record number of orders for new Ag tractors and attachments. Following the show a number of new Caterpillar machines were sold and delivered, as a result of our Agfest attendance.

**We look forward to seeing all of our Tasmanian customers again at Agfest in 2018.**



## A SLICE OF HEAVEN IN THE KIEWA VALLEY, VICTORIA

**Kevin and Heather Adcock of Kalimna Warmblood Horse Stud fell in love with the Kiewa Valley in Victoria's North East during a short skiing trip to Falls Creek in September 2005. They first tried skiing the year before and immediately knew it was going to be a new passion – an activity the whole family could do together.**

They set things in motion to relocate to the cooler climate, after both spending their whole lives in Queensland where they had a well established property south of Brisbane. A new property was purchased in Tawonga in early 2007, but shortly after, Queensland was hit by an outbreak of Equine Influenza followed immediately by the GFC. Despite all the careful planning, the relocation had to be put on hold.

**The stud was in need of a new tractor, but it was decided to wait until the Victorian move. This gave plenty of time to research the market.**

Heather has been passionate about horses most of her life. She started riding at the age of 7 and was Pony Club State Dressage Champion on her first horse and then an Equestrian Queensland Team Member on her next 2 horses – both Australian Warmbloods. One of these was a stallion and the passion for horses then expanded into breeding dressage performance horses on a boutique scale. Kalimna Stud is renowned for producing well-moving warmbloods with a great temperament that are suitable for both amateur and professional riders due to their great trainability.

A 2 year old colt "Legend of Loxley" was imported from Germany after he had successfully passed his colt selection process with the Rhineland Studbook. Legend has been successful at State and National level over the past few years and is currently in training with Australian Champion Grand Prix rider Brett Parbery at Penrose, NSW.

The stud was relocated to Victoria in January 2017. The first major purchase was a Kioti RX7620 with Front End Loader, slasher, pipe layer and ripper, post hole drill and forklift. The tractor and implements are integral to preparing the property

for its new use. The property was previously part of a dairy farm so had undergone very little development. There are fences, yards and shelters to be built and hundreds of trees to plant. The tractor will also be integral in maintaining the property, slashing, harrowing, making hay, levelling the riding arena, moving dirt and horse manure, moving and stacking round bales etc.

Legend of Loxley will return to Kalimna Stud at Tawonga for the 2017/18 breeding season and preparations are underway for the development of the stud for the forthcoming breeding season.

An indoor riding arena will be constructed and will include accommodation units for farmstay which will look out across the property onto the Kiewa River and beyond to Mount Bogong – Victoria's highest peak.

This will indeed be heaven on earth and Kioti will be there helping.

# AG NEWS



Shepparton based William Adams Ag were successful at the recent Power Farming Machinery Dealer Conference, earning two awards - the Vicon Hay Machinery Dealer of the Year and also the Aitchison Seed Drill Dealer of the Year award.

This was a magnificent achievement considering our new sales team in place here. Luke Stammers (pictured left) has been with the group since the inception of the Ag group in Shepparton but has just recently joined the sales team, whilst Christian Barnett (pictured centre) has just moved into the Branch Managers role and James MacGibbon, (right) has also joined the sales team recently.



Prominent NSW beef producer, Robert Richmond recently took delivery of his new Deutz Agrofarm 100DT tractor and has nothing but praise for it. The tight turning circle and great visibility make it an ideal loader tractor for his hay operation and the fuel efficient engine has greatly impressed him. Robert's farm is located in mountain country and his new Deutz 100DT has so far been very stable in the steep country.



Kimberly McCaskill commenced with the Elphinstone Group as Personal Assistant to Warren Young (Executive Director), before recently joining the William Adams Ag team responsible for Sales Administration while Bridget Anthony takes maternity leave. Kimberly now gets to enjoy performing dual roles across the group – good luck Kimberly !



Mark & Roz Lambert & their growing family, from Sunnyside, Railton, in north western Tasmania.

Mark and Roz have just purchased another Deutz tractor to add to their fleet, an M600.

Mark and Roz milk around 600 cows and use this tractor for general farm purposes, feeding hay and silage through the winter months.

Stephen Arthur joined our team in June of this year, and represents William Adams AG in the Swan Hill and surrounding region. His territory is very diversified, including dairy, tillage, broadacre and stone fruit farming.

Stephen comes from a farming and project management background having worked as a surveyor/designer as well as a project manager with Goulburn Murray Water working on the biggest water infrastructure rationalisation project in the southern hemisphere. The last few years has seen Stephen move into sales, selling concrete pipes and stops as well as fertiliser and farm merchandise. Away from work Stephen is a senior football coach and in the summer months he enjoys getting out on to the lawn bowling greens. Stephen is married to Karen and they reside in Koondrook, in northern Victoria.



William Adams Ag was this year awarded the Power Farming Group Australian Dealer of the Year Award for the McHale baler and wrapper product.

This award was presented to Wayne Elphinstone by Graeme Leigh, PFG Machinery Division Manager at the Dealer Conference on the Gold Coast in July 2017.

McHale is manufactured in Ireland, and maybe the similar Tasmanian weather and farming conditions helped our team in achieving this award?



Coming from an agricultural background, and growing up on the family farm on the Tasman Peninsula, Rob Shoobridge has followed a career path in the Forestry, Mining and Agricultural sectors.

Rob worked in Western Australia on a contracting team as a machine operator in both mining and forestry, before taking a job as a farm manager on a sheep and cropping property in the Wimmera region of Northwest Victoria.

After spending a considerable amount of time on the "big island", Rob returned home to Tasmania to further his career and understanding in the agricultural sector as a stock agent for Roberts Ltd. Over time this lead to an opportunity with William Adams AG that he couldn't resist! Starting back in April this year as the new sales representative for William Adams AG in Hobart, he has now taken on the role with great enthusiasm.

Rob with the help of his fellow colleagues is working to build further on the already great service and reputation that William Adams AG is known for.



Another happy farmer taking delivery of a New Deutz 5120 in the beautiful rich cropping belt of Forth, on the northwest coast of Tasmania.

Biofarms' David Benson, pictured, grows mainly organic products including carrots and potatoes.



This picture was taken in July this year in the Central Highlands of Tasmania. Stornoway (featured in our last edition of Plus taking delivery of their new Deutz tractor fleet) have 4 New Deutz Tractors, which are predominantly employed using a rear side arm slasher, cleaning up the long grass on the road sides. For a few months of the year they are then used with a front snow plough cleaning up the middle of the roads when weather conditions (pictured) present.

**Plus would like to thank Stornoway for sending this image in.**



**May 2017 saw the culmination of the Power Farming Group (PFG) and Deutz sales campaign, which set out to challenge all dealers throughout Australia to sell the most tractor horsepower. Every Hp sold was worth one point! If a sales rep sold a 132 Hp tractor, he earned 132 points.**

Brent Gillard from our Burnie Branch was runner up with well over 3,000 Hp (points), in fact he missed out on winning the national award by one small tractor! This was an excellent achievement as some areas throughout Australia have considerably more opportunity than Brent's territory in north west Tasmania.

Pictured from Left is Doug Robinson (GM of Deutz Tractors in Australia), Brent Gillard, Lodovico Tarabini (Commercial Executive Director, Europe) and Matteo Oreni (Export Area Manager Australia & New Zealand, S. Africa)



Luke Stammers has been with the company for 3 years now and represents William Adams Ag in the Shepparton area.

Luke moved into sales in early 2017 from the role of Service Manager, where he coordinated the workshop and onsite customer service needs.

Growing up on the family's 1,800 acre beef, sheep and cropping farm, Luke has a very keen interest in the industry. He spends a lot of his spare time working on the farm which he thoroughly enjoys.

With his ongoing commitment to the farm, Luke has gained a lot of experience and knowledge in the set-up of tractors and machinery which he enjoys passing onto his customers.

Luke resides in Shepparton and is married to wife Sarah.



**Ravensworth Cattle Station, located midway between Hay and Balranald took delivery of a Versatile 520 Scraper Special Tractor in May this year, with local support being provided from our William Adams branch in Swan Hill.**

Ravensworth Cattle Property is one of Australia's major producers of beef and cotton. It is currently capable of raising about 15,000 head and has the ability to one day raise about 60,000 head of cattle. The Versatile 520SS is to be used in the preparation of next year's 3,000 hectare cotton planting. It will tow tandem 16' buckets to laser cotton paddocks for increased water efficiency leading to higher cotton yields.

The Versatile Scraper Special is equipped with heavy duty axles, auto greaser to articulation, tow cable, and engine decelerator and scraper application software. Ravensworth also runs approximately 16 items of Cat equipment including 3 x 657E scrapers, a 345DL hydraulic excavator, a TH407C Telehandler and a 938K wheel loader.



**James MacGibbon joined our Ag team back in April 2017 as a Territory Manager and represents the Shepparton and surrounding region.**

James comes from a background in media, both press

and online working as a Senior Sales Consultant with a privately owned newspaper group. Although new to the Ag Industry, James has had exposure to the Ag Industry through his previous role. "There are a lot of elements in my previous role that align well to what I am doing now, building strong relationships and a good rapport with people is key" James said.

Away from work James is a keen golfer and an avid football follower. Born and bred in Shepparton, James is married to wife Sharon, and together they enjoy a three year old daughter Isabelle.



Bridgenorth Berries, located in the Tamar River Valley in the north of Tasmania have just purchased their new farm at Bridgenorth and have plenty of work ahead of them.

They have chosen to purchase a New Kioti Tractor and utility vehicle from William Adams' Launceston branch.

Farm Manager, Tyson is pictured here with his new tool (toy) for clearing up the property and restoring the berry farm to its magnificent best.

James Douglas established his vineyard in the Exeter area of Northern Tasmania, just north of Launceston. The home is surrounded by the vineyard and sits on the banks of the Tamar River, featuring magnificent views and the perfect conditions for cool climate wines.

We thank James for his ongoing support of the Deutz product and William Adams AG Launceston. The new tractor and will be a very handy addition when harvesting commences during the warmer months. Pictured is James Douglas with his third new Deutz Fahr tractor along with William Adams' Noel Poke at time of delivery.



## NEW CAT 730C2 FOR LAUNCESTON CITY COUNCIL

**In April this year the Launceston City Council purchased a New Cat 730C2 Articulated Dump Truck. The Cat 730C2 was purchased to start work with a number of other machines at the city's soon to be completed Landfill Cell at the Launceston Waste Centre.**

The Launceston City Council called for tenders and after an extensive evaluation and machine inspection process the new Cat 730C2 was ordered by the Council. Features of the 730C2 that impressed the council staff included it's very comfortable, and large two person ROPS/FOPS cabin with air suspension seat, three point front suspension system and advanced air conditioning system.

Other features include the Automatic Traction Control (ATC) for automatic, seamless and smooth operation under all conditions. The 730C2 is also equipped with an extensive list of safety features including a rear view camera system, secondary braking and steering systems, extensive slip resistant walkways and handrails.

Work began on the new \$4.5million (approx.) landfill cell in January of 2016. The work was undertaken by Shaw Contracting from Whitemore Tas. The new cell covers an area of approximately 44,500 square metres, equivalent to two AFL football fields. The project has involved the excavation of more than 32,000 cubic metres of clay, with the cell dug to a depth of more than 10 metres. The new cell is expected to handle Launceston's landfill needs for the next five years.

To meet the highest environmental standards, the cell is lined with special materials to prevent leachate from contaminating ground and surface water. Launceston Mayor Albert van Zetten said the construction of a new landfill cell was a major investment for the city. "Building the landfill cell is an expensive and technically challenging process, and as a city we need to be extremely careful about how we manage these cells into the future", Mayor van Zetten said. "Our priorities are to divert as much waste away from



landfills as we possibly can, because so much of what we throw away can be reused, recycled or repurposed. "That is why in recent years we have opened the reuse shop Uptipity, why we've expanded our recycling centre, and why we are launching new services like the organics collection service that will be introduced this year.

"Many people are unaware that we also, generate electricity at the Launceston Waste Centre\*, using special pipelines to extract methane gas from old, disused landfill cells". "So the council is proactive when it comes to diverting waste from landfill and extracting the resources we can from what people throw away. "This new landfill cell is an important element in the suite of waste management and resource recovery options the City of Launceston provides to residents in Northern Tasmania".

William Adams and Caterpillar are proud of our involvement with this major Launceston City Council project.

\*Operated by another William Adams customer, LMS Energy Pty Ltd using a Caterpillar G3516 engine.

## MURRINDINDI SHIRE COUNCIL CHOOSES CATERPILLAR EQUIPMENT TRAINING SOLUTIONS - AGAIN

In 2016 Murrindindi Shire Council elected to employ William Adams to carry out Level 3 Motor Grader training with CDI John Merlo.

Murrindindi Shire Council provides its operators with as much training as possible to ensure that its Motor Graders are used correctly and as a result, last longer.

William Adams was again appointed to carry out a Level 3 Motor Grader school for three of Council's operators and the training was carried out using a Caterpillar 12M Motor Grader. Council grader operators who have previously undertaken the course have since been implementing the techniques that were shown to them during an earlier training program, which convinced the Shire of the value of the investment.

William Adams and CDI John Merlo would like to thank Murrindindi Shire Council for its continued support.



Left to right: Paul Dundas, Kye Masierowski, Tim Dent



## MWOA NATIONAL WORKS & ENGINEERING CONFERENCE- BENDIGO

**The MWOA hosted its 24th National Works & Engineering Conference at the Bendigo Showgrounds from the 31st August to 1st September 2017.**

The event has been held at the Bendigo venue since 2010 which has offered sufficient space for the event as it has grown over the years. This year the event attracted four hundred and fifty attendees along with fifty eight suppliers which exceeded expectations and is indicative of the growth across the state. The MWOA has a long history dating back to its origins in 1936 as the Superintendents Association and started hosting these events as annual State Conferences run by the then Country Roads Board (CRB).

Mr Stephen Robertson, CEO of the MWOA had the following to say about the Convention:

"The NW&EC provides a forum for all stakeholders in the Local Government sector to come together and network on relationships, new and old. The suppliers have the opportunity to showcase their plant & equipment, new technology and innovations, and give the delegates the opportunity to witness live demonstrations. The conference program is designed to attract a variety of delegates, including interstate, engineers, works and parks officers, operators, procurement and fleet managers. We work on the

basis that relationships are extremely important and the networking opportunities at the conference have a high priority. While the aim of the conference is to provide a forum as described above, we try to have a bit of fun and make the conference as friendly as possible."

William Adams as a supporting sponsor of the Association and industry supplier have participated in the conference for over twenty five years. However this year straying from convention with no equipment on display, raised many eyebrows and a certain level of curiosity. Intrigue was further piqued with a totally enclosed stand and blackout curtains masking the entrance. Upon entering the "compound" visitors were greeted and offered a feast of technologically advanced booths which included:

- **Hydraulic Excavator simulator** used for operator training in a safe environment, popular with experienced and novice operators trying out their skills.
- **Fleet Management & Application Engineering** using mobile devices.
- **Fatigue Identification and Management** (using a personal wrist band) along with personnel detection around large equipment.
- **Equipment Monitoring systems**

where a customer could have their fleet information displayed at the press of a key and an introduction to the wealth of information in My.Cat.com

- **Advanced productivity programs** for Motor Graders to track and identify work carried out such as kms (or % of time) of graded roads or ripping work completed.
- Sitech demonstrating **Machine Control & Guidance** and Operator Assist systems.

The convention was a great success with a steady flow of people through the booths, with attendees making the most of the subject matter experts in each discipline on both days. Congratulations to the MWOA for a well organised and run event, thank you to the dedicated staff who manned the booths and those behind the scenes that made it all happen.

# CAT RENTAL 308E GOES TO WORK AT A PIECE OF MELBOURNE HISTORY

**Edzell House, one of Melbourne's very grand mansions, is located in the coveted St Georges Road, Toorak. It is set on an elevated 6023-square-metre block on the Yarra River, and offers postcard river and city skyline views over Richmond.**

The heritage-protected mansion was built in 1892. It has been described as Queen Anne Revival but Elizabethan Revival is a better fit.

Dame Nellie Melba once performed private concerts in the grand ballroom of the 30-plus room mansion. Edzell was built for the former Lord Mayor James Stewart shortly before his year in office.

In 2017, following its recent sale, loyal Cat supporters P F & L Collins were called in to carry out excavation and footings for a new development on the site, located between the existing National Heritage Edzell House and the Yarra River. This requirement brought with it significant challenges on the steep block, requiring crane-age of the excavators in and out of the site (pictured).

Plus understands that the Cat Rental team may not have been aware of the precarious position their Cat 308E Hydraulic Excavator was in during the rental period, but all ended well!!

P F & L Collins founder and Director, Paul Collins, told Plus that he regularly called on the Cat Rental team for equipment to supplement his fleet of small Cat excavators. Collins

operates machines from the smallest Cat excavator, the 900kg 300.9, through to the Cat 312D.

**Paul said he found the William Adams Cat Rental team great to deal with, the machines were always reliable, late model with good service history, and came fully equipped with the technology and site safety requirements demanded by his clients and the work environment.**



*"The heritage-protected mansion was built in 1892. It has been described as Queen Anne Revival but Elizabethan Revival is a better fit."*



## MAROONDAH AQUEDUCT REPLACEMENT PROJECT

**The Maroondah Aqueduct was considered an "engineering marvel" when it was constructed in the 1890's. The 62.5 kilometre aqueduct which stretches from Healesville to Preston in Melbourne's north provided some of the first reliable clean drinking water to Melbourne and is considered a critical water supply asset still delivering up to 200 million litres of water per day to the ever growing city. Fast forward to 2016 and the open clay lined channel had aged and deteriorated with structural deficiencies and potential impacts to water supply and quality.**

John Holland – KBR JV were awarded the design and construct contract on behalf of Melbourne Water to upgrade the aqueduct. Replacement of a 5.5 kilometre section of the ageing aqueduct with underground pipes commenced in September 2016 with an expected saving of 90 million litres of water lost to evaporation and seepage each year.

The pipe was installed by open trench laying techniques and including 270 metres of tunnel dug using a road header. Adding to the complexity of the project included the presence of the endangered matted flax-lily and the project area neighbouring some of the premium cool climate vineyards of the famous Yarra Valley. Three bypass systems have also been installed during construction and when the underground pipe has been laid, the redundant part of the open channel will be filled.

The Cat Rental Store played a key plant supply role on the project including supply of excavators equipped with GPS technology, rollers, pumps, generators, compressors, lighting towers, skid steer loaders and mini excavators.

When spoil removal in the tunnel became an issue, The Cat Rental Store engineered a solution by fitting electric actuators to assist in raising and lowering of the ROPS frame

in a timely manner whilst addressing all OH&S issues. Working in the tunnel also become less of a problem with Cat Rental compact machines all fitted with catalytic convertors, this strips out harmful gasses from machine emissions.

The relationship The Cat Rental Store has built over many years renting to John Holland continued on this project with the Site Supervisor Phil Muratore citing a number of factors coming into play when choosing a plant hire supplier. "Sales coverage, understanding of the project, supply of equipment in a ready to work condition, the full range of general plant and work tools complementing the earthmoving plant fleet and availability of machines when we needed them was very important to the project."

*"Cat Rental's technology capability, engineering capacity and responsiveness if a mechanical problem occurred all came in to play when we chose Cat Rental as our major rental supplier" Phil said."*

**Works on the project should be completed late 2017.**





## NEW CAT 315F L PROVES POPULAR CHOICE IN DEMOLITION

**Pacific Transport**, based in Greenvale, Victoria took delivery of their first ever Cat machine, a new Cat 315F L in January this year. Pacific Transport competes actively in the demolition space around metropolitan Melbourne, and after several years running competitive equipment, settled on the Cat 315F.

The well-known Cat brand, the William Adams' service and support capabilities together with the reach height of the machine compared to his previous machine, helped sway the deal Caterpillar's way.

Having now operated the 315F for several months, Hassan El Ghajrawi, Pacific Transport Director, has fallen in love with the machine, and has since highly recommended Caterpillar to several mates who are all in the demolition industry. Three additional orders have been placed to date for new Cat 315F's into Melbourne's demolition industry.

**Miran Concreting** and **HYTEK Demolition**, both based in Hadfield, north of the city, and **Supreme Demolition** from Campbellfield have recently added new 315FL's to their fleet.

Two larger model Cat excavators also recently went to work in Melbourne's demolition industry, a new Cat 320FL with **Nationwide Demolition** in Greenvale, while **Victoria Wide Demolition** from Meadow Heights selected a used 321DL.

Late model Cat excavators have certainly proven to be a popular choice for Melbourne's northern suburbs demolition contractors.

William Adams' Chad Duquesne, who was responsible for assisting these new Cat owners with their recent purchases, attributes their choice of Caterpillar to "The power, smooth control and fuel efficiency of the 315F L, which has been a standout amongst customers in the demolition industry".



Australian Decommissioning Services were looking for an Excavator to help increase their scrap processing capabilities on their demolition projects. Once the bigger machines have demolished the structures the steel is stockpiled and the 336 moves in. It is used to In-size the scrap ready for transport to the steel mill. Its first project is on one of Ausdecom's larger decommissioning projects in south west Victoria, processing about 15,000 tonnes of heavy metal in to 900mm x 900mm sized pieces that will be fed directly into the OneSteel mill in Laverton North.



**To process the steel a LaBounty MSD 70 shear was attached to the front of the 336E. This weighs in at 7 Tonne.**

Ausdecom is one of Australia's leading providers of decommissioning and demolition services. The group have completed some of Australia's largest high risk projects and continue to refine technology enhancements and safe work procedures to ensure that they remain at the leading edge in terms of demolition and decommissioning services in the country.

Dismantling services for projects from solitary machinery relocation to full scale factory dismantling, and smart, innovative land remediation are services where Ausdecom have a high level of expertise. General Manager for Australian Decommissioning Services, Sam McKellar told Plus, "We looked at all our options and the Cat 336E stacked up the best. We had a short lead time for when we required the 336E onsite and it was delivered to our specification on time"

"We are very impressed with its current performance. The cycle times and the hydraulic performance are exceeding our expectations, so we couldn't be happier".

# 982M AGGREGATE PACKAGE INCREASES PRODUCTIVITY

**THE 982M AGGREGATE PACKAGE HAS BEEN SPECIFICALLY DESIGNED TO REDUCE PASSES WHEN LOADING TRUCKS IN A SALES YARD APPLICATION. EQUIPPED WITH THE 7 CUBIC METRE PERFORMANCE SERIES BUCKET AND CATERPILLAR PAYLOAD MANAGEMENT SYSTEM (CPM) THAT IS EXACTLY WHAT IT ACHIEVED IN A RECENT SITE DEMONSTRATION.**

**With the Melbourne concrete market seeing record volumes in recent times this has also increased the requirement for sand from the Mountain View Quarry at Nyora.**

With the large number of 6 Axle trailers being used to haul sand in and around the Melbourne Metro area there was a need to try and reduce loading cycles. Currently using 980 size machines with 5.5 cubic metre buckets the average pass match to load one of these trucks was 6.

By utilising the 982M and the larger 7.0 cubic metre Performance Series bucket and the new M Series CPM System we could reduce this to 4 buckets in total for a 48 tonne payload.

Significantly reducing the passes per truck and utilising the 'Tip Off' feature of CPM will ultimately reduce loading time substantially. Add to this the fuel efficiency of the new 982M and tonnes per litre (productivity and efficiency) will be vastly improved.

Barro Group's recently appointed Operations Manager for Victoria, Craig Banthorpe told Plus his expectations were exceeded.

"I was hoping to save 1 pass on the trailer but we have also saved a pass on the truck given the bucket holds 13 tonne of sand. The old loader took a little over 5 minutes to load the combination with the new one doing it in a little over 4 minutes. Once the operator becomes familiar with the 982M, I expect this to improve even more. The CPM system will require a change of thinking for operators in that they can pick up full buckets and just tip off what is required with the last pass"

**Barro Group Director, Peter Barro, told Plus that after observing the machine in operation, and then spending a few minutes with the operator, he had no hesitation whatsoever in recommending the purchase of the new Cat 982M to his board.**



## DREDGE REBUILD HELPS KELSO SANDS INCREASE PRODUCTIVITY

Kelso Sands mining operation was established in 2010 by Vince Capogreco. The mine is located in the South West Riverina area of NSW, 10 km from the town of Wentworth on the Pooncarrie road.

Since establishment Kelso Sands has focused on supplying quality pipe bedding sand and washed concrete sand to the construction industry in the Wentworth – Mildura region.

Recent demand has resulted in the purchase of a second hand dredge which was powered by an old Cat D343 engine. Vince decided that the dredge needed a birthday so an extensive overhaul program began. The dredge was fully rebuilt, repowered by a Caterpillar 3406E engine and converted to electric over hydraulic control.

Kelso Sands is no stranger to Caterpillar and William Adams, owning several Caterpillar excavators and articulated dump trucks which have been vital in bulk extraction over the past 7 years. With the implementation of the dredge, production will increase allowing Kelso Sands to meet the increased demand.

Kelso Sands has a very good relationship with the William Adams team at our Mildura branch which is ideally located to assist Vince and his team in the repair and maintenance of their Caterpillar and allied equipment.



## CAT F SERIES DELIVERING MORE FOR MAX BRIGHT & SONS

PLUS RECENTLY CAUGHT UP WITH MAX BRIGHT & SONS DIRECTOR, GLENN BRIGHT, WHO WAS HAPPY TO TALK ABOUT HIS COMPANY'S RECENT EXPERIENCE SINCE THE PURCHASE OF A NEW CATERPILLAR 336F HYDRAULIC EXCAVATOR.

"Max Bright & Sons was incorporated in 1985, so we have been in business for 32 years. We started off predominantly as a plant hire company and now have evolved into a focus on contract work for Government departments and private customers.

Our business started with Cat machines, particularly the 955L traxcavators. Most of our fleet are now Cat machines - Excavators, Graders, Articulated Dump Trucks, Bulldozers, Skid Steers and Compactors, so for our business the purchase of the latest equipment is critical, it separates us from others who have older type equipment.

It's important for us from an environmental perspective that we have machinery using less fuel, we want our machines to be cleaner and we want to be seen to be cleaner. The critical thing for us in terms of the 336FL purchase, was in being a hybrid, it uses a lot less fuel, and from an environmental perspective, to have the latest Tier 4 final engine.

Technology is key for us. We like to be able to track what the machines are doing, what hours they're doing on a particular project, and with the 336FL's ability to weigh the loads we can ensure we are only paying for what is leaving the site.

Our current 336FL when compared to our existing 336DL is significantly better in terms of fuel consumption, about 6 litres per hour less. And in terms of production it is considerably higher, it seems to have more power, it's faster and it's smoother and from an operator's perspective it's a lot nicer to operate. We're very happy, it's ticked all the boxes and it's certainly exceeded our expectations.

**The payload system and the technology pack is what was most important to us.**

We have recently completed a project where we had a "connected community" - all the machines were reporting so we could track what machines had done, how much had been excavated, how much had been hauled, what machines had hauled how many tonnes, where material had been placed, what compactors had placed it, what compaction they got, and how many passes they were doing.

Having a connected fleet allows us to track production and it gives us a competitive edge when tendering because we know what is happening, and we can track it - so that effects our pricing on the next job because we know exactly what we need to do.

One of the benefits of this technology in having a 3D site is it eliminates to a large extent the need for surveyors on the ground so there is considerably less risk, and that is good for us.

We have a good relationship with William Adams, and the parts availability is good. The Caterpillar dealer is doing a good job for us. The Cat 336FL is delivering more for Max Bright & Sons. Its delivering a lot more!"

**Glenn Bright  
Director  
Max Bright & Sons**

## 50TH ANNIVERSARY OF THE CAT® D5

A new product doesn't just "happen." It's the result of the combined efforts of many Caterpillar people. The D5 Tractor—introduced Feb. 1, 1967 — is a perfect example of this truth.

Its development started in October, 1963. Engineers at the East Peoria Plant were tasked with designing a tractor to replace the D6B. "The main goal was to provide a power shift transmission in this medium-sized tractor," said Andy Heisel, former general supervising engineer of Track-Type Tractor Design. "Horsepower was to remain unchanged, and total tractor weight was to stay substantially the same. Serviceability and operator controls were to be improved. All goals were to be achieved with a minimum of cost increase." In January 1964, a project description sheet was issued and the new tractor officially became Project 755.

### Many People Contribute

East Peoria Engineering started the design work. As the project developed, hundreds of people in many departments became involved. The power shift transmission division designed a transmission to match the engine and final drive. Building KK Engineering worked on engine modifications. Joliet Engineering developed hydraulics. "More than 600 new parts were required," said Heisel.

The efforts of many people bore fruit in June, 1965, when Research Manufacturing built two of the new tractors—one with power shift and one with direct drive. The tractors went to the Peoria Proving Ground. Vehicle operators put them through their paces during extensive tests conducted by Research engineers.



The D5 joined the D4D, the D6C, the D7E, the D8H and the D9G in Caterpillar's line of quality track-type tractors. "The D5 is an excellent tractor," Heisel said. "The skill and know-how of hundreds of Caterpillar people went into developing this machine and bringing it into production."

50 YEARS

### Extensive Field Testing

In April, 1966, the power shift version went to the Arizona Proving Ground for further testing. Final modifications were made in July. Then the tractor was sent to Tennessee for 2-1/2 months of field testing by contractors. Field Research followed its performance closely.

Meanwhile, the second tractor was running endurance tests at the Peoria Proving Ground. Now, after almost three years of design and testing, the D5 was ready for production. People in Tooling worked out tooling requirements. People in the Tool Room built new jigs and fixtures. On Nov. 1, employees started producing parts for the new tractor. Components come from almost every building at East Peoria Plant. Joliet Plant supplied the hydraulics and its related products.

Parts were combined into subassemblies. On Dec. 22 the first pilot model of the D5 came down the assembly line in Building X. Another followed within a few days.

### Production Started

Quality Assurance people took one of the tractors to the Edwards Sales Demonstration Area for still further checks to ensure its quality. Production started on a regular basis Jan. 3.



## NEW CAT COMPACT TRACK LOADER FOR JAMES COOPER EXCAVATIONS

James Cooper Excavations based at Hagley in Northern Tasmania have recently taken delivery of a New Caterpillar Model 239D Compact Track Loader. The Cat 239D joins their growing fleet of mini construction machines. James & Angela Cooper own the business and their main work is centred around excavations and earthworks for building and construction projects in and around Launceston.

The new Cat 239D has a gross power of 44.9 kW and an approximate operating weight of 3,300 kg and is pictured working on the City of Launceston's Civic Square revitalisation project.

James is delighted with his new addition to the fleet.

# SLOCOMBE EXCAVATIONS

In May of 2016 Slocombe Excavations took delivery of a New Cat 320E L RR Excavator from William Adams, adding another CAT machine to a growing Caterpillar fleet.

Slocombe Excavations are based in Tyabb, Victoria and service the local Mornington Peninsula and surrounding region. They were established by Mark & Janine Slocombe in 1990. They are a proudly run family business with over 18 employees, including their children who have made their way into the business, like their son Neil who is the workshop supervisor and an integral part of the business' day to day running and its future.

Many of the staff at Slocombe Excavations are long term employees, one of their earliest operators, Trevor, has been with the business for over 22 years. Trevor commenced his time at Slocombe Excavations on a CAT 307 Excavator. Trevor recently commented that the strong ties with the Cat product and William Adams is based on the success of early purchases such as the 307, which has done over 15,000 hours and still has many of its original components including the final drives, which are untouched.

Servicing the Mornington Peninsula region, the Slocombe family and business have close ties with the local community, supporting numerous local sports events. Their

extensive CAT fleet cover all manner of local works from landscaping, first response disaster/emergency works, horse arena construction and maintenance and local Council works, where they have been prime contractors for over 20 years.

The last 2 years have seen Slocombe Excavations expand their CAT fleet with new machine deliveries including a 930K Wheel Loader, CB24B Utility Compactor, 303E CR & 305.5E2 CR Mini Excavators.

With the recent addition of the CAT 320E L RR Excavator, Mark Slocombe advised that they have now filled a gap in their fleet. Mark went on to say that there were some initial concerns with getting a reduced radius machine but these were quickly allayed as the machine has shown excellent stability and coupled with the Cat Depth & Slope Grade control technology, has been a welcome addition that the operators have fully embraced.

William Adams would like to thank Mark, Janine and the Slocombe family for their ongoing loyalty and support!





**CRE Excavations Pty Ltd, operated by Craig and Elizabeth Rees, is based in Drouin and has recently taken delivery of a new Caterpillar 308E2 Hydraulic Excavator.**

Its almost 17 years to the day since William Adams ran our last article on Craig's business, in the 2000/2001 Summer edition of Plus. Back then he was the proud owner of a new Cat 428C backhoe loader that he would operate around Warragul and Drouin constructing house sites, footings, drainage and driveways. Fast forward 17 years and the business now specialises in sewer and drainage and has grown to consist of ten employees and nine pieces Cat plant!

The fleet now comprises a 428D Backhoe, three Compact Track Loaders, a 287B, a 299C and a 299D, four excavators, a 305.5E, his new 308E2, a 315DL and a 320E RR as well as a Cat CT630 on highway truck.

**It's been William Adams pleasure to partner with Craig and Elizabeth as they continue to grow their business.**



► NEW EQUIPMENT - PAVING

## METRO ASPHALT - TAKING THE NEXT STEP

**THE LEGACY OF ITS FIRST CAT® ASPHALT PAVER AND THE TECHNOLOGICAL FEATURES OF THE LATEST MODEL WERE KEY FACTORS IN METRO ASPHALT'S DECISION TO INVEST IN THE CAT AP655F.**



▲ Elvis Centofanti (left) and the happy Metro Asphalt team with their new Cat AP655 Paver.

For Victoria-based road contractor Metro Asphalt, the hard work of its asphalt crews and dedication to the job is reflected in the hours its machines are clocking up. In the past nine years, the firm's Cat AP655D Asphalt Paver has chalked up just over 10,000 working hours. "Which is about the right number of hours for a paver, especially our flagship machine" says Elvis Centofanti, Metro Asphalt's Contracts Manager, adding that many people find that to be an incredible milestone for any paver.

"We use it every day and haven't necessarily needed to replace it. For us, in terms of productivity and having done more than 10,000 hours on site with it, the machine has been fantastic."

However, nearly a decade since purchasing its latest asphalt paver, Metro Asphalt is investing in a new machine – the Cat AP655F – the next iteration in the Cat asphalt paver range. "It was time for an upgrade as our old machine was getting on in age," states Mr. Centofanti. Metro Asphalt purchased its original paver from William Adams in 2008, and this past May has done so once more with the AP655F.

The legacy of its Cat AP655D Asphalt Paver led Metro Asphalt back to Cat and William Adams, given the quality of the machine and level of service delivered by the team there. "When we bought the first one, we put a lot of faith in the William Adams and Cat brands. Since we bought that machine, they've really come through for us on a number of occasions," he says. "The reason why we ordered it in the first place was because we thought their service and customer support would be pretty good – and sure enough, it proved to be the case." Elvis says the William Adams and Cat spare parts and after sales services have been major assets to the Metro Asphalt team. "Our old paver went through three rebuilds over its time – William Adams has done some of the work while we've done some of it internally," he adds. The ongoing relationship with William Adams is a major catalyst in Metro Asphalt returning to purchase its next paver, and so has the technical capabilities of the AP655F.

"Our guys can see how the machine is running throughout the day and it gives the operator a lot more feedback and information on the operation." Elvis adds that other great features of the machine are the water-resistant displays and operator controls, which make the machine more versatile and serviceable on the job. "It's very similar to the previous one because it's the next machine generation, which means there's already a sense of familiarity about the machine. It's great for our operators in that regard."

Metro Asphalt's AP655D paver was one of Caterpillar's first Mobil-Trac pavers to enter the Australian market. Likewise, its AP655F is one of the first tracked, rather than wheeled, Cat pavers of this model to enter the national market. Elvis Centofanti says the business opted for the same option given its positive experience using a tracked paver.

"In the Australian market it's all about the wheeled machines. The AP655D was the first one for us and it went better than expected," he says. "For us, the decision to go with Mobil-Trac was to do with the productivity aspect. A wheeled paver can have a very good chance of bogging in softer pavement. Our first machine has never become bogged and it's able to push a semi-trailer effortlessly. It's a very strong machine in that regard. "The ride ability of the

model often means you get a better finish than a wheeled machine, it's good in tight corners and has fantastic manoeuvrability too."

The William Adams team assisted Metro Asphalt with the delivery and commissioning of its latest paver over two days at the beginning of May. Guy Rigoni, Major Accounts Construction, says the level of service that comes with Cat products has been part of the success behind the relationship between dealer and customer.

"We've been working with Metro Asphalt since they purchased their first paver, more so to do with technical support and our spare parts service, but that's all part of the relationship," says Guy. Metro Asphalt has also purchased Cat excavators, rollers and padfoot rollers, reaping the benefits of Caterpillar's comprehensive spare parts service. Guy says the technological innovations on the AP655F have proved popular in the market with contractors like Metro Asphalt, particularly the fuel efficiency and reduced noise on the machines, and also unique features such as Cat Grade Control.

The factory-integrated guidance system helps remove irregularities from the surface and controls mat thickness, helping lay a consistent mat and subsequently increase production and lower operating costs. The SE-Series screeds employed on the AP655F also use new heating technology, which incorporates exclusive zone monitoring. This allows heating to continue even in the event of a temperature sensor failure. Likewise, delivery efficiency is prioritised on the new model, primarily through large throughput capacity and an oversized feed component that allow the system to run slower, limiting wear and helping reduce fuel consumption.

While many technological aspects of the new Cat AP655F speak for itself, Guy surmises that the key for William Adams is fostering the client/customer partnership. "Our business is all relationship – it's based around making sure the customer gets the best performance out of the product.

**Plus would like to acknowledge and thank Roads Online for allowing us to reproduce this article.**

# “PARTS AND SERVICE SUPPORT UNBEATABLE WHEN OWNING A CAT”



## ▶ NEW EQUIPMENT - FORESTRY

Forty two years ago Leon Stoppa started a small earthmoving business in the Yarra Valley. His first machine was a Cat 955H Track Loader which for that time was a very modern piece of machinery.

Fast forward twenty five years and Leon's son Matt entered the business and with the purchase of a low hour Cat 320BL his business career started. Today that machine has close to 20,000 hours recorded and is still going strong. Matt soon gained a passion for forestry and with his wife Christine formed "Sierra Forest Services" operating out of Healesville, Victoria.

Last July Matt took delivery of a new Cat 538 Harvester and 545D Log Skidder. The 538 was the first to be delivered in Australia and is already impressing with its operator comfort, low noise levels, build quality and stability. Fuel consumption has also been very impressive, currently averaging a very respectable 16 -17 litres/hour processing radiata pine and eucalyptus for Midway Plantations in the Strath Creek area.

After previously owning a 525C skidder the decision was easy to update to the new bigger 545D. With noticeable improvements the new D series is impressing with its increased grapple lift capacity, low cabin noise levels, stability, serviceability and pulling power. The new 6 speed transmission with lock-up torque converter has more evenly distributed gears in the working range to maximize performance and fuel consumption.

When asked why the Cat was favoured over other brands Matt replied, "when I want parts I can get them and when they breakdown I can call Chris Kobiolke (local resident field serviceman for William Adams) and get them fixed. Down time is money"

**William Adams would like to thank Matt and Christine for their continued support and loyalty.**

## ▶ PRODUCT SUPPORT

### MARINE DIESEL TOP END OVERHAULS COMPLETED ON TIME

**IN DECEMBER OF 2015, WILLIAM ADAMS WAS FIRST CONTACTED BY SVITZER, WHO ARE PART OF THE WORLD'S LARGEST CONTAINER SHIPPING COMPANY, MAERSK. THE GROUP OPERATE SOME 530 SHIPS AROUND THE GLOBE, AND HAVE OPERATIONS IN 40 COUNTRIES, AND IN 130 PORTS.**

**Svitzer have 25 locations in Australia, and operate 10 vessels out of Victoria.**

The customer approached William Adams to begin discussions regarding the top end overhaul of two Cat 3516 propulsion engines, and the additional servicing requirements of two Cat C4.4 gen. sets.

William Adams has extensive experience in rebuilding 3500 Series Cat engines, and this was well recognised by Svitzer.

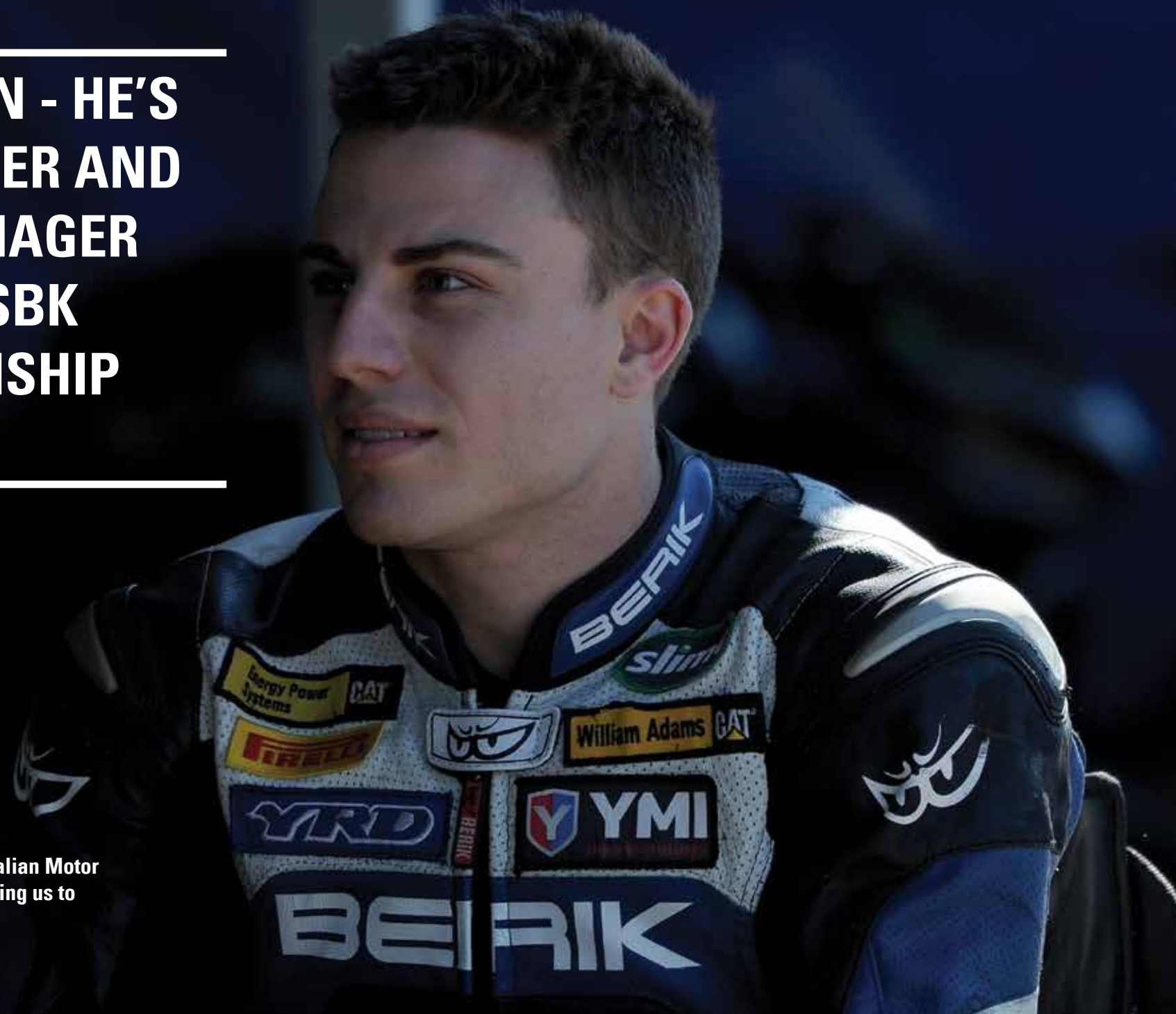
In June of 2016, Svitzer provided William Adams with the go ahead, and the project commenced on July 18, with a very strict completion date agreed. The repair was completed on July 26.

Whilst Svitzer had previous experience with several Caterpillar dealers around the world, their most recent experience with William Adams, their first, was nothing but positive. Svitzer Technical Manager, Aaron Daldy told Plus, "I would like to thank William Adams and the technicians on site for the excellent quality and professionalism shown throughout the job. Would you please pass this message on to all the technicians involved?"

"We are also looking forward to expanding our fleet with another Cat powered vessel in quarter 4 this year", Aaron told Plus.



# JOE FALZON - HE'S BOTH FATHER AND TEAM MANAGER FOR THE ASBK CHAMPIONSHIP LEADER



Plus would like to thank Australian Motor Cycle News (AMCN) for allowing us to republish this article.



**AMCN - You guys have had a few years of solid results, but what's changed to make you so competitive this year?**

**Joe Falzon** - It's hard to put my finger on it exactly. In the last few years it's taken a while for Daniel to really adjust to the YZF-R1, and mentally he has grown and matured. He understands you don't get race pace straight away – it's about staying upright.

I think the whole team has grown together. We've been together for a long time, that's Jon, Liam, Kylie, Daniel and myself. Jon and Liam have grown to understand the bike a lot better and they've learnt how to now take the feedback from Daniel and make changes on the bike that really make a difference.

Before we used to guess a bit, now we know which way to go with the suspension, we know what Daniel's asking for, we know how he likes to ride a motorcycle.

**AMCN - To the outsider, the team comes across as very professional. Is it a true privateer outfit?**

**JF** - We do everything ourselves. When Daniel's not at university I've got him running around picking up parts or doing something to the bike. Yamaha do help us out, but we are a totally privateer team. We pay for our motorcycles, we never get anything given to us. Technically, we have to work out everything ourselves.

Jon is a degree-qualified mechanical engineer. He does that with heavy machinery in the gas industry. All engines these days run in a similar way, so he is able to apply the concepts

from his day job to racing motorcycles. He puts the maps in the R1 and gets it tuned so they are going to run as well as they can at any particular track.

Liam Wilkinson, he's been Daniel's friend for years and he has raced since he was 14, so he understands the whole racing fraternity. He has a knack for solving problems and he's taught himself a lot in the suspension area, as well as tyre choices, etc. It's at a point now where he takes charge of race management as a whole.

My background is in natural gas, but I've always ridden motorcycles. I used to take the kids to school on a motorcycle.

**AMCN - They would have been the coolest kids in school?!**

**JF** - Yeah, I used to go and do massive burnouts for them and everything. The problem is, I created a monster! I can't get them out of it – they love it.

I think that's the main thing, they really enjoy going racing. I always said to them, if we don't have a great time doing this, I don't want to do it, because it's taken up our lives. It's all we do. We live and breathe it.

**AMCN - What advice would you give to teams or riders who are considering going down the privateer path?**

**JF** - I believe racing is all about the team. The attitude of everyone in the team is one of the biggest factors. To be at the top of this game you obviously also need money behind you, and you definitely need two motorcycles. If you don't have two bikes, it'll bite you soon enough. These bikes, they

crash like pianos. We've destroyed bikes completely. It happens to the best.

**AMCN - What are some of the pros and cons of being a private team?**

**JF** - I think there is a benefit in being a private team. I was talking to Robbie Phillis and he thought we had a great situation – being at the pointy end and making our own decisions. We have sponsors we need to keep happy, but our decisions are our own and it does take some pressure off. We can choose our own suppliers, for example.

I think the cons ... well, we've been doing this for 10 years and we've never missed a race. In all that time there hasn't been a home round for us in South Australia. So the travelling, the driving, juggling time commitments, it's tough. If Daniel was in a factory team where it was possible to fly to the round and meet the team there, that would be perfect. The stress of travel is the biggest downside for us. I really love how far the ASBK series has come. I think it is one of the best series worldwide.

We've been offered rides overseas – in Germany, Italy, Sweden – but they always require you to put up money. Now, even though we know it's a good deal, it's money we don't have.

We don't see the point in travelling overseas unless the contract is right, because we have great racing here in Australia. But if the right offer comes along, who knows!



## INFLUENCING EQUIPMENT PERFORMANCE THROUGH MAINTENANCE METRICS: SUCCESSFUL SITES USE KEY MEASUREMENTS TO IMPROVE AVAILABILITY

**The primary deliverable for any mine maintenance organization is available hours that the operations department can use to meet its production goals. Performance in this area is reported in terms of availability.**

Virtually every mine measures and tracks some form of availability. It's a key measurement by which mine management quantifies the performance of its equipment fleet, and it provides the basis for identifying equipment needs.

Three critical factors affect equipment availability: The design of the product, the application/operation in which it is used, and the maintenance it receives during its time in service. Of those three, maintenance offers the greatest opportunity for improvement.

"Maintenance is the factor that offers mining companies the best opportunity to influence and control the performance and availability of their equipment," say Abelardo Flores and Jim McCaherty, co-authors of "Performance Metrics for Mobile Mining Equipment," a Caterpillar guideline created to assist mining equipment users in the definition and use of uniform criteria for the evaluation of product and project performance. "The end-user has enormous ability to influence performance through maintenance practices."

### THE IMPORTANCE OF MAINTENANCE

Maintenance and repair process implementation and resource selection — including facilities, tooling, support equipment, lubricants, and contamination control practices — all have a direct bearing on the final results owners

receive from the equipment they purchase. The most successful mining equipment management operations realize that maintenance goes well beyond draining oil, changing filters and performing the basic routines recommended by the manufacturer. "In addition to preventive maintenance, successful mines also incorporate predictive and corrective procedures in order to be fully effective," says Flores. "The term 'equipment management' implies a cohesive effort on the part of the entire organization — not just those routine activities performed by the maintenance department."

Beyond having predictive, cohesive maintenance practices, the focus of the Caterpillar® document is on one key factor: Measurement. "It's true that the availability of your equipment depends on the performance of proper maintenance and repair," explains Patrick Mohrman, Caterpillar Global Mining site support manager. "In order to understand if the maintenance and repair are being performed correctly, you need to measure. We at Caterpillar want mine sites to know how important this is. If you're not already measuring, you should be thinking about measuring."

Machine maintenance is not an option. "In order to keep equipment working at peak performance, it must be taken out of service for maintenance and repairs," Mohrman says. "However, when equipment is down for service or repairs, it's not productive, so it's not generating revenue. The successful equipment manager needs to manage this downtime effectively and efficiently in order to optimise the time the equipment is productive. The ultimate goal is to improve availability."

### MEASUREMENT IS A MUST

In order to quantify equipment performance, performance criteria must be put in place. The following hold true for most activities, including the management of mining equipment:

- You cannot manage what you cannot control.
- You cannot control what you cannot measure.
- You cannot (or at least should not) measure without a target.
- Without a target, you cannot improve.

**"Management without metrics is, in reality, management by intuition," says McCaherty.**

The benchmarks that Caterpillar has established for equipment management were designed to answer these questions:

1. How are we? Where do we stand today?
2. How much effort have we invested in getting where we are?
3. Is our situation the result of planned work?
4. What are the locations and frequency of our "pain"?
5. Is our situation stable? Is it sustainable?
6. Are we using "failures" as an information source?
7. Can we forecast the future?

**Caterpillar has invested a great deal of time, energy and resources in developing these key metrics. "We're very comfortable with using these KPIs to quantify and trend equipment health."**

### The top tier metrics identified as KPIs are:

- **Mean Time Between Shutdowns.** Mean Time Between Shutdowns (MTBS) quantifies the average frequency of machine stoppages.
- **Mean Time to Repair.** Mean Time to Repair (MTTR) quantifies the average duration of machine stoppages (repair turnaround time), i.e., how quickly or slowly a machine is returned to service once a downtime incident occurs.
- **Availability Index.** The ratio of MTBS (average shutdown frequency) to the sum of MTBS and MTTR (average shutdown duration), expressed as a percentage, is defined as the Availability Index.
- **Percent Scheduled Downtime.** The percentage of total downtime hours performed in a given period that have been planned and scheduled.
- **Maintenance Ratio.** The dimensionless ratio of maintenance and repair man-hours to machine operating hours.
- **Asset Utilization.** The proportion of time that a machine is operating (operating hours) divided by the total calendar time in the period, expressed as a percentage.
- **Top Problems.** The distribution of problems affecting a fleet of equipment ranked in terms of MTBS, MTTR, impact on Availability and Costs.

**For further information on this issue, refer to your nearest William Adams' mining representative, or ensure you receive your regular copy of the Caterpillar Viewpoint Mining Journal.**



## CAT GRADE WITH 3D

### FIRST CAT EXCAVATOR FEATURING NEXT GENERATION CAT GRADE WITH 3D SYSTEM ARRIVES IN COUNTRY!

October 2017 saw the arrival of the first Cat excavator to feature the Next Generation Cat GRADE with 3D system - fully integrated and calibrated from the factory! William Adams has secured the first of the new systems in the country which will be factory fitted to a 330FL excavator.

Cat GRADE with 3D will feature an impressive 8 inch colour touch screen customer interface, along with the latest hardware and software upgrades all supported by William Adams. The ability to work on Trimble, Topcon or Leica base stations, obtain corrections via VRS or internet base stations and use 3D design files from Topcon, Leica or 12D files via free conversion software takes the Next Generation 3D system to new levels of ease of use.



**Want to know more? Talk to your William Adams representative today and arrange a demo or test drive at our Clayton facility.**

**Experience the Next Generation of 3D machine control and the future of excavation today!**

## CAT GRADE WITH SLOPE ASSIST – FOR DOZERS



Cat® GRADE with Slope Assist™ is a simple, built-in blade control system you can use for most of the work you do with your dozer. Finish jobs faster, with better surface quality and less operator effort.

- **Basic Mode** – Put your blade on the desired position and go – Slope Assist will maintain that blade angle as you work.
- **Advanced Mode** – Dial in the desired blade angle and Slope Assist will automatically hold the blade at that angle. Added features make it easy to set and adjust blade position for even more productivity.
- **Easy-to-use** – Switch between manual and automatic mode with the push of a button.
- **Change your blade position** any time – Release the control and the dozer will maintain your new blade position.
- **No slope angle indicator needed** – Mainfall slope and blade cross slope show right on the main display.
- **Integrated** – Slope Assist sensors are incorporated into the blade so components are protected for durability.

- **No additional equipment** – No base station or laser needed, no additional hardware, software or equipment to buy, nothing to remove from the machine at the end of the day.
- **Increase productivity** – Finish jobs up to 39% faster, with fewer passes and less rework.
- **Less effort** – Operator inputs reduced up to 82% for less fatigue and more productivity.
- **Better quality** – Slope Assist maintains blade angles so you get up to 68% better surface quality – even with a less experienced operator. Inexperienced operators become proficient more quickly.
- **Compatible** – Slope Assist works seamlessly alongside 3D GPS systems for transitions, cleanup, simple design plans/changes, areas where GPS signal may be lost/unavailable.
- **Support** – Slope Assist is supported by William Adams and our SITECH® technology partner.
- **Accuracy** – Accurate to within 1% of mainfall/blade slope.
- Build pads
- Truck dumps
- Road crowns
- Slopes/embankments
- Levelling/grading
- Flat planes
- Cutting ditches
- Clean-up work
- Simple design plans on-the-go
- Transitions/design changes within 3D plan
- Areas where GPS signal is lost/not available

**Slope Assist makes just about any dozer job faster and easier.**

## CATERPILLAR PARTNERSHIP EXPANDS TECHNOLOGY SOLUTION DELIVERABLES



As part of the company's innovation and technology strategy, Caterpillar continues to work with key industry players to help our dealers and customers benefit from significant advancements in the fields of data analytics and drone technology. Today, we are pleased to announce an exciting new marketing agreement between Redbird and Caterpillar.

Redbird, established in 2013, is a pioneer in the acquisition and analysis of aerial data collected by unmanned aerial vehicles (UAVs) or drones. Redbird's ability to both collect drone data and provide analysis of that data using cloud-based, proprietary algorithms offers significant benefits for customers.

Developing relationships with a broad variety of companies like Redbird will accelerate Caterpillar and Cat dealers' ability to help our customers become more productive, make better business decisions and optimize their operations.

*"By joining with companies leading the way in the digital revolution, we have a chance to positively impact our customers' and dealers' businesses."*

"This agreement will help create value for our customers," said John Carpenter, Construction Technology and Solutions Manager. "UAV data collection and Redbird's image analytics capability will provide customers with a variety of solutions for their operations, such as material inventory management, haul road optimization and project progress to name a few."

"Drones are entering a new phase, with data analytics at the heart of this evolution," said Emmanuel de Maistre, CEO and co-founder of Redbird. "Our solutions have been developed with leading construction companies and quarry operators for the past two years, helping them extract the real value out of drone data."

## CATERPILLAR SYSTEMS APPLICATION SPECIALIST, CHRIS BARRETT, DISCUSSES THE TECHNICAL SOLUTIONS THAT REDBIRD DRONE TECHNOLOGY CAN DELIVER.....

**Another smart way to view the jobsite is to use an UAV (Unmanned Aerial Vehicle), or drone.**

Caterpillar has established a marketing agreement with Redbird, a pioneer in the acquisition and analysis of aerial data collected by UAVs, and customers can speak to their Cat dealer about benefits that Redbird's platform may offer.

The strength of Redbird's intuitive application is the platform's ability to quickly process survey data and provide analysis of that data using cloud-based, proprietary algorithms that automate production measurement, optimise productivity with real-time efficiency calculations, and provide specific measurements.

Benefits include being able to assess and monitor production such as stockpiles, cut and fill volumes or even plan blasting operations, monitor haul roads and analyse the job-site for things like general safety improvements. Another great benefit is the ability to integrate machine data from the Cat LINK technology suite to data generated from the UAV, Chris explains.

This allows the platform to identify operational bottlenecks and inefficiencies such as idle time locations on the site. Haul roads can be analysed to provide customers with insight to gaining the maximum productivity output with the lowest cost per ton.

This is done by looking at actual or proposed haul road grades, slopes and distance and then matching it with a machine's performance specifications and production costs to compare the calculated production against performance, Chris said.

**Want to know more? Contact your nearest William Adams PSSR or Call our Customer Solutions group in Clayton for more details.**



# FATIGUE IS INEVITABLE. INCIDENTS AREN'T.

**TIRED, DISTRACTED MACHINE OPERATORS ARE A LEADING CAUSE OF ACCIDENTS IN THE EARTH-MOVING WORLD. THE PROBLEM, ROOTED IN HUMAN PHYSIOLOGY, IS INSIDIOUS, CUMULATIVE AND COMPLEX. BUT THE NEW FATIGUE AND DISTRACTION RISK MANAGEMENT SOLUTION FROM CATERPILLAR IS SHOWING CUSTOMERS WAYS TO MITIGATE THE HAZARD – AND PROVING THAT THE COMPANY'S COMMITMENT TO INNOVATION GOES 'BEYOND THE IRON.'**

For years, some of our customers have been puzzled over what they call “unexplained incidents” — accidents where there is no apparent fault in the machine, and the root cause cannot be identified. Upon further investigation, these same customers found the scheduling demands of miners' 24/7 operations were playing havoc with the sleep patterns of a small, but significant percentage of their employees – including some of their most talented heavy equipment operators.

**Many of those affected were having difficulty synchronizing their internal clocks with job schedules that required them to work during the night and to sleep during the day.**

So they weren't getting enough rest and were starting shifts already fatigued. The effects were insidious and cumulative, so as the work week dragged on, operators were increasingly inattentive and impaired. Some even dozed off in the driver's seat.

“These customers had tremendous risk that they didn't know how to address,” says David Edwards, Safety Technology Manager with Caterpillar Safety Services. “They told us bluntly, ‘We have operators falling asleep at the wheel in our big haul trucks.’”

Traditional OEMs probably would have redirected the conversation towards selling more iron, but Caterpillar Safety

Services instead responded to this challenge with a solution that combines technology and cultural development to help customers see, mitigate and manage fatigue on the job site.

Because the underlying issue – the circadian rhythm – is hardwired into humans, the problem of fatigue, particularly with night-time work, cannot be eliminated entirely. Caterpillar's fatigue solution, however, helps minimise its effects throughout jobsites.

Bringing together the best anti-fatigue technologies on the market with Caterpillar's deep expertise in safety improvement and change management, the Fatigue Risk Management System™ gives customers a comprehensive way to measure risk, mitigate it and manage the hazard.

## THE FATIGUE RISK MANAGEMENT SYSTEM:

Three best-in-class technologies – brought together in a unique suite by Caterpillar – form the front end of the Fatigue Risk Management System (FRMS).

The Cat® Smartband is a wrist-worn device that tracks mental fatigue in real time and provides visibility to sleep quantity and quality, on and off the jobsite. The Fatigue Avoidance Scheduling Tool (FAST), helps organisations model different shift schedules to determine fatigue vulnerabilities and avoid them.



*“They told us bluntly, ‘We have operators falling asleep at the wheel in our big haul trucks.’”*

The Cat Driver Safety System (DSS) monitors second-by-second fatigue and distraction data using a non-intrusive in-cab camera with patented eye and head tracking algorithms.

Able to detect operator fatigue and distraction in real-time, the DSS can immediately alert an operator to signs of fatigue before an incident occurs. The data is also viewed by Caterpillar safety advisors in the 24/7 fleet monitoring centre, who classify potential fatigue events and will follow site specific incident response protocols, alerting job site management if necessary.

We find that the best results come from combining technology with people solutions. So, along with on-site manager workshops that increase customers' awareness of fatigue and distraction and help them build their overall safety culture, Caterpillar uses digital analytics to pinpoint and quantify trouble areas. Then, empowered with the data, we help our customers see, mitigate and manage risk.



## JOB SITE SOLUTIONS DRIVES MAXIMUM EFFICIENCY

Job Site Solutions Fleet Management Services provide industry expertise to customers who are focused on getting the most out of data and analytics to maximize uptime and efficiency of their equipment while minimizing the cost of ownership.

### Meet the Customer: Eagle River Coal

Eagle River Coal recently turned to Cat JSS Fleet Management experts via local dealer, Fabick, for support in managing a mining fleet that was experiencing spiralling maintenance and repair costs, and poor machine availability. Eagle River Coal, based in southern Illinois, runs a surface mine operation that produces around 600,000 tons of coal a year. The company has a fleet of quality equipment but had exceeded its monthly maintenance and repair budget for more than 12 months straight, and fleet availability had dipped.

### JSS Helps Create a Game Plan

Job Site Solutions Commercial Manager John Petrea leveraged a trusted relationship with Cat dealer Fabick and Caterpillar mining to first embark on an exhaustive review of the customer's fleet. They determined the status of each machine in operation, its long-term viability, and what immediate, short- and long-term steps needed to be taken to realize efficiency. This valuable information helped Eagle River create a game plan.

### Eagle River Hits Monthly Budget with On-Going Fleet Management Services

Job Site Solutions Implementation Manager Rob McGahey provided weekly guidance on condition monitoring, backlog management, planning and scheduling as well as parts logistics. After working with JSS and Fabick for three months, Eagle River was hitting its monthly maintenance and repair budget for the first time in over a year and delivering a double-digit machine availability improvement.



### How Did They Do It?

JSS helped ensure:

- Machines were no longer run to failure
- Emerging failures were identified earlier
- The root causes of failures were accurately addressed
- Maintenance was not skipped in favour of production
- Backlog repair issues were addressed during expected maintenance downtime and not allowed to develop into catastrophic failure

When an oil sample showed a problem in the axle compartment, for example, root cause analysis was completed to recognize the issue was only an \$8,000 brake repair versus a \$50,000 axle replacement.

### The Bottom Line

“Fleet management is extremely important to a customer's bottom line,” said Craig Olmstead, managing director of Job Site Solutions. “Our team helps customers stay ahead of problems and drive their fleet to maximum efficiency, which saves them both money and time.”



◀ Caterpillar Job Site Solutions' Rob McGahey who has recently relocated to Australia as Operations Manager, Australia, New Zealand & South East Asia.

## S•O•SSM NOW AVAILABLE ON MY.CAT.COM

**We are very pleased to announce that S•O•SSM is now available on my.cat.com.**

This new application features improved navigation and functions to help you find samples, trend compartment history, print labels for samples and much more.

Having S•O•SSM on my.cat.com is part of our strategy to provide a centralised and consistent digital experience for all customers where they can view information about all their assets.

We invite you to start using the new application today through my.cat.com

This upgrade has been implemented based on customer feedback as we continue to provide improvements to our users S•O•SSM experience and overall fleet management.

### Key changes include:

- Featured mobile experience
- Improved fleet view to easily manage equipment and samples
- Create labels for multiple assets concurrently
- Modify / delete pending labels
- Add/modify/delete assets and components
- Improved view of health history with last four ratings
- Ability to compare compartments and equipment
- Improved interactive graphing capabilities
- Ability to access reports online within application
- Improved search engine

**Talk to your nearest William Adams' PSSR or our Customer Solutions Group in Clayton for further details.**

# ACMOC ACTIVE IN AUSTRALIA WITH NATIONAL RALLY

## WILLIAM ADAMS' GLEN SLOCOMBE REPORTS...

**SINCE ITS FORMATION IN THE USA IN 1992 THE ANTIQUE CATERPILLAR MACHINERY OWNERS CLUB HAS ATTRACTED ENTHUSIASTS AS MEMBERS FROM AUSTRALIA, HOWEVER THE LOCAL MEMBERSHIP HAS GROWN SIGNIFICANTLY SINCE THE FORMATION OF CHAPTER 18 IN QUEENSLAND UNDER THE WATCHFUL EYE OF LANCE JONES IN 2013.**

Lance also assisted in the establishment of Chapter 19 focusing on Victoria, Tasmania and South Australian regions by current Chapter President and Director Neil Clydsdale in 2014.

Fast forward to 2017 and in recognition of the rapidly growing membership, the US based Board of Directors of ACMOC designated and appointed the National Historical Machinery Association's (NHMA) 16th National Rally in Hamilton as the first Antique Caterpillar Machinery Club's National Show outside the United States, officially referred to as the "2017 Antique Caterpillar Machinery Owners Club's Australia National Show".

For the first time in the Club's history, a sitting President travelled to Australia to attend Chapter meetings and participate in rallies and this year's Hamilton NHMA show. Having participated in the 15th National Rally, in Carrick, Tasmania in 2015 under the ACMOC banner, this was not the first time the Club had been active at a national rally, but in Hamilton, Victoria, we were determined to put on a great show and promote the Club, after all we had the President to impress!

Commencing with an official welcome meeting and dinner at William Adams prior to the NHMA rally, members from all States of Australia celebrated the growth of the Club, fostered new friendships and shared stories while tracking down that elusive missing part for their restoration project.



Dealer Principal, Dale Elphinstone was on hand to provide a very interesting presentation about his history with William Adams and Caterpillar, having commenced employment as a mechanic and then purchasing the dealership in 1987.

William Adams is an Australian owned business that has operated continuously in this country since 1883, and is the oldest Caterpillar dealer outside the Americas, with an agency since April 1926.

At the Hamilton Rally the display consisted of a 9 x 6 metre marquee, with a full merchandise store featuring traditional ACMOC merchandise and a range of locally produced ACMOC apparel.

**Always a crowd pleaser, Mark Hutchings' 8R series D8 with a D17000 engine fitted was located right up in the front corner of our display, and did not disappoint, along with William Adams' supercharged D337 display engine. In total we managed to have 17 tractors, graders and engines on display as follows;**

- 1925 2 TON 70626 – William Adams Pty Ltd
- 1927 Thirty PS0711 - William Adams Pty Ltd
- 1952 D2 4U4805 – Richard Keir, Vic
- 1948 D4 6U2077 – Mark Hutchings, Vic
- 1947 D2 4U395 – Mark Hutchings, Vic
- 1938 RD7 9G5210 – Jamie Hutchings, Vic
- 1935 Diesel Forty 3G1215 – Col Warrick, Vic
- 1939 D6 2H6709WSP – Col Warrick, Vic
- 1953 D4 6U9620 – William Adams Pty Ltd
- 1934 Diesel Thirty Five 6E1772 – Neil Clydsdale, Vic
- 1929 Thirty S8072 – Neil Clydsdale, Vic
- 1939 No.10 Auto Patrol 7P11670 – Shane Kenny, Vic
- 1952 D337 engine 8W0543 – William Adams Pty Ltd
- 1910 Russell 'Junior' J10211 – Marty Turpin, Vic
- 1949 D4 6U3199 – Shane Kenny, Vic
- 1936 RD6 2H668W – Neil Clydsdale, Vic
- 1943 D8 8R3950SP – Mark Hutchings, Vic

The Saturday night dinner function saw over 300 people meet at the Hamilton showgrounds where ACMOC President Bruce Vinkler spoke very well as one of the guest speakers.

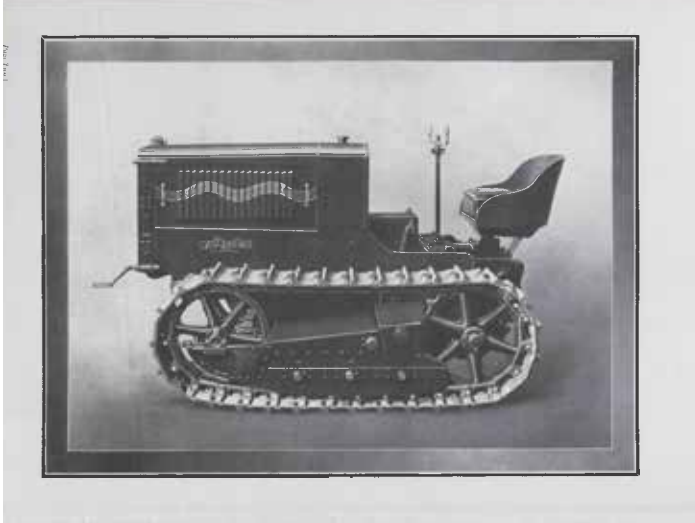
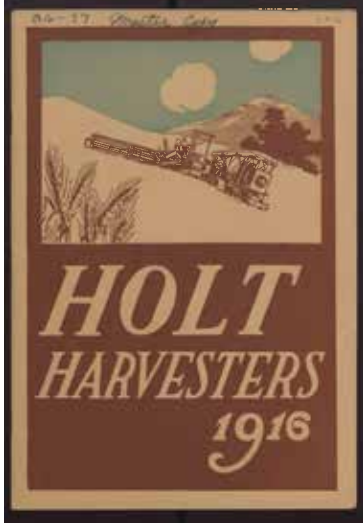
The weather fined up on day 2 and 3 enabling a popular demonstration of Shane Kenny's 1939 No.10 auto patrol which was put through its paces alongside the local Shire's 2012 12M Motor Grader B9F01420 reinstating the tractor pull arena.

ACMOC members came from all over Australia to help make the event such a success. Already we are thinking about the 2019 National Rally to be held in Murray Bridge, South Australia and some ideas to make the event even more interactive and enjoyable. The publicity and promotion of the Club is an important part of participating in these rallies and I'm pleased to say we recruited 32 new members over this rally season and handed out an additional 60 membership flyers.

The ACMOC Club is represented in Australia by Chapter 18 (Qld), Chapter 19 (Vic, Tas and SA.) and Chapter 28 (Sydney & SE NSW). There are more Chapters proposed, to cover all the membership within Australia and new members are very welcome. The above Chapters run events, play days and actively support members in the pursuit of collecting and restoring old Caterpillar machines and memorabilia. If you have any interest in the services of our Club please visit our website at [www.acmoc.org](http://www.acmoc.org) or contact Glen Slocombe 0409 955 936.

**ACMOC and Chapter 19 would like to extend our appreciation to William Adams and Caterpillar of Australia for their ongoing support of the Club and its activities.**





▲ C. Parker Holt on a Holt Steam Traction Engine, Stockton, California, USA, ca. 1895.

# THE BEST HOLT AND BEST STORY YOU'VE NEVER HEARD

“Fifty Years on Tracks” is a marvellous time-worn book published in 1954 by the Caterpillar Tractor Company. It chronicles the story of how the C. L. Best Tractor Co. and the Holt Manufacturing Company merged to become the Caterpillar Tractor Co. It’s a story many of us know well. But likely not many know of the Caterpillar customers and employees who come to life on the book’s yellowed pages. Written as a memento marking Caterpillar’s first 50 years, the words tell a story of innovation, hard work, determination – and even connectedness that somehow still tugs at the heart some 63 years later. This is just one of many articles retelling the charming stories found therein.

## In the Beginning

Twenty-one-year-old Charles Holt left his home in New Hampshire in 1863 to settle in San Francisco. There he started working at a lumber company – and just three short years later opened his own lumber company, harvesting wood principally from his father’s New Hampshire mill. But it turned out that wood from the East – often made into wagon axels and wheels – didn’t receive proper seasoning for the hot, dry western climate. So Charles decided to manufacture wagon wheels and other wagon parts a bit inland in Stockton, California. Charles’ brother, Benjamin, soon after headed west to join in the new venture.

On a destined and parallel path, Daniel Best was eager to make his fortune. At age 21 in 1859 he travelled the Northwest trying his hand at gold mining, hunting and sawmilling without much success. But in 1869, Daniel started

working at his brother’s ranch near Marysville, California. Back then, the Best brothers hauled grain from the fields into town for cleaning, but it was an expensive proposition. In the following winter, Daniel invented three portable grain cleaners to clean the grain right at the farm – eliminating a major expense. The following harvest, the Best brothers operated all three machines, and they soon opened a local factory to manufacture and sell the machines. In 1891, Best even brought his 13 year old son, Clarence Leo (C.L.), into the family business.

Years passed, and the Best and Holt companies each grew creating impressive new lines of farm equipment and other types of machinery with principal concentration on tractors and harvesters. At first, they produced steam-powered machines with large wheels. Later, Benjamin Holt added tracks to his machines, and became the first to invent a commercially successful track-type tractor. His tractors were first powered by steam then later by gasoline engines. The competitive spirit of those early companies no doubt fuelled innovation, even back then.

In 1908, Best sold out to the Holt Manufacturing Company, but two years later, Daniel’s son C.L., organized the C. L. Best Gas Traction Co., manufacturing wheel-type tractors. By 1912, C. L. was producing track-type machines as well, and claiming a share of Holt leadership in the track-type tractor market.

By the end of World War I, in 1918, both companies were keenly competitive, each with its own advantages. Best had

a better financial status, a more advanced tractor design and the makings of a solid dealer group. Holt, however, had a worldwide reputation, the “Caterpillar” trademark, larger factories and a combined harvester line that had been around for 40 years. Blending the best of both worlds, in 1925, the two companies merged.

## And the Caterpillar Tractor Co. was born!



## BULLDOZERS HAVE BECOME MORE CRUCIAL — AND MORE VULNERABLE — IN THE FIGHT AGAINST THE ISLAMIC STATE

**MOSUL, Iraq — On the front lines, the jagged teeth of a young soldier's bulldozer mark the beginning of Iraq's territory and the end of the Islamic State's.**

Pvt. Mohammed Ali al-Shwele is 19, weathered and lean. He has been shot at, rocketed and mortared while trying to protect the troops behind him. Shwele and the cadre of bulldozer drivers like him are responsible for moving the war forward one block at a time. Iraqi officers won't start an offensive without them, and if a bulldozer is knocked out with no replacement, the day's operation is over.

"There can be no liberation without the bulldozer," Shwele said. Bulldozers were essential to Iraqi forces as they pushed through Ramadi, Fallujah and eastern Mosul. Unlike other breaching equipment, such as specialized explosives or specifically outfitted tanks, the bulldozers can clear obstacles while creating ad hoc defenses.

In western Mosul, with its crowded neighbourhoods and increasingly complex ring of Islamic State defensive positions, the machines have become more crucial — and more of a target — than ever.

Soldiers such as Shwele, and the construction equipment they pilot, provide insight into what the fighting in the city has turned into after eight months of near-continuous combat. The battle is a daily grind, and despite the presence of drones, GPS-guided artillery and U.S. jets, the best way forward is still behind a mobile wall of steel.

Only a handful of neighbourhoods in Mosul remain in the militant group's hands — including the Old City, where tens of thousands of people live. The Islamic State has fortified these areas, digging trenches and clogging streets with earthen berms in an attempt to delay Iraq's final push. Once the main logistics hub for the Islamic State's operations in Iraq and the birthplace of its self-declared caliphate, Mosul is critical for both sides.

While Iraqi and U.S. officers have suggested that the fighting will end soon, some also have cautioned that the last stages of the battle will likely be the bloodiest.

As the final offensive begins, Shwele will be alone in the cab of his bulldozer, elevated 10 feet off the ground.

His job will be twofold: to break through the Islamic State's defenses and to provide a barrier for whatever comes at the advancing troops behind him. Aside from screening for car bombs and acting as a mobile barricade with a top speed of just over 6 mph, his machine's 12-foot-wide blade will also act as a de facto minesweeper.

Shwele's dozer is a Caterpillar D7R, and is one of 132 sent to Iraq by the Pentagon since March 2015, according to data provided by the Defense Logistics Agency. It has additional armour but carries no weapons and weighs more than 32 tons.

Around the time the United States was sending the first bulldozers to Iraq, Shwele joined the Iraqi Counter Terrorism Service, the U.S.-trained contingent of soldiers that has led

*"There can be no liberation without the bulldozer," Shwele said.*

nearly every offensive since the Islamic State swept across parts of Iraq three years ago. He wanted to see combat and instead was placed in a logistics battalion.

I joined to fight, but then I realized that my job is more important than the job of the fighter on the ground," he said. Shwele fought in Anbar province as a bulldozer driver before being sent to Mosul.

**He described breaking through a berm in Fallujah under so much fire that the noise in his cab was deafening. Sometimes, Shwele said, he can still hear those bullets ricocheting off his machine even when he is far from the front.**

Shwele's two best friends — both bulldozer drivers — were killed in Mosul. One died in the eastern part of the city when a car bomb hit him, and the other a few months later after a recoilless rifle round tore through his cab.

Massive and slow, the vehicles are a favourite target of the Islamic State. When they appear at the end of a street, the militants target their engine with rockets and car bombs. The car bomb that knocked out Shwele's bulldozer earlier this month in the Ar Rafa'l neighborhood of Mosul sent steel into his left arm. He walked away but found his way back to the front 24 hours later.

As the counterterrorism forces moved to encircle some of the final neighbourhoods of the city in May, three drivers were wounded in one day of fighting. With only one driver



left, Maj. Ehab Jalil, a battalion commander for the unit, stopped the offensive.

The counterterrorism troops have lost eight bulldozers in eastern and western Mosul, according to their head logistics officer, Brig. Gen. Ali Jamal. Their burned-out hulks are scattered among the ruins of the city.

Last month, the Iraqi Federal Police put out a call for volunteers following the deaths of dozens of their bulldozer drivers in a battle. Mohammed Kareem Ahmed, 27, and Muhsin Harir, 40, both infantrymen, raised their hands.

The men were given a 10-day training course on the tarmac of the Mosul airport before being sent to the front. They share a wheeled loader, nicknamed The Cutter, that does the same work as its tracked counterparts. There are roughly 10 bulldozer drivers for Harir and Ahmed's Federal Police division, and both say they need more people and at least three more bulldozers before they have what they need to go into the Old City.

Among one another, the bulldozer drivers within the Federal Police call themselves "The Suiciders," a name bandied about with a grinning pride.

**"The infantry, they can hide behind a Humvee or a berm," Ahmed said. "I hide behind nothing."**

## CATERPILLAR YELLOW IRON A HIGHLIGHT OF WHITE HOUSE "MADE IN AMERICA" SHOWCASE

Caterpillar brought its iconic yellow iron to the White House as part of a "Made in America" event to showcase products built in the United States. Companies from all 50 states were invited — Caterpillar solely representing Illinois as a top example of the power of American manufacturing. A 966M wheel loader, built in Aurora, Illinois, is adorning the South Lawn of the White House, standing out amongst other American-made products at the event.

"Caterpillar is proud to represent Illinois and showcase this wheel loader as just one example of the skill and craftsmanship of our employees," said Caterpillar CEO Jim Umpleby. "We appreciate the President's dedication to manufacturing industries and the men and women who build and deliver some of the finest products in the world. Caterpillar has a substantial presence across the country — operations in 19 states, approximately 70 facilities, a workforce of 48,500, the tremendous strength of the independent Cat dealer network supporting customers in all 50 states and a supplier base of more than 15,000 companies.



## CATERPILLAR EXPANDS RENEWABLE POWER GENERATION OFFERINGS

**Fossil fuels may still be the world's dominant source of energy but the rise of renewables is fast.**

**The International Energy Agency is predicting that global uptake of renewable energy and the sector's forecast generation capacity will rise by more than 40 per cent over the next five years with Australia's renewable capacity expected to grow by nine gigawatts (around half of current levels) over the medium term. As such, Caterpillar has capitalised by expanding its power generation offering into renewable energy.**

Developing a strategic partnership with First Solar to create an integrated PV solar solution for Microgrid applications, the package will feature Cat®-branded solar panels manufactured by First Solar and the full balance of system components. Solar photovoltaic (PV) generates electricity when the sun shines and wind power when the wind blows. EPSA's Ron Hall is the Segment Manager for Hybrid Microgrid Systems and says that both Caterpillar and EPSA recognise the need to live in a sustainable manner with our environment."

**THIS NEW PRODUCT RANGE IS THE CULMINATION OF SIGNIFICANT INVESTMENT INTO RESEARCH AND DEVELOPMENT. IT COMBINES HIGH PERFORMANCE, PROJECT INTEGRATION AND AFTER SALES SERVICE WITH STATE-OF-THE-ART RENEWABLE POWER AND THE REVOLUTIONARY CAT ENERGY STORAGE SYSTEM.**

The Cat renewable energy system is powered by thin-film solar panels with improved performance efficiencies over other types of solar panels. In particular, the Cat hybrid system offers reliable and predictable energy generation in a wide range of climates and applications, independently tested modules and a fully scalable, pre-engineered turnkey solution that is suited to many applications.

The Cat Microgrid Master Controller (MMC) manages every energy source. The control system has been fully designed and built from the ground up specifically for hybrid applications and can balance all forms of energy use and production, while keeping voltage and frequency under control. The controller keeps customers energised 24/7 with high quality reliable and renewable power.

A key component in the Cat Hybrid Microgrid system is the Cat Bi-directional Power Inverter (BDP). The BDP inverter includes the robust Cat power electronics system. **This is known for its operational capabilities because it's been used in the D7E hybrid tractor for many years.** This inverter is well proven and ideal for the harsh Australian climate.

The energy storage technology available from EPSA, includes lithium ion and the revolutionary (zinc) metal-air energy storage system. It provides the most economical electricity storage available. The system includes as standard integrated controls and battery monitoring at the cell level. A fully flexible offering enables a combination of these two technologies, and EPSA engineers will design

the energy storage system that best suits our customer's application.

EPSA is thrilled to be the exclusive provider of the new Cat Microgrid System and offer customers purpose-built products, project services, finance and warranty backed by a global brand. The company is already at the forefront of sustainable energy transition, integrating renewable power and energy storage systems with conventional diesel or gas-fuelled power generation. Now EPSA provides off-grid power generation facilities to commercial clients, large industrial sites, remote communities, new property developers and government entities.

**"The world is changing," says Ron.**

"Our environment, our economy, every aspect of our society and way of life will be touched by what is happening. We need to make living in a sustainable manner with our environment a priority. Caterpillar and EPSA recognise this, so together we have chosen to take a leading role in the world's transition to a low carbon society.

**The Cat renewable energy system is good for business, good for sustainability and good for future generations of Australians."**

**"Our environment, our economy, every aspect of our society and way of life will be touched by what is happening"**

## MD VISITS CATERPILLAR'S LaGRANGE FACILITY

**Whilst visiting the USA recently to attend the Cat World Wide Dealer Meeting, William Adams' Managing Director, Eddy Kontelj took the opportunity to visit the Caterpillar LaGrange Forestry Products Factory in Georgia, USA and join in on the 20th Anniversary celebrations of this magnificent world class Cat manufacturing**

The 20th Anniversary celebrations were very special with employees, suppliers and various politicians and VIP's present to mark the occasion.

The LaGrange factory manufacture 4x purpose built forestry products that are distributed around the world:

- Wheel Skidder - 525D, 535D, 545D, 555D (Global)
- Wheel Feller Buncher - 563D, 573D (US, Canada, Australia only)
- Knuckleboom Loader - 559D, 579D (US, Canada, Australia only)
- Track Feller Buncher - 521B, 522B, 541 Series 2, 552 Series 2 (Global)

In order to serve the worldwide market effectively and efficiently, Caterpillar also manufacture Forest Machines in Victoria - Texas, Akashi - Japan, and Piracicaba - Brazil. Caterpillar currently employs over 250 employees at the LaGrange factory and the facility itself covers a total area of over 260,000 square feet

Caterpillar are committed to building the highest quality products to meet our customers' expectations - both by using the latest manufacturing technology and through investing in processes and people to deliver Built in Quality. Caterpillar recently invested \$1.5 million in DC torque tools to ensure accurate and consistent quality in the assembly



"I very much enjoyed meeting the LaGrange Mayor Jim Thornton and also various US Senators and Congressmen, as well as Tony Fassino - Director Caterpillar World Wide Forest Products" Eddy told Plus on his return.

process. Every machine produced in LaGrange undergoes a minimum of three active heat cycles, either on a paved test track or in a test cell, to ensure there are no detected quality issues prior to shipment. There are also engineering testing facilities on site where next generation machines are tested and validated.



▲ Eddy Kontelj and Jim Thornton, LaGrange Mayor.

◀ Pictured from L-R:

Bob Trammell - Minority Leader, Georgia House of Representatives, District 132

Matt Brass - Senator, District 28, Georgia State Senate  
Eddy Kontelj - William Adams' Managing Director  
Drew Ferguson - Congressman 3rd District, Georgia,  
Tony Fassino - Director Caterpillar World Wide Forest Products

# AUTONOMOUS LOADERS HELP MINE PREPARE FOR EXPANSION

## AN UNDERGROUND ZINC AND LEAD MINE IN CANADA RECENTLY FACED A DILEMMA: HOW TO MAINTAIN AN AGGRESSIVE PRODUCTION PACE IN A DEVELOPED SEAM WHILE SIMULTANEOUSLY ADVANCING THE NEXT PHASE OF THE PROJECT.

To help solve this challenge, the mine turned to Caterpillar and Cat® dealer Hewitt Equipment Ltd. The dealership completed a Continuous Improvement initiative that leverages technology to help the mine prepare for expansion while continuing a rapid production pace.

### AVOIDING A PRODUCTION STOP

A longtime user of Cat equipment and Hewitt customer, the mine is accustomed to looking to Hewitt for more than equipment support.

“The mine was having delays in development of the ramp for the new phase of the mine because workers and machines were busy on the production side,” explains Hewitt Sales Manager Marc LePage. “They knew they were falling behind and realised that eventually work would come to a halt when the current phase ended and the new one wasn’t ready for production. At that point they would be forced to lay off workers — a situation they very much wanted to avoid.” The mine is located in a remote area about eight hours north of Montreal and residents of the area depend on the mine for their livelihood.

Faced with the challenge of more quickly developing the ramp, the mine turned to Hewitt for help. The dealership proposed a unique solution: Cat Command for underground, part of the MineStar™ technology suite.

Typically, autonomous loaders are used for production, helping mines more efficiently and safely move ore. But Hewitt saw an opportunity to leverage the benefits of autonomy to speed mine development.

---

**“This ramp is so important — and the ramifications of not completing it so significant — that we proposed this solution not only to keep the development moving but also to speed up the process,” LePage explains.**

---

The mine’s ramp development requires drilling and blasting, which means progress stops for several hours after every blast while workers wait for the dust to settle before going in to set the bolters, clear debris and reinforce walls. “That two-hour-delay is two hours of lost productivity,” says LePage.

*Typically, autonomous loaders are used for production, helping mines more efficiently and safely move ore. But Hewitt saw an opportunity to leverage the benefits of autonomy to speed mine development.*

“But we said, ‘What if we sent in an autonomous scoop and reduced that two hours of downtime?’ ”

The results would be significant: By using this two hours, the mine would gain about an extra meter of depth per shift. At two shifts per day, that equals a significant amount of additional depth over the course of a year.

The mine agreed to try the solution and installed a Cat Command for underground retrofit on one of their existing R2900G loaders. While some autonomous systems have been in operation in Canada, this was the first-ever installation of Command for underground in the country. “The ability to retrofit was a big differentiator,” says LePage. “The mine was able to buy the retrofit kit and for just a small extra cost, install the system on an existing machine.”

The first person to use the remote operator station was the site’s top operator, who had suffered a back injury and was going to be kept out of the cab for an extended period. “He loves his job,” says LePage. “So he was happy to have this option. Otherwise he would have been doing nothing.”

The mine has about another year left of development before the next phase will move to production. LePage said the site may then use Command to start on the next ramp, or move the autonomous loader into production.

“They are still getting acquainted with the system,” he says. “Once they get up to 100 percent, making Command a standard process, we envision it being applied elsewhere in the mine.”

**LePage says the mine is extremely satisfied with the system as well as the Caterpillar and Hewitt support that went along with it.**

The project was well-executed thanks to upfront planning and support says LePage. “The best advice we got was to make sure the mine was ready — that the decision to use autonomy was not being forced upon the mine by a corporate initiative. We needed to make sure every single person — from IT to maintenance to operations — was on board, because without buy-in, it cannot succeed,” he says.

---

**“We needed to make sure that when things got difficult, they were not going to abandon the system. Everyone needs to be committed to finding a solution.”**

---



## HAULMAX 3900 TRUCKS ARE A COST-EFFICIENT CHOICE FOR LONGER HAULS

**As coal mine operations expand, haul distances to coal wash facilities can lengthen from two or three kilometres to upwards of 10 km. That's when Mayfield Equipment Pty Ltd, of Singleton, NSW, likes to specify Haulmax 3900 trucks, with their proven ability to operate off-road in soft underfoot and nearly all weather conditions.**

The 3900 trucks have provided a significant competitive advantage to Mayfield according to Paul King, General Manager. "These trucks have given us an edge against our competitors regarding what we can offer the client on fixed costs per ton, particularly when hauling lightweight material such as coal, or top soil when we're performing mine site rehabilitation."

"Their rigid, eight-metre long by 4.9 metre bodies enable them to be loaded in two passes right at the coal face using a large-mouth loader bucket, without any rehandling. Large wheel loaders with wide, seven metre, 40 ton coal buckets load into these trucks easily. They can centralise load placement in the bed."

"Their low running cost per hour gives us that edge when bidding a job, particularly over longer distances like five kilometres or beyond. Plus, we're able to achieve higher utilisation due to the trucks' ability to operate uninterrupted in all weather conditions, especially in areas where there's a lot of rain, and without concerns about tyres overheating."

Mayfield primarily performs mining contracting work but also engages in contract civil work, top soil removal, dam building, plus any other major earthmoving required on mine sites. In addition, they do blast hole drilling, contract coal

haulage, load and haul and mine site rehabilitation as part of their mining services; plus some design and consulting work. The company operates primarily in the Hunter Valley, and have previously worked in the Gunnedah and Mudgee Regions. Their work force is just under 100 employees including supervisors, operators and maintenance people. Their fleet consists of blast hole drills, large excavators up to 230 t, Cat® dump trucks, dozers, graders, and of course the fleet of the Haulmax trucks.

"In our work area," said King, "95 percent of our clients are coal mines. In the Hunter Valley, 80 percent of the product is thermal coal for export from the Port of Newcastle. Last year they exported 171 million tonnes, making it one of the largest ports in the world."

### 3900s solid performers

"Currently we have six 3900 Haulmax trucks in our fleet," said King, "and we're bidding on two other jobs at the moment and looking to expand the fleet. We've had the six trucks for a bit over three years now and the fleet is over 100,000 hours with each truck having logged about 17,000 hours."

The 3900's proven power train is designed and built by Caterpillar and includes the powerful, reliable C27 engine, Cat power shift transmission, Cat oil-cooled brakes and Automatic Retarder Control. Haulmax is part of the Elphinstone Group and is an established Caterpillar OEM. With its 10 tyres compared to a standard dump truck's six, plus its two rear axles, the 3900 has eight wheels driving the truck. King said, "When it's wet, we're usually able to continue operating. Of course, for safety reasons, we still drive to suit the conditions. We typically drive at about 70

percent of our normal speed when it's wet underfoot. At times you still do need to park up during very heavy rain but compared to other mining trucks available on the market, we're able to operate in most conditions."

"Availability so far has been above 90 percent. By operating 21R 35 radial tyres, the trucks are getting more than 5,000 hours per unit. That is almost doubling our tyre life and halving their cost."

### Where the trucks really shine

King stated, "We typically do three to four large tenders per year for bulk handing of material be it coal, waste, or top soil. When bidding a job I'll look at the haul distances and average cycle times that are required. For anything over about a 4 km, one-way cycle, such as coal mines, I'll consider using the Haulmax truck in my bid."

"When I calculate the cost per tonne of coal or per cubic metre of top soil versus a standard rear dump truck, the Haulmax units really come into their own once you get into those longer haul distances because of their faster cycle times."

The service and backup and product/application knowledge are excellent. Haulmax is a very professional organisation. I've been dealing with them now for almost five years and our relationship is excellent."



## IT'S A FIRST—6020B DELIVERED TO VIETNAMESE MINING CUSTOMER

In May of this year a new Cat 6020B Hydraulic Mining Shovel was delivered by Phu Thai Cat (PTC) to Vinacomin for their Deo Nai Coal Mine operation.

Soaring two stories tall at a height of 6.5m, 10m in length and 230 tonnes operating weight, the 6020B Shovel is now the largest operating in Vietnam.

Caterpillar and Phu Thai teamed up to demonstrate potential productivity gains and as a result, Deo Nai decided to purchase the 6020B HMS to replace smaller competitive electric rope shovels.

Since it was the first hydraulic mining shovel for the customer jobsite, the team was focused on ensuring the customer had the training necessary to gain maximum value from the machine.

Caterpillar and PTC's commitment didn't stop at demonstrating the value of the new shovel. Phu Thai technicians partnered with Caterpillar to plan and execute the onsite assembly in 11 days, around half the normal time.

"It's only been a month since delivery and customer feedback has been incredibly positive," shared Caterpillar Industry Representative Ben Geldart. "It's exciting to see the machine at work at the jobsite. The hard work from the entire Caterpillar team and PTC is paying off."

Deo Nai Coal Mine is an open pit mine located in the Quang Ninh Province of Vietnam, nearby the resort area of Howlong Bay. The operation's fleet consists of over 100 machines - over 50 percent are Caterpillar.



# UNCOVERING OUR TRACKS

**Is there anything more iconic than the Qantas kangaroo? Adapted from the one penny coin, and introduced in 1944, the original symbol has been modernised but has never lost its identity. When you think Qantas, you think flying kangaroo.**

Or what about the Nike swoosh, designed in 1971 for a total cost of \$35? Can anybody look at that stylised tick and not recognise the international sporting goods label?

These two examples demonstrate the power of design in promoting a brand. Over time, they've embedded themselves in the public consciousness. But they've only worked because they capture the essence of the brands they represent, and the imagination of the customers they serve. So if William Adams had to choose a design that embodied the strength, uniqueness, and reliability of Caterpillar products and the William Adams business, what would it be? That's the very question Dealer Principal Dale Elphinstone was asking himself earlier this year.

"Caterpillar's been part of the William Adams story for 91 years," Dale says. "How do you take nine decades of product and service excellence and distil it into a single design?"

William Adams Managing Director Eddy Kontelj knew he was going to need help so he assembled a team further supported by Mark Crawford from Sequoia Media.

**The brief: find the one iconic image that would do for William Adams what the kangaroo has done for Qantas.**

Eddy believes the dozer is symbolic of everything William Adams and Caterpillar represent. "It's the flagship," Eddy

says. "There isn't another dozer like it in the world. Its durability, power, and ability to get the job done are legendary."

With the dozer chosen, the next challenge was to take such a sophisticated piece of machinery and encapsulate it in a simple, recognisable brand mark like the flying kangaroo. Of all the dozer's unique attributes, which one would perfectly link it to Caterpillar and William Adams?

"We considered a number of features," Operator Demonstrator John Merlo says. "But it was the dozer tracks we kept circling back to. The distinctive pattern is symbolic of the dozer itself and of Caterpillar's strength. When you see those tracks, you know you're dealing with world-class performance."

With the decision made, it was time to have some fun. "We went up to Merlo Hills and it was the shortest demo of John's life," Eddy says. "But it'll end up having a long-lasting impact".

The tracks were photographed and sent to a graphic designer to have them stylised. Then, in August, a new fleet of Ford Ranger vehicles was branded with the dozer tracks. Now, wherever William Adams vehicles go, the dozer goes with them.

"It's a really proud and exciting time for the business," Eddy says. "I just love seeing the tracks on our vehicles all over Victoria and Tasmania. Our customers will soon come to see those tracks and William Adams as one and the same thing."

Warren Young, Executive Director Elphinstone Group was so impressed with the work that had been done, that he and Jamie Palmer, Ag Business Manager, adapted the design for

our fleet of William Adams Ag vehicles. A Deutz Fahr tractor was used to develop a stylised tread for the William Adams Ag team. "Everyone is unashamedly enthusiastic about the new Ford Rangers", said Warren.

***"It's a really proud and exciting time for the business," Eddy says. "I just love seeing the tracks on our vehicles all over Victoria and Tasmania"***



## NEW FLEET ARRIVES

**Around 40 new Ford Rangers were delivered to various William Adams' locations across Victoria and Tasmania during August and September, representing a significant upgrade of our light vehicle fleet.**

The business currently operates a light vehicle fleet of around 150 vehicles, in addition to a further 100 (approx.) Service Vehicles. The service vehicles are a mix of Nissan Patrols, more recently Toyota Landcruisers, and various lube truck configurations.

Whilst the company had achieved standardisation across brand, configuration and fittings for our field service fleet many years ago, we had been guilty of running a very mixed fleet of sedans and crew cabs from multiple suppliers until our most recent review.

**The review set out to simplify the purchase process and use William Adams' buying power to achieve the best possible commercial outcome.**

William Adams worked with several suppliers over an extended period, resulting in the completion of a deep

analysis of whole of life costs over our typical ownership cycle. Warranty consideration together with a significant weighting being placed on after sales support were key selection criteria.

The decision to select the Ford Ranger was based on the commercial outcomes, strong driver preference, and the ability to standardise on the one vehicle, which offered multiple configurations to best suit the needs of our field sales force, branch managers, sales managers and operational needs.

With such a large presence of vehicles on the road, a decision on vehicle branding resulted in all vehicles being delivered in the unique William Adams' livery, tailored to suit the various end use requirements, and incorporating our well recognised Caterpillar, Cat Rental Store and Deutz Fahr brands.

Rex Gorell Ford (Geelong), and Gowans Motor Group (Burnie), were selected as our Ford dealers of choice, and have both done a great job in assembling and delivering a large fleet of vehicles over a relatively short time period.



# IMPRESSIVE CONSTRUCTION PROJECTS CONT.



## Hoover Dam - Colorado River, Arizona (1936)

Named one of the 7 Wonders of the Modern World and a Historic Civil Engineering Landmark; a Millennium Monument, achievements that had the greatest positive impact on life in the 20th century.

- The dam is almost 690 feet thick at its base, and about 45 feet thick at its highest point.
- The Hoover Dam rises 725 feet above the Colorado River and resulted in the creation of Lake Mead, the largest man-made lake in the Western Hemisphere.



## English Channel Tunnel – English Channel, Strait of Dover (1994)

The high speed trains move so quickly that valves in the tunnel walls open and close to vent the pressure that builds up as the trains push air through the tunnel. The tunnel is 50 kms long and 76 metres deep. It is the second longest tunnel in the world and contains the longest undersea portion of any tunnel.

- 6 years in construction
- 13,000 engineers, technicians and construction workers
- 11 tunnel boring machines



## Great Wall of China (475 B.C.)

Over 2,000 years, a series of several walls were built, rebuilt, merged and expanded to create the wall as it stands today, completed between the 15th and 17th century.

- 475 B.C. construction began to protect China from invading Huns.
- The wall is 8,850 kms long, and cannot actually be seen from space!
- Some of the watchtowers stand 980 metres above sea level and the wall reaches 7.8 metres in height and 5 metres in width in the Juyongguan Pass region.
- The mortar used to bind the construction is made from rice flour.



# FOOTSCRAY CONCRETE PLANT REOPENS IN STYLE!



One Sunday in May this year the local Footscray and Victorian Holcim Concrete teams celebrated the opening of their new plant with an open day.

Over 300 people attended throughout the day including Holcim people across all business units including drivers, construction partners, customers, suppliers and family members.

“The open day was an opportunity to share in the successful completion of the project and to thank all of the people involved for their hard work and dedication” Tim Pizer, GM Victoria and South Australia Concrete told Plus. “We don’t often get the chance to show our families and friends exactly where we go every day or what we actually do, so it was tremendous to be able to do so and watch everyone enjoy the day with their loved ones.”

“The objective was to build a new plant on the existing site that took into consideration what we have learned over the years in safety and environmental management, operational excellence and using innovations in equipment and design, all whilst always keeping the needs of our customers in mind” EGM Concrete, Hans Fuchs said.

Congratulations and well done to everyone involved in the project and the open day.

## Did you know?

- 24 km of electrical wire was used to rebuild the Footscray plant
- The new Footscray plant will produce enough concrete in a year to build a concrete driveway from Melbourne to Sydney?

William Adams was delighted to participate and share in the day with our friends from Holcim.



## HOBART 50 YEAR CELEBRATIONS

**Hobart Branch opened its doors at its current Berriedale location in March 1967.**

On the 27th April 2017 a celebration of this milestone was held at the branch with around fifty ex-employees and longtime customers joining current branch staff and senior managers to mark the occasion.

Following an official welcome by Managing Director, Eddy Kontelj and a brief history of the Hobart Branch, guests were guided through the history and future of the Elphinstone Group of Companies by Dale Elphinstone.

Special guest Mr Andrew Walter, Managing Director of Andrew Walter Constructions gave an insightful recollection of the people and support provided by William Adams since commencing his civil contracting business in the 1980's

Guests and staff were then off down memory lane catching up with employees and customers alike, many of whom had not seen each other for many years.



A photo board of the early years rekindled memories and stories of our past history and a static display of early and current machines created plenty of discussion and reminiscing of a time when not uncommon to be relegated to the yard on wet days and freezing temperatures, under tarpaulins to remove or repair engines, final drives or track assemblies.

Like many of our employees and facilities, Hobart Branch has generated a history through the brand and its people and has influenced and inspired many a customer and employee alike.

We trust the next generation will contribute and grow that history and influence. We thank all those who attended and made the event possible.



## CLAYTON 50 YEAR CELEBRATIONS



## THE IMPORTANCE OF INFRASTRUCTURE: BUILDING AIRPORTS AROUND THE WORLD

**A NATION'S TRANSPORTATION SYSTEM IS THE BACKBONE OF ITS ECONOMY. ECONOMIC GROWTH IS DIRECTLY TIED TO TRANSPORTATION EFFICIENCY AND RELIABILITY. CHECK OUT HOW CATERPILLAR EQUIPMENT IS HELPING TO BUILD NEW AIRPORTS AROUND THE WORLD.**



### New Airport in Mexico City

Mexico City acts as an entry point for many tourists and business travellers, strategically connecting Mexico to the rest of the world. It is also one of the 20 largest cities in the world with a population of 22 million. With only two runways, the current airport can no longer handle the increased demands.

Construction on a new airport in Mexico City is now underway using Caterpillar equipment. It will be one of the world's biggest airport infrastructure projects and is expected to be the largest airport in Latin America and the second largest in the world. The new airport will have capacity to handle 120 million passengers annually by 2062. This project will showcase Cat Connect, on board machine technology and fuel efficiency.

The first stage of the project, schedule to be completed by 2020, contemplates the construction of three parallel runways and one spectacular six million square feet terminal building. It will also require the movement of 63 million cubic meters of different materials including volcanic rock and basalts. The site for the new airport is prone to flooding since it is located on top of the former Texcoco Lake, presenting unique engineering challenges.

To handle the scale and complexity of this iconic project, local Cat dealer Madisa has established a dedicated branch inside the construction site to provide full support to all contractors.

Currently there are over 100 Cat units working on site including a fleet of D6K2s averaging 450 hours per month, requiring advanced equipment and condition monitoring to minimize downtime and maximize fuel savings.

Grupo Carso, one of the largest construction companies in Latin America, has been awarded the construction of one of the runways and the main terminal building. Being one of the top Cat Connect users in the region, they are the technology leader in the Mexican construction industry. Currently Grupo Carso is in the process of integrating Cat Grade control to their construction process to reduce costs and meet their tight deadlines.



### New Airport in Istanbul

**At the crossroads of East and West, Istanbul is the natural site for a global air transport hub.**

That's a good thing because by 2023, Turkish Airlines plans to transport more than 120 million passengers per year -- nearly double its current numbers. That ambitious goal presents a major challenge: building the world's largest airport from the ground up in just 42 months. It's a massive undertaking.

To handle the huge scale, difficult site conditions and tight deadline, the Istanbul Grand Airport assembled a fleet of more than 400 machines, all from Caterpillar.

**They will rely heavily on Cat® EMSolutions™ technologies to streamline equipment management for the project's massive fleet.**

The remote monitoring technology is like an eye watching from the sky 24 hours a day, 7 days a week, tracking all the machines and providing data about every machine. This advanced technology is essential because managing a project of this scale using classic methods would be virtually impossible.

## RETIREMENT OF A WILLIAM ADAMS, AND INDUSTRY LEGEND

“MEMOIRS OF LEGEND” AUTHORED BY USED EQUIPMENT MANAGER LYNTON PERRY’

**“FEW PEOPLE MANAGE TO WORK IN A JOB THEY LOVE, BUT I CONSIDER MYSELF ONE OF THE LUCKY ONES. AT THE END OF THE YEAR I’LL HAVE NOTCHED UP FIFTY YEARS WITH WILLIAM ADAMS. MY EXPERIENCE HAS RANGED FROM EARLY POSITIONS IN SALES PROMOTION AND SALES, THROUGH TO MANAGEMENT”**

I joined William Adams’ sales promotion section on 27th December, 1967 at the age of twenty-one. Shortly afterwards, the D4D 85A series was introduced. We decided to have a BVD4 (Better Value) demonstration program, so we hired a step deck to travel around Victoria. This proved to be quite successful and we took orders for many machines.

My next position with the company was in Sales Administration with Stan Wilson in around 1970. During that time the G series grader was introduced and again I set off, this time driving a 130G around the state, demonstrating the new machine and going to many shires over several months. It was a year of bad floods and parts of the road between Horsham and Swan Hill were completely submerged. I could only be guided by the tops of posts on the side of the road.

Our sales representatives seemed to be at the front line and were respected by customers and from within the company. That’s what I decided I had to be. My desk was just outside the Sales Manager’s office and one morning he called one of the reps in for a reprimand. I could hear everything that was being said and after I saw the company car keys being handed over, I knew what I was about to do. The rep walked out of the office and I walked straight in.

‘I want that job,’ I said, and by 11am I was the new sales representative in Gippsland. So began a wonderful era in my life. It was the start of a boom in Gippsland. The great Thomson Dam was soon to be commenced, Loy Yang Power Station was being planned and the Blue Rock dam was yet to be started. The logging and pulp industry was at its peak. It was impossible to find accommodation in the area. Not even

an on-site van was available at the caravan park. For the first year I travelled from Melbourne, always leaving by 5am and rarely getting home before midnight. By luck I noticed a new house being built beside an old farmhouse. The farmer agreed to rent the old house to me, so the family moved to Gippsland.

**My years as a rep were some of the best of my life. Customers became friends and were extremely loyal. We were invited to weddings, birthdays, axemen’s balls, woodchops and I was even asked to give a few eulogies.**

The construction of the Thomson Dam was an experience I will never forget. First the area to be flooded had to be logged and pulped; no mean feat, as some of this country was very steep and had to be cleared by a method called ‘yo yo-ing’, where the clearing machine is lowered by a cable from another unit, anchored on a ledge and winched back up.

A nineteen kilometre tunnel was constructed through the Thomson Yarra divide to allow water from the Thomson River to flow into the Upper Yarra reservoir and then onto the Silvan dam. A new village was constructed to house the workforce. It included houses, caravan park, shops, school and sports oval. Two years after commencement it accommodated 1800 people. I frequently used the mess, where a huge meal could be purchased for \$2 and was free to workers.

The road from Rawson to the dam wall once took over an hour to drive, as this road, named ‘the narrows’, had endless turntables and log trucks using it non-stop. Now it takes about ten minutes.

After ten years, the completion of this dam in 1984 not only left a new township, but also a good, clean supply of water to Melbourne.

During the 80’s construction of both Loy Yang A and Loy Yang B coal fired power stations commenced. This would also take some years and saw many machines sold to contractors on these sites. At that time in the booming timber industry, pulp was cut into 8’ billets and loaded onto a ‘U’ shaped sled and then transported to the pulp mill.

Our first branch at Traralgon was in the old APM Forests workshops, after we had taken over the maintenance of their forest plantation equipment. This consisted of a fleet of D7F’s and D8N’s. Later they traded their Aveling Barford graders on 120G’s. We worked out of this old workshop for many years before the new branch was built.

On one occasion we were delivering a 528 and D3 for plantation work on Mount Worth. When I arrived at the top of the mountain they said to me, ‘You must have walked in a long way!’ I replied, ‘My car is just around the corner. I had to stop because your 4WD was bogged in front of me!’

There were many characters who worked in the timber industry. One of the first calls I made as a rep was to visit a prospect logging in the Jeeralang’s. He had just felled a tree

and a branch had come back and smacked him in the mouth. He gave me a mirror to hold while he cut out the broken tooth with a knife and didn’t even seem to flinch.

***I loved calling on customers working in the industry. All were sincere and hard working.***

After fires had ravaged forest around the Matlock area, many contractors were re-located to the area to salvage what they could. I would travel on tracks for several days and not use a main road, camping at night with some of the pulp contractors. One of my favourite camps was in a converted bus at Mount Useful. Gordon was the best cook (except for my wife) and he would make up these great stews where everything was thrown in. I think some items had already turned, but the stew still tasted good. We were sitting around a fire one night and it had started to snow. Next thing we were being watched and prowled around by wild dogs.

You learn a few tricks when driving on bush tracks. Petrol had just risen to sixty cents a litre and in an economy drive we had been supplied four cylinder Sigma’s. I hadn’t quite straddled a log track properly and punched a stone through the sump, so I sharpened a green stick and knocked it through the hole, got some oil from an old Timberjack and drove to Neerim, where I bought a tube of Mastik. This temporary repair lasted for several services until I purchased a new sump.

In 1983 I finished first overall in a competition run by Caterpillar throughout Australasia for most sales on Cat Attack machines (excavators, track loaders, wheel loaders and track type tractors). The prize for the winners was a trip to the USA, including a week in Hawaii with their wives, and for the overall winner a gold-plated trophy was

also awarded. I have to say my customers were almost as enthusiastic as I was with their endeavours to help me win that competition!

When I became Branch Manager at Traralgon it was a thriving branch with two sales reps, a product support rep and a large parts & service department. The team at Traralgon was a hardworking and dedicated group and I enjoyed my years there. One of the most gratifying aspects was seeing the development of many young people who started or trained at Traralgon and went on to build their careers.

It was during this time that the State Electricity Commission privatised and Roche Thies Linfox JV was awarded the contract to work in the mine. They became one of William Adams’ main customers and I had an excellent working relationship with them over many years. The Yallourn mine was looking at replacing their bucket wheel dredge, which was in excess of \$100m, and Thies was looking at alternative ways of mining. The D11T with its 95cm blade was designed and purchased as an alternative to the dredge and this proved so successful that they have since bought further D11’s.

My position as Used Equipment Manager has been a highlight of my time with William Adams and has utilised all the experience gathered over my time with the company. I have had a degree of autonomy in the role which has suited my management style and I find it both challenging and satisfying to compete globally.

William Adams is a well-known and well-respected company in the industry throughout the world. Our standing in Japan, for example, is exceptional and I would like to think I have contributed to this.

**I have been extremely fortunate in my working career, both in the company I work for and the paths on which it has taken me. The friends I have made along the way will last a lifetime.**



## A LIFETIME WITH CAT

Alan McPherson has been in the earthmoving industry for 48 years in the Alpine area around Myrtleford & Bright in north east Victoria. His scope of works is many and varied from traditional civil works to road construction & concrete supply.

Alan started out as an 18 year old with his first Caterpillar purchase being a 922 Wheel Loader. His fleet now consists of a backhoe (Cat 432F), Cat IT14 wheel loader, Cat 12H grader, skid steers (279), rollers (Cat CB24 & CS563), mini excavator (Cat 304) through to a Cat 315 excavator and his recent purchase of a new Cat 330F.

Alan attended our F series excavator launch in September 2016 and shortly after ordered a new 330F. He is extremely happy with the performance of the 330F stating that the machine is so quiet and smooth with terrific power yet extremely fuel efficient. Alan is a proud Caterpillar owner and an extremely valued customer of William Adams.



## PEOPLE

# INDUSTRY IDENTITY CELEBRATES A BIG BIRTHDAY



▲ Bruce (left) alongside I.H. Branch Manager, Jeff Johnson at Conexpo 1981, in Houston, Texas, and the global launch of the mighty Komatsu D555.

**Bruce McWilliams is a name synonymous with the International Harvester brand, more recently known as Dresser, and now Dressta. Back in the 1950's, the International Harvester Construction Equipment product was distributed throughout Australia by the I.S.A.S. Group, or, Industrial Sales & Service. In Victoria, ISAS (Vic) operated from Campbellfield and this is where Bruce began his life long association with the industry (joining ISAS as a sales cadet in 1956).**

The mid '70's saw Bruce managing the sales group for the new I.H. dealership, Interquip (Vic) Pty Ltd, who were located in Warrigal Road Moorabbin. The distribution of the I.H. product then saw several changes following the Interquip era as the fortunes of the International Harvester Company ultimately saw the splitting up of Ag, On Highway Truck and Construction Equipment business units and Dresser acquiring the business in around 1982.

Despite a well-accepted range of equipment from wheel loaders and track type tractors, to large scrapers, all-wheel drive off highway trucks, log skidders and motor graders, a loyal group of owners were challenged by the constantly changing dealer network. One element which remained unchanged in the distribution of International/Dresser product in Victoria for almost thirty years, was Bruce McWilliams.

Fiercely loyal to the brand and his customers, Bruce established a significant following which led to a high degree of success for the product in Victoria throughout this period. Bruce enjoyed enormous support that transitioned into lifelong friendships with many of the larger contractors of the time. Peter Hoare (Hoare Bros), Dave Dowling (Cut &

Fill), Del (A.P.) Delaney from Albury, Aidan Graham (Aidan J Graham Quarries), Malcolm and Robert McClure from Castlemaine, Ron Kerr (now Conundrum Holdings) and so many others who helped build our infrastructure and earthmoving industry during the 70's, 80', 90's and beyond, and were all part of the "McWilliams team".

Following a long, distinguished and highly decorated career with the I.H. brand, Bruce moved in the early 1990's to join with Carlo Porto, (Porto & Valente) in establishing the Indeco brand in Australia. At the time of Bruce's retirement in 2009, he had established a national dealer network and grown the Indeco brand from an unknown, to a market leader renowned for their customer support and service excellence.

**Bruce celebrated his 80th birthday in September this year.**

Bruce Edwards, Marketing GM at William Adams told Plus that he was fortunate to have worked for Bruce at the commencement of his career in 1977. "I have been privileged to have had two great bosses and mentors during my time, Bruce McWilliams in my early days in Victoria and then with Roger French after joining William Adams in 1988. Both leaders were absolutely passionate about the product they sold and this was infectious; both were equally committed to serving the customer and establishing strong, mutually beneficial relationships, and both helped to instil a customer centric attitude that I believe has also served me well", Edwards said.

Just prior to Bruce's birthday, Bruce (Edwards) and Brian Zarkov, who worked with Bruce during the early Indeco days, teamed with McWilliams' great buddy Dave Dowling to share a biscuit and some stories with Bruce.

"We took the opportunity to present Bruce with a small gift commemorating his years of service to the industry, a mounted Dressta TD40 Dozer", Bruce told Plus. Special thanks must go to Shane Ricardo and David Hazell from Onetrak (Dressta dealer) who went out of their way to insist on providing this gift to Bruce in recognition of his lifelong service to the International and Dressta brands.



▲ Bruce just prior to his 80th birthday, along with Brian Zarkov (William Adams) and Dave Dowling.



**William Adams' Field Service find themselves operating in the middle of large cities, remote logging and mining sites, and in all conditions, day and night.**

Burnie based field serviceman Dirk Schumann and his trusty vehicle found treacherous conditions on the Murchison Highway on Tasmania's west coast a little too much during early September. After observing several vehicles slipping off the icy road, Dirk made the wise decision to "return another day".

Thanks for the great shot Dirk.

# INDUCTION OF OUR NEWEST "LEGEND" AND 2017 MASTERS

**WE ARE VERY PLEASED TO ANNOUNCE OUR NEWEST ENTRANT TO OUR PRESTIGIOUS GROUP OF PAST AND PRESENT COMPANY "LEGENDS" – GLEN SLOCOMBE, SALES MANAGER, REGIONAL & GOVERNMENT IN VICTORIA.**

**GLEN WAS INDUCTED AS OUR 25TH "LEGEND" AT THE MASTERS AWARDS DINNER HELD SEPTEMBER 7TH, 2017.**

Managing Director, Eddy Kontelj, announced Glen's award before an audience of our Equipment Sales, Rental, Product Support and Ag sales teams and management personnel, together with senior representatives from Caterpillar.



▲ L to R: Eddy Kontelj, Glen Slocombe and Dale Elphinstone.

Glen commenced with William Adams on the 22nd January 1990 as an apprentice diesel fitter.

He was keen for a change after seven years on the tools, and get some exposure in our sales department, and was appointed to the role of Sales Cadet in 1997.

After a short stint in the cadet position, in September 1998, Glen was appointed to a role as BCP sales rep based out of our original western/northern suburbs branch at Keilor. Glen wanted to be the best, and William Adams' Legend and then GM Sales, Roger French, suggested he would be best served working under then Traralgon Branch Manager,

Lynton Perry, if he wanted to learn the ropes from the best in equipment sales.

He was a very successful rep under Lynton, and gained a love of forestry equipment and the industry in general, and maintains close customer relationships today, formed back in his early Gippsland days.

Very few have the passion for the company, the product, Caterpillar and the history of the two organisations, as does Glen. Many would be familiar with the archive collection Glen has, the range of Caterpillar models he owns, and his thirst for knowledge on Cat product history – the veritable walking encyclopaedia!!

This has led to Glen getting right behind the Australian chapter of the ACMOC Group (Antique Caterpillar Machine Owners Club) which operated only in the USA until Glen and a handful of passionate Cat lovers inaugurated an Australian chapter several years back. Glen has helped lead and direct this organisation and has been instrumental in coordinating representation of ACMOC members and their machines at multiple rallies held throughout Victoria and Tasmania.

**Congratulations Glen, a well-deserved recognition for your considerable contribution over a long period of time.**



**CLASS OF 2017**



▲ L to R: Ryan O'Doherty (General Manager, Sales), Mick Hardy and Stuart MacDonald (Sales Manager, Tasmania).

Mick Hardy won his second Equipment Masters Award following his earlier recognition in 2003. Mick has strung together many years of extremely successful selling for us on Tasmania's West and North West Coast, but the fact that he has come so close several times, but not won the award for a second time until this year, proves just how difficult these awards are to win.

Mick has enjoyed a sensational year, delivering 23 new Cat machines and 29 used machines, but also achieved an exceptional level of customer coverage in his patch over the last year.

**Congratulations Mick on your second Masters Award.**

This year's Product Support Master's program had been a race to the end with 4 main contenders breaking away from the pack midyear and making a sprint to the finish line. With an overall points opportunity of 1000, we saw 3 reps hit the 700 plus mark with only 90 points separating the winner.

Tim Honig joined the William Adams team as a Technical Communicator in 2012 and progressed into his current position as a Product Support Sales Representative (Commercial Engines) in December 2015 where he continues to exert his technical prowess and professional customer management skills.

Tim ended the year achieving 125% of his parts budget, 100% of his training requirements and consistently high results across the remaining Masters metrics. Tim is a

true high achiever who continues to raise the bar across the dealership and accepts nothing less than 100% for our customers.

**Tremendous result in just your second year in the role, Tim.**



▲ L to R: Adam Elphinstone (General Manager, Product Support), Tim Honig and Justin Byrne (Sales Manager, Product Support).



▲ L to R: Wayne Elphinstone (Sales Manager, Ag), Brent Gillard and Jamie Palmer (Ag Business Manager).

Brent Gillard, our Burnie, (Tas) based Ag rep covering all of the North West Coast of Tasmania capped off another excellent year, being awarded his third Ag Sales Achievement Award after success in 2014 and 2015. Brent was also national runner up in the Power Farming Group (PFG) and Deutz sales campaign.

Brent scored over 3,000 points, in fact he missed out on winning the national award by one small tractor sale! This was an excellent achievement as some areas throughout Australia have considerably more opportunity than Brent's territory in North West Tasmania.

Brent delivered 112 new units and 26 used items of plant. Included were 30 x new Deutz and 5 new Kioti tractors and a vast array of new slashers, mulchers, mowers, tedders, rakes and other implements.

**Another great year, well done Brent.**

## McCONNELL DOWELL WINS THE 2017 AUSTRALIAN CONSTRUCTION ACHIEVEMENT AWARD

At a glittering event attended by the cream of the construction industry in Australia McConnell Dowell Constructors (Aust) Pty Ltd was named as the winner of the 2017 Australian Construction Achievement Award for its Melbourne Port Capacity Project – Maritime Works. The Australian Construction Achievement Award is promoted by the Australian Constructors Association (ACA) and Engineers Australia, and is the peak annual award for the major players in Australia's construction industry.

The award is fiercely contested by the largest construction and engineering businesses operating in Australia whose projects must first qualify to be finalists and then submit to the most rigorous assessment by a panel of experts. Commenting on the announcement of the winner, ACA President John Flecker said that the winning project, by constructor McConnell Dowell, showcases the highly innovative solutions that constructors develop to overcome the technically challenging issues associated with today's mega projects.



▲ L to R: Eddy Kontelj, William Adams, Wal King, inaugural President of the Australian Constructors Association (1994 – 2010), John Flecker, CEO – Multiplex and current President of the Australian Constructors Association and Ranil Tennakoon, Caterpillar.



**PLUS  
CAMERA**



## WHELAN GROUP

East Gippsland based Whelan Group recently updated to a new 972K Series Medium Wheel Loader for their Bruthen hard rock quarry. The new 972K will be working alongside existing Cat 972G and 972H models.



## VALLEY SEPTICS 259D

David, Sally and Nick Baldassa operate Valley Septics Pty Ltd based in Trafalgar (Gippsland), and recently took delivery of their second Cat 259D Compact Track Loader. Machine performance, cabin comfort and local parts and service support from William Adams in Traralgon made the decision to purchase another Caterpillar that much easier.

Pictured with new 259D are Nick and 259 operator Darcy.

## KIERNAN PLANT HIRE

Kiernan Plant Hire, Sale (Vic), recently took delivery of a new Cat 259D Compact Track Loader fitted with a Cat HM112C mulcher, pictured cleaning up road side drains in Gippsland.



## CRISTAL MINING

Cristal Mining's Snapper Mine recently took delivery of the first new 962M Tool Carrier sold by William Adams. The machine was equipped with the aggregate counterweight, wide 750/65R25 tyres and CAT fusion coupler to handle various work tools including bucket, forks and a material handling arm.

The 962M TC replaces an IT62H on site and is used to support the dredging operations conducted at the mineral sands mine near Pooncarie in what can be some hugely variable conditions.



## CDL CONSTRUCTION

CDL Constructions Pty Ltd is a leading Victorian civil engineering contractor based in the Melbourne suburb of Bayswater and has a proud record of delivery for major works & projects in and around Melbourne for over 30 years.

CDL specialise in project management, civil construction, basement excavation & retention, site remediation and subdivisional & infrastructure works.

CDL have been a wonderful supporter of Cat product throughout their time in business, and have recently taken delivery of a new Cat 330DL 2 in the traditional "CDL trademark Cat yellow" livery.

**The machine is pictured on delivery to a major basement excavation project in Melbourne's south east recently.**



## ALL ASH PAVING

Silvan – based All Ash Paving recently took delivery of their first new Cat machine, an AP500E Paver. Director, Steve Galea was immediately impressed with the performance and the ease of controls for both the paver and screed operators. The AP500E is pictured on its first job in the streets of Croйдon.



## CALDER CONTACTING PTY LTD

Recently delivered to Tim & Emma Pyke, of Calder Contacting Pty Ltd, is this new Cat 326F, equipped with a William Adams forestry guarding package and a fixed Talon log grab, also fabricated by William Adams. Calder Contacting, based in Wynyard on Tasmania's North West coast purchased the 326F to load logs for logging company Forico Pty Ltd.



**The fleet may have changed yet  
50 years on it's still providing the  
same great Field Service**